

Strategic Investment Advisors, LLC

Firm Brochure

(Part 2A of Form ADV)



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This brochure provides information about the qualifications and business practices of Strategic Investment Advisors, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 248-567-6688 or 866-211-1904. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Strategic Investment Advisors, LLC. (Firm CRD# 151501) is available on the SEC's website at www.adviserinfo.sec.gov

December 21, 2023

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Since the last update on August 29, 2023, the following changes have occurred:

- Item 4 has been updated to disclose the most recent calculation for client assets under management.
 - The CCO is now Heather Lyon.
-

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 248-567-6688 or 866-211-1904.

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Item 4: Advisory Business

Firm Description

Strategic Investment Advisors, Inc., (“SIA”) was founded in 2007. Cassidy and Associates Inc. is the primary owner. Heather Lyon is the Chief Compliance Officer.

SIA is a fee based financial planning and investment management firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm’s managing member is affiliated with entities that sell insurance products.

SIA does not act as a custodian of client assets. The client always maintains asset control.

An evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement or risk analysis. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Under CCR Section 260.238(k), SIA, its representatives or any of its employees will disclose to the clients all material conflicts of interest.

Types of Advisory Services

SIA provides investment supervisory services, also known as asset management services and furnishes financial planning and investment advice through consultations.

ASSET MANAGEMENT

SIA offers discretionary direct asset management services to advisory clients. SIA will offer clients ongoing portfolio management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. The client will authorize SIA discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

SIA also offers discretionary asset management services to individuals on their qualified plan assets when SIA has access to an advisor login providing access to manage the assets in the client account based on the investment options available in the plan. The client will authorize SIA discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

Additionally, SIA offers discretionary asset management services to clients by selecting the AssetMark Platform. For more information regarding the AssetMark Platform, refer to AssetMark Platform Disclosure Brochure.

The minimum investment required on the AssetMark Platform depends upon the Investment Solution chosen for a Client’s account and is generally \$25,000-\$50,000 for Mutual Fund and \$25,000 for ETF Accounts, and from \$50,000 to \$500,000 for Privately Managed and Unified Managed Accounts, depending on the investment strategy selected for the account. These minimums are described in more detail in the AssetMark Platform

Disclosure Brochure. Accounts below the stated minimums may be accepted on an individual basis at the discretion of AssetMark.

QUALIFIED PLAN CONSULTING SERVICES

SIA offers Qualified Plan Consulting Services to individuals. SIA will meet with the client for information gathering initially and then every quarter thereafter for review and recommendations. Every quarter, SIA will review the investment options available within the plan and make investment recommendations to the client based on the investment options available and the client's financial objectives. It is ultimately the clients' decision to execute the recommendations made by SIA.

FINANCIAL PLANNING AND CONSULTING

If financial planning services are applicable, the client may choose to compensate SIA on an hourly or negotiable fixed fee basis described in detail under "Fees and Compensation" section of this brochure. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plans/Trusts, Investments, Taxes, and Insurance. If the client elects to act on any of the recommendations, the client is under no obligation to affect the transaction through SIA. Financial plans will be completed and delivered inside of six (6) months. Clients may terminate advisory services with thirty (30) days written notice.

Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without written client consent.

Wrap Fee Programs

SIA does not participate in wrap fee programs.

Client Assets Under Management

SIA, has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$871,385,027	\$0	November 20, 2023

Item 5: Fees and Compensation

Method of Compensation and Fee Schedule

ASSET MANAGEMENT

SIA offers discretionary direct asset management services to advisory clients. Fees for these services will be based on a percentage of Assets Under Management as follows:

Assets Under Management	Annual Fee	Quarterly Fee
Up to \$250,000	2.00%	.50%
\$250,001 - \$500,000	1.75%	.43%
\$500,001 - \$1,000,000	1.50%	.37%
\$1,000,001 - \$2,500,000	1.00%	.25%
\$2,500,001 - \$5,000,000	.75%	.18%
Over \$5,000,001	.50%	.125%

