INTEGRITY

CRD #6800014

Adam Anschultz

Integrity Financial Corporation

24955 Pacific Coast Highway #B202
Malibu, CA 90265
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Adam Anschultz that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Adam Anschultz is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Adam Anschultz, born in 1992, graduated from Pepperdine University with a B.A in Economics. He holds his Series 65 and license to sell insurance through the state of California. Prior to joining IFC, he has helped entrepreneurs grow their businesses from the ground up in Silicon Valley, engaged executives at Fortune 500 companies as Global Account Manager of a technology firm in Atlanta, and served with missionaries in Dar es Salaam, Tanzania. Adam understands the specific financial needs of entrepreneurs in today's highly competitive climate and the importance of leveraging expert advice to achieve goals. In his personal time, Adam is an avid adventurer (surfing, rock climbing, traveling) and golfer.

Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Other Business Activities

All Investment Advisor Representatives associated with Integrity Financial Corporation are licensed to sell, for sales commissions, insurance products and are appointed with multiple Insurance Companies. Clients should be aware that a conflict exists between the interests of Integrity Financial Corporation and the interests of the client; and the client is under no obligation to act upon the recommendations of the Integrity Financial Corporation; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through Integrity Financial Corporation. All material conflicts of interest are disclosed as in ADV Part 2 regarding the applicant, its representatives and any of its employees, which could reasonably impair the rendering of unbiased and objective advice.

Additional Compensation

As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

Supervision

Integrity Financial Corporation employs a knowledgeable advisory team trained in leadership principles. All advisors are members of Integrity Financial Corporation's Investment Committee. Weekly meetings also provide an opportunity for training as well as developing a unified approach to investment management and financial advice. Systematic quality controls permeate every aspect of the company. Client accounts and financial plans are reviewed regularly for consistent investment strategies and ongoing advice. In addition, an annual review of each advisor is conducted by Kristofer Gray, Principal, (800) 794-4015.

INTEGRITY

CRD #5843776

Sarah Archer

Integrity Financial Corporation

2620 Bellevue Way NE #205
Bellevue, WA 98004
(800) 794-4015

May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

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Additional information about Sarah Archer is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Sarah Archer is the Chief Investment Officer at Integrity Financial. Born in 1986, Sarah obtained a BA in business finance with a certificate of international studies in business from the University of Washington. Sarah's experience includes a background in business finance and commercial banking where she provided financial products and services to companies with annual sales between $20 and $500 million. As the Chief Investment Officer, Sarah oversees all investment activities of the firm, including monitoring portfolio models, manager research, capital market model development, asset allocation implementation, and risk management. As an Investment Advisor, Sarah meets with clients and business owners to review current investment portfolios, provide holistic financial planning and implement tax diversification strategies.

Disciplinary Information

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Other Business Activities

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INTEGRITY

CRD #6973039

Gabriel Boruff

Integrity Financial Corporation

2620 Bellevue Way NE #205
Bellevue, WA 98004
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
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Additional information about Gabriel Boruff is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Gabe Boruff serves as a small business consultant and financial advisor for Integrity Financial Corporation. With approximately a decade of experience in the financial services industry, Gabe possesses a knowledge of financial markets and prudent investment principles. Prior to joining Integrity in 2019, Gabe served as a financial advisor at Edward Jones, an independent life insurance specialist, a college baseball coach and professional baseball player. Gabe's diverse background makes him an especially valuable resource for small and medium-sized business owners, who often require a broad range of financial knowledge to address their unique investment needs. Gabe is a Series 7 & 66 licensed Financial Advisor and maintains his life insurance license in the state of Washington. Gabe was born in 1979.

Disciplinary Information

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INTEGRITY

CRD #6171782

Brandon Bush

Integrity Financial Corporation

24955 Pacific Coast Highway #B202
Malibu, CA 90265
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

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Wyoming
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Telephone: (800) 794-4015
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Additional information about Brandon Bush is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Brandon Bush, born in 1984, obtained a BS in Business Administration with a minor in Marketing (2007) and his MBA (2012) from California Lutheran University. He was previously a 401(k) Retirement Services Consultant with Paychex (2009-2013). He holds a Series 65 securities license and is insurance licensed in California. With a unique background in 401(k) plan design, Brandon brings a wealth of specialized experience to our business owner clients. From years of working with businesses of all shapes and sizes, Brandon is an expert at developing relevant retirement solutions that complement his client's overall financial plan. He believes wholeheartedly in the importance of having an achievable financial plan with both short-term and long-term benchmarks. Brandon is passionate about seeing his clients reach their own unique goals and strives to help them through creating balanced financial plans.