The annual Fee may be negotiable. Accounts within the same household may be combined for a reduced fee. Fees are billed quarterly in advance based on the amount of assets managed as of the close of business on the last business day of each quarter. Quarterly advisory fees deducted from the clients' account by the custodian will be reflected on the brokerage statement. Lower fees for comparable services may be available from other sources. Clients may terminate their account within five business days of signing the Investment Advisory Agreement for a full refund. Clients may terminate advisory services with thirty (30) days written notice. Client will be entitled to a pro rata refund for the days service was not provided in the final quarter. Client shall be given thirty (30) days prior written notice of any increase in fees.

AssetMark Platform

Accounts on the AssetMark Platform are assessed a total Account Fee. This Account Fee includes SIA's fee detailed in the schedule below. Fees and compensation for using the AssetMark Platform are provided in more detail in the AssetMark Platform Disclosure Brochure. Discretionary Manager Fee schedules are included in the Client Billing Authorization or Appendix A to the Client Service Agreement.

The fees applicable to each Account on the AssetMark Platform may include:

- 1) Financial Advisor Fee;
- 2) Platform Fee; and
- 3) Investment Manager Fee

Other fees for special services may also be charged. The Client should consider all applicable fees.

1) Financial Advisor Fee listed in the above table

2) Platform fee schedules

- Single strategy Mutual Fund, and ETF Accounts: 0.00% - 1.25%
- Guided Portfolios: 0.00% - 0.95%
 - Additional third-party fees may apply.
- Privately Managed Accounts (IMA and CMA): 0.25% - 0.90%
 - Additional third-party fees may apply.
- Savos UMA Accounts (PMP, GMS, and ARO): 0.00% - 0.65%
 - In addition to the Platform fee, there is a flat 0.60% Investment Manager Fee for UMA accounts.
- Fixed Income IMA: 0.15% - 0.30%
- Administrative fee for administrative/non managed accounts: 0.10% - 0.25%

3) Investment Manager Fee

Each of the Investment Managers may charge a separate Investment Manager Fee directly to the Client, calculated as a percentage of the total assets managed by the Investment Manager, which is in addition to the overall investment Advisory Fee negotiated between the Client and the Financial Advisory Firm. The fee charged by each Investment Manager is specified on the individual Discretionary Manager Designation incorporated in the Client Services Agreement and executed by the Client. Fees will vary from Investment Manager to Investment Manager; a complete list of fee schedules of the Investment Managers participating in the Platform is available from the Financial Advisory Firm by request.

QUALIFIED PLAN CONSULTING SERVICES

The annual fee for Qualified Plan Consulting Services will not exceed .74% of assets. Fees will be paid quarterly in advance. Fees will be deducted from another account managed by SIA. For termination after five (5) days, client will be entitled to a pro-rata refund based on advice already rendered. Client shall be given prior written notice of any increase in fees, and client will acknowledge, in writing, any agreement of increase in said fees.

FINANCIAL PLANNING and CONSULTING

Prior to the planning process the client will be provided an estimated plan fee. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plans/Trusts, Investments, Taxes, and Insurance. The payments are received in two installments: one at the commencement of the planning process, balance of the final payment is due upon delivery of completed plan. Client may cancel within five (5) days of signing Agreement for a full refund. If the client cancels after five (5) days, any unearned fees will be refunded to the client.

FIXED FEES

Financial Planning Services are offered based on a negotiable fixed between \$5,000 and \$10,000 based on complexity and unique client needs.

HOURLY FEES

Financial Planning Services are offered based on an hourly fee of \$400 per hour.

Client Payment of Fees

Investment management fees are billed quarterly, in advance, meaning that you are billed before the three-month billing period has started. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due upon delivery of the financial plan.

Additional Client Fees Charged

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities and exchange-traded funds. These charges may include mutual fund transactions fees, postage and handling and miscellaneous fees (fee levied to recover costs associated with fees assessed by self-regulatory organizations). The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

SIA, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

Financial Plans are billed 50% in advance. Client may cancel within five business days of signing the Investment Advisory Agreement for a full refund. If cancellation occurs after five (5) business days, client will be entitled to a pro-rata refund based on work completed.

External Compensation for the Sale of Securities to Clients

SIA does not receive any external compensation for the sale of securities to clients, nor do any of the investment advisor representatives of SIA.

Item 6: Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

SIA does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Item 7: Types of Clients

Description

SIA generally provides investment advice to individuals, high net worth individuals, charitable organizations, corporations and other business entities.

Client relationships vary in scope and length of service.

Account Minimums

While SIA does not require a minimum to open an account, some third-party money managers do require a minimum to open an account.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include fundamental analysis, technical analysis, and cyclical analysis. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profits margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Cyclical analysis involves analyzing the cycles of the market.

When creating a financial plan, SIA utilizes fundamental analysis to provide review of insurance policies for economic value and income replacement. Technical analysis is used to review mutual funds and individual stocks.

In developing a financial plan for a client, SIA's analysis may include cash flow analysis, investment planning, risk management, tax planning, estate planning and charitable planning. Based on the information gathered, a detailed strategy is tailored to the client's specific situation.

The main sources of information include Hidden Levers, financial newspapers, Morningstar, magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

Investment Strategy

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement or Risk Tolerance that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, and option writing (including covered options, uncovered options or spreading strategies).

Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Risks involved in technical analysis are inflation risk, reinvestment risk, and market risk. Cyclical analysis involves inflation risk, market risk, and currency risk.

Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with SIA:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9: Disciplinary Information

Criminal or Civil Actions

The firm and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

The firm and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

The firm and its management have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

Neither SIA nor any of its employees are registered representatives of a broker-dealer.

Futures or Commodity Registration

Neither SIA nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

President Kirk Cassidy's has an outside business is as an insurance agent. He offers these services through the following companies: Senior Planning Advisors, LLC. Approximately 25% of Mr. Cassidy's time is spent in this practice. From time to time, he will offer clients advice or products from those activities. As an insurance agent, he may receive separate yet typical compensation.

These practices represent potential conflicts of interest because it gives an incentive to recommend products and/or services based on the commissions or fees received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products or services through another insurance agent or of their choosing.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

SIA may at times utilize the services of other investment managers on the AssetMark platform to manage client accounts. Since the fee charged by SIA remains the same, this does not create a conflict of interest. When referring clients to an investment manager, the client's best interest will be the main determining factor of SIA. These fees do not include brokerage fees that may be assessed by the custodial broker dealer. Fees for these services will be based on a percentage of assets under management not to exceed any limit imposed by any regulatory agency. The final fee schedule will be attached to Exhibit D in SIA's Investment Advisory Agreement.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics Description

The employees of SIA have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of SIA employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of SIA. The Code reflects SIA and its supervised persons' responsibility to act in the best interest of their client.

One area which the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

SIA's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of SIA may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

SIA's Code is based on the guiding principle that the interests of the client are our top priority. SIA's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

SIA and its employees do not recommend to client's securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

SIA and its employees may buy or sell securities that are also held by clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide SIA with copies of their brokerage statements.

The Chief Compliance Officer of SIA is Heather Lyon. She reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over the clients transactions.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

SIA does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide SIA with copies of their brokerage statements.

The Chief Compliance Officer of SIA is Heather Lyon. She reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

SIA may recommend the use of a particular broker-dealer or may utilize a broker-dealer of the client's choosing. SIA will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. SIA relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by SIA.

- *Directed Brokerage*

In circumstances where a client directs SIA to use a certain broker-dealer, SIA still has a fiduciary duty to its clients. The following may apply with Directed Brokerage: SIAs inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among clients, and potential conflicts of interests arising from brokerage firm referrals.