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Professional Designations

CRPS® — Chartered Retirement Plans Specialist

MINIMUM REQUIREMENTS: Successfully complete the program, pass the final examination; and,

- Comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions.
- Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct

Continued use of the CRPS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPS® designation by:

- Completing 16 hours of continuing education;
- Reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct

INTEGRITY

CRD #4538304

Deann Cross

Integrity Financial Corporation

2620 Bellevue Way NE #205
Bellevue, WA 98004
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

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Additional information about Deann Cross is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Deann N. Cross is Chief Operating Officer at Integrity Financial. Born in 1976, she attended Pacific Lutheran University, is an Accredited Investment Fiduciary® (AIF®) and was previously an investment associate for seven years with Zevenbergen Capital Investments in Seattle, Washington. Deann has devoted over 23 years to the financial services industry, with experience in lending, investment management and financial planning. Since 2007, Deann has collaborated with Kristofer to create a firm known for its exceptional client service and unique culture. As IFC's Chief Operating Officer, Deann continues to build upon the firm's rich foundation and history by overseeing our multi-state operations, marketing, and business development efforts. To continue distinguishing Integrity Financial as a boutique firm, Deann focuses on strategies and solutions, develops and oversees our advisors' blueprint for success, and instills best practices in each team member. Through leading by example, Deann inspires each advisor to take a thoughtful, holistic approach to financial planning and wealth management.

Disciplinary Information

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Professional Designations

Each investment advisor is, at minimum, required to pass and maintain an active Series 65 or Series 7 and 66 designa-tion(s). As a team of professionals working collaboratively to employ consistent investment management and financial planning services, additional professional designations obtained enhance the overall value and level of expertise each client receives. The minimum qualifications for designations held in addition to the Series 7 and 66 include:

AIF® — Accredited Investment Fiduciary

The Accredited Investment Fiduciary (AIF®) Designation is a professional certification that demonstrates an advisor or other person serving as an investment fiduciary has met certain requirements to earn and maintain the credential. The purpose of the Accredited Investment Fiduciary (AIF®) Designation is to assure that those responsible for managing or advising on investor assets have a fundamental understanding of the principles of fiduciary duty, the standards of conduct for acting as a fiduciary, and a process for carrying out fiduciary responsibility.

Requirements for attaining the AIF® designation:

- Experience Requirement: One of the following combinations of education, industry experience, and/or professional development is required to meet the experience requirement for the Accredited Investment Fiduciary® (AIF®) Designation. Relevant experience is that which has been accrued in a non-clerical role within the financial services (or a related) industry.
  - * Minimum of two (2) years of relevant experience; a bachelor’s degree (or higher); and a professsional credential.
  - * Minimum of five (5) years of relevant experience; a bachelor’s degree (or higher) or a professsional credential.
  - * Minimum of eight (8) years of relevant experience.
- Enroll in and complete AIF® Training that satisfies AIF training requirements
- Pass the Examination and satisfy the Code of Ethics and Conduct Standards

Ongoing Requirements:
The following steps must be completed annually in order to retain the AIF® Designation:

- Accrue and report six (6) hours of continuing education (CE), four of which must be delivered by Fi360 or one of Fi360’s approved CE providers
- Satisfy the Code of Ethics and Conduct Standards

INTEGRITY

CRD #7159379

Jeremy Cumbee

Integrity Financial Corporation

24955 Pacific Coast Highway #B202
Malibu, CA 90265
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Jeremy Cumbee that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Jeremy Cumbee is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Jeremy serves as an associate at Integrity Financial. He joined the team in 2017, supporting the firm's business development and growth. As an associate, Jeremy specializes in providing investment and tax planning strategies for business families and high net worth individuals. His primary role at the firm is to support wealth strategy and family office services for the advice team located in Malibu, CA. In addition, Jeremy contributes to Integrity's private equity platform and executes various business development initiatives, including marketing, business intelligence, and client education. He graduated with honors from Pepperdine University, where he received a BA in business administration.

Disciplinary Information

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CRD #4705047

Kristofer Gray

Integrity Financial Corporation

24955 Pacific Coast Highway #B202
Malibu, CA 90265
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

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Suite B202 Malibu, CA 90265

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Additional information about Kristofer Gray is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Dr. Kristofer Gray is the architect and lead portfolio manager of the Integrity Diversified Private Equity Insurance Dedicated Fund. He earned his doctoral degree in business administration from Pepperdine University in 2021 for his research regarding philanthropic giving through private placement life insurance and dynasty trusts. His research highlighted the significance of integrating asset allocation and asset location planning. Building upon 28 years in financial services, Dr. Gray has a deep experience working with upper quartile private equity managers and real estate professionals serving UHNW and family offices. He founded Integrity Financial in 2004 as a registered investment advisory practice and actively participates in the Investment Advisory Council of the firm, carefully selecting investments and crafting exemplar portfolios. He earned both his Master's degree and Bachelor's degree from the University of Washington, and he serves on the Board of Directors for the Association of Washington Business.

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Professional Designations

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Certified 401(k) Professional (C(k)P®) — This designation distinguishes financial professionals who have demonstrated the knowledge and ability to positively affect the retirement outcome for participants in company retirement plans. The Retirement Advisor University, in collaboration with UCLA Anderson School of Management Executive Education, awards this designation to financial professionals who complete a rigorous curriculum of extensive coursework, examinations, a case study, and training.

CFP® — Certified Financial Planner
The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year);
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice stand-ards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of the certification.

Professional Designations

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MINIMUM REQUIREMENTS: Successfully complete the program, pass the final examination; and,

- Comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions.
- Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct

Continued use of the CRPS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPS® designation by:

- Completing 16 hours of continuing education;
- Reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct

INTEGRITY

CRD #6584535

Steven Karkenny

Integrity Financial Corporation

24955 Pacific Coast Highway #B202
Malibu, CA 90265
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

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Wyoming
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Educational Background and Business Experience

Steven Karkenny, CPA, CFP®, serves as a wealth architect and financial planner for entrepreneurs, entertainers, and athletes. Steven specializes in applying technical expertise to assist clients in making wise financial decisions to experience clarity and confidence in managing their wealth and leaving a lasting legacy.

Being a Certified Public Accountant and Certified Financial Planner®, Steven comes alongside his clients to put together a custom comprehensive plan that encompasses both financial life-planning and investment management. This includes integrating tax and estate optimization, insurance planning, real estate, and philanthropy. Working with Steven will allow access to a diverse lineup of alternative investment offerings for accredited investors, as well as access to a network of top-tier professionals, educators, and trusted advisors for your family.

Prior to working as an advisor, Steven was drafted by the Milwaukee Brewers in 2015 and accomplished his childhood dream of playing professional baseball. Having specialized in the field of finance, Steven transitioned to working with a multi-family office where he honed his craft by working with a myriad of families ranging from business owners to individual investors and retirees. In 2022, Steven partnered with Integrity Financial and operates out of their office in Malibu. Steven was born in 1993.

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Integrity Financial Corporation employs a knowledgeable advisory team trained in leadership principles. All advisors are members of Integrity Financial Corporation's Investment Committee. Weekly meetings also provide an opportunity for training as well as developing a unified approach to investment management and financial advice. Systematic quality controls permeate every aspect of the company. Client accounts and financial plans are reviewed regularly for consistent investment strategies and ongoing advice. In addition, an annual review of each advisor is conducted by Kristofer Gray, Principal, (800) 794-4015.

Professional Designations

Each investment advisor is, at minimum, required to pass and maintain an active Series 65 or Series 7 and 66 designa-tion(s). As a team of professionals working collaboratively to employ consistent investment manage-ment and financial planning services, additional professional designations obtained enhance the overall value and level of expertise each client receives. The minimum qualifications for designations held in addition to the Series 7 and 66 include:

CFP® — Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject are-as include insurance planning and risk management, employee benefits planning, investment planning, in-come tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equiva-lent, measured as 2,000 hours per year);
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlin-ing the ethical and practice stand-ards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain compe-tence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prom-inently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of the certification.

INTEGRITY

CRD #6248847

Warren Langsford

Integrity Financial Corporation

780 NW York Dr, Ste. 208
Bend, OR 97703
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Warren Langsford that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Warren Langsford is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Warren Langsford, born in 1975, attended Highline College and Central Washington University where he received an accounting certificate and Associates degree prior to completing additional studies and obtaining a Series 65 securities license. As a former co-owner of an elite commercial and residential real estate firm, Warren worked on behalf of many investors to help them achieve their goals. He has an extensive background in financial reporting, accounting and investment performance tracking in a multi-family office advising high net worth individuals, families, and their foundations. In his personal time, Warren enjoys working on classic cars and spending time outdoors with his two children.

Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Other Business Activities

All Investment Advisor Representatives associated with Integrity Financial Corporation are licensed to sell, for sales commissions, insurance products and are appointed with multiple Insurance Companies. Clients should be aware that a conflict exists between the interests of Integrity Financial Corporation and the interests of the client; and the client is under no obligation to act upon the recommendations of the Integrity Financial Corporation; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through Integrity Financial Corporation. All material conflicts of interest are disclosed as in ADV Part 2 regarding the applicant, its representatives and any of its employees, which could reasonably impair the rendering of unbiased and objective advice.

Additional Compensation

As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

Supervision

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CRD #7448638

Lowell McCarthy

Integrity Financial Corporation

2620 Bellevue Way NE #205
Bellevue, WA 98004
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Lowell McCarthy that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Lowell McCarthy is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Lowell McCarthy, born in 1999, graduated summa cum laude from Canisius College in Buffalo, New York, with a BS in finance. He spent one year working as an Associate Advisor in Charlotte, North Carolina for an independent advisory firm. He holds his Series 7, 66, and 24 licenses, as well as his life and health insurance licenses. While still young to the industry, Lowell is very excited to deepen his knowledge on financial markets while leaving a positive impact on the lives of others. He believes financial planning requires a holistic approach and understands financial wellbeing is just one aspect of a bigger picture. In his free time, Lowell is an avid hiker and rock climber and spends time volunteering at park cleanups for others to enjoy the public arena surrounding them.

Disciplinary Information

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Other Business Activities

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INTEGRITY

CRD #5820842

Jason McKinney

Integrity Financial Corporation

5 W. Mendenhall St, Suite 202
Bozeman, MT 59715
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Jason McKinney that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Jason McKinney is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Jason McKinney, born in 1977, obtained a BS in Industrial and Management Engineering from Montana State University in 2001. He was previously the founding director of the South Lake Union Chamber of Commerce, Seattle WA from 2006 to 2010 and a Financial Advisor with a global wealth management firm. He holds Series 7 and Series 66 securities licenses and is insurance licensed in several states, including Montana and Washington. Ever since Jason joined IFC's team of wealth managers, his strengths in financial advising have been a tremendous asset to our clients. Jason is deeply committed to holistic financial planning and is passionate about supporting small business owners develop comprehensive retirement plans. Jason understands his clients' unique needs and works diligently to provide them with the best advice possible in order to support their company, family, and employees. Jason firmly believes in delivering unbiased and transparent financial advice to his clients and his ultimate goal is to empower business owners and individuals to make sound decisions.

Disciplinary Information

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Other Business Activities

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CRD #5023144

Russell J. Saimons

Integrity Financial Corporation

2620 Bellevue Way NE #205
Bellevue, WA 98004
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

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Additional information about Russell Saimons is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Russell Saimons has over twenty years of experience in the financial services sector. He began his advisory career with Smith Barney in Bellevue, WA. Russ hold his Series 7 and 66. He has served on the Boards of several Northwest organizations, including Sound Mental Health and the South Lake Union Chamber of Commerce. Russell is also a founding member of the Rotary Club of Lake Union, Seattle WA. He firmly believes in listening to client goals and concerns and guiding them to a sound financial future with investment advice that is in their best interests.

Disciplinary Information

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Other Business Activities

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INTEGRITY

CRD #6780068

Taylor Snider

Integrity Financial Corporation

24955 Pacific Coast Highway #B202
Malibu, CA 90265
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
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Telephone: (800) 794-4015
Facsimile: (800) 858-3010

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Additional information about Taylor Snider is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

As an Advisor with Integrity Financial, Taylor Snider focuses on holistic planning, economic analysis, and investment modeling. He understands every family faces unique challenges and through these challenges comes unique opportunities for growth. By accurately understanding each client's purpose, passions, and potential, Taylor comes alongside his clients on their life journey to provide financial advice and guidance through major life decisions.

Taylor graduated cum laude from Westmont College with a Bachelor's degree in business and economics. In 2021, he also obtained the Certified Financial Planner™, CFP® Designation. During his free time, Taylor spends time involved at his local church, works on his motorcycle, and volunteers with local non-profits. Taylor was born in 1991 and grew up in Santa Barbara, California, an environment that cultivated him as an avid surfer and competitive tennis player.

Disciplinary Information

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Other Business Activities

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- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year);
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice stand-ards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of the certification.

CRD #7295169

Logan Thompson

Integrity Financial Corporation

2843 Manlove Road
Sacramento, CA 95826
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Logan Thompson that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Logan Thompson is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Logan Thompson holds his Series 65 and license to sell insurance through the state of California. Logan's experience in the financial industry focuses on credit analysis and processing loan applications. As a Certified Financial Coach