- *Best Execution*

Investment advisors who manage or supervise client portfolios on a discretionary basis have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. The firm does not receive any portion of the trading fees.

- *Soft Dollar Arrangements*

SIA utilizes the services of custodial broker dealers. Economic benefits are received by SIA which would not be received if SIA did not give investment advice to clients. These benefits include: A dedicated trading desk, a dedicated service group and an account services manager dedicated to SIA's accounts, ability to conduct "block" client trades, electronic download of trades, balances and positions, duplicate and batched client statements, and the ability to have advisory fees directly deducted from client accounts.

A conflict of interest exists when the firm receives soft dollars. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to act in the best interest of the client and the services received are beneficial to all clients.

Aggregating Securities Transactions for Client Accounts

SIA is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of SIA. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed at least quarterly by Heather Lyon, Chief Compliance Officer. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the client and a review is done only upon request of client.

Review of Client Accounts on Non-Periodic Basis

Other conditions that may trigger a review of client's accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

Content of Client Provided Reports and Frequency

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by the advisor's or third party money managers' custodian. Client receives confirmations of each transaction in account from Custodian and an additional statement during any month in which a transaction occurs.

Item 14: Client Referrals and Other Compensation

Economic benefits provided to the Advisory Firm from External Sources and Conflicts of Interest

SIA does not receive any economic benefits from external sources.

Advisory Firm Payments for Client Referrals

SIA does not compensate for client referrals.

Item 15: Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record or electronically, at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by SIA.

Clients executed a limited power of attorney limiting SIA the ability to only make withdrawals from the account solely for the purpose of deducting the agreed upon investment advisory fees.

SIA is deemed to have indirect custody solely because advisory fees are directly deducted from client's account by the custodian on behalf of SIA.

Item 16: Investment Discretion

Discretionary Authority for Trading

SIA accepts discretionary authority to manage securities accounts on behalf of clients. SIA has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, SIA consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used and the commission rates paid to the custodian. SIA does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Item 17: Voting Client Securities

Proxy Votes

SIA does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, SIA will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because SIA does not serve as a custodian for client funds or securities and SIA does not require prepayment of fees of more than \$1200 per client and six months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

SIA has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

Bankruptcy Petitions during the Past Ten Years

Neither SIA nor its management has had any bankruptcy petitions in the last ten years.

Supervised Person Brochure

Part 2B of Form ADV

Kirk Cassidy



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WEBSITE: www.seniorplanningadvisors.com

This brochure supplement provides information about Kirk Cassidy and supplements Strategic Investment Advisors, LLC's brochure. You should have received a copy of that brochure. Please contact Heather Lyon if you did not receive Strategic Investment Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Kirk Cassidy (CRD#5344038) is available on the SEC's website at www.adviserinfo.sec.gov.

December 21, 2023

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Principal Executive Officers and Management Persons

Kirk Cassidy

- Year of birth: 1970
-

Educational Background and Business Experience

Educational Background:

- Oakland Community College, 1989

Business Experience:

- Cassidy and Associates Inc.; President; 11/2021 to Present
 - Starr & Cassidy, Inc.; 11/2021 to Present
 - Strategic Investment Advisors, LLC ; President/Owner/IAR; 03/2007 to Present
 - Senior Planning Advisors, LLC.; Owner/Insurance Agent; 03/2005 to Present
 - Senior Planning Advisors - Ann Arbor, Inc.; Co-Owner/Insurance Agent; 11/2012 to 12/2021
 - BRC Holdings, LLC; Member; 02/2013 to Present
 - BNTC Investments, LLC; Member; 03/2003 to Present
 - Retirement Education Foundation; Volunteer; 07/2015 to Present
 - TS Limited; Co-Owner; 12/2015 to Present
 - Senior Planning Advisors – California, Inc.; Co-Owner/Insurance Agent; 03/2007 to 02/2019
 - SOR-Rehab; Owner; 01/1999 to 03/2004
-

Disciplinary Information

None to report.

Other Business Activities

Kirk Cassidy has a financial industry affiliated business as an insurance agent. He offers these services through the following companies: Senior Planning Advisors, LLC. From time to time, he offers clients advice or products from those activities. Approximately 25% of his time is spent in this business.

These practices represent conflicts of interest because it gives him an incentive to recommend products based on the commission and/or fee amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products and services through another insurance agent or CPA of their choosing.

Kirk Cassidy is also President of Cassidy and Associates Inc, a holding company for Strategic Investment Advisors, LLC. This does not create any conflict of interest.

Performance Based Fee Description

Mr. Cassidy receives additional compensation in his capacity as an insurance agent, but he does not receive any performance-based fees.

Supervision

Mr. Cassidy is supervised by Heather Lyon, Chief Compliance Officer of Strategic Investment Advisors, LLC. She reviews Kirk's work through client account reviews, quarterly personal transaction reports..

Heather Lyon's contact information:

Telephone: 248-567-6688

Email: hlyon@seniorplanningadvisors.com

Supervised Person Brochure

Part 2B of Form ADV

Heather Lyon



Main Office

**38695 W. Seven Mile Road
Suite 125
Livonia, MI 48152**

PHONE: 866-211-1904

PHONE: 248-567-6688

FAX: 248-327-0845

Branch Office

**1310 S. Main Street, Suite 15
Ann Arbor, MI 48104**

Branch Office

**36800 Woodward Ave, Suite 101
Bloomfield Hills, MI 48304**

Branch Office

**3622 Endeavor Avenue
Columbia, MO 65201**

EMAIL: hlyon@seniorplanningadvisors.com

WEBSITE: www.seniorplanningadvisors.com

This brochure supplement provides information about Heather Lyon and supplements Strategic Investment Advisors, LLC's brochure. You should have received a copy of that brochure. Please contact Heather Lyon if you did not receive Strategic Investment Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Heather Lyon (CRD#3011389) is available on the SEC's website at www.adviserinfo.sec.gov.

December 21, 2023

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Principal Executive Officers and Management Persons

Heather Lyon

- Year of birth: 1971
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Educational Background and Business Experience

Educational Background:

- SUNY Plattsburgh; BS, Business; 1993

Business Experience:

- Strategic Investment Advisors, LLC; Chief Compliance Officer; 11/2023 to Present
 - Strategic Planning Advisors; Compliance Officer; 11/2023 to Present
 - Asset Allocation Strategies, LLC; CCO/COO; 07/2020 to 11/2023
 - GLP Investment Services, LLC; COO; 01/2020 to 11/2023
 - GLP & Associates/GLP Financial; COO; 12/2019 to 11/2023
 - The Vermont Agency; COO/CFO; 04/2018 to 12/2019
 - National Life Group; AVP/Sr. Client Partner; 05/2014 to 04/2018
 - Equity Services, Inc.; VP Operations; 10/2008 to 05/2014
 - Chittenden Securities, Inc.; President/CEO; 01/2005 to 10/2008
-

Disciplinary Information

None to report.

Other Business Activities

Heather Lyon is also the Compliance Officer for Strategic Planning Advisors. Approximately 10% of her time is spent on this job. She is not insurance licensed and does not receive any additional compensation for this role, therefore there is no conflict of interest.

Heather Lyon is also a passive owner in several rental properties. As clients are not solicited for these businesses there is no conflict of interest.

Performance Based Fee Description

Ms. Lyon receives no additional compensation, nor does she receive any performance-based fees.

Supervision

Ms. Lyon is the Chief Compliance Officer of Strategic Investment Advisors, LLC. She is responsible for all supervision and formulation and monitoring of investment advice offered to clients. She will adhere to the policies and procedures as described in the firm's Compliance Manual.

Heather Lyon's contact information:

Telephone: 248-567-6688

Email: hlyon@seniorplanningadvisors.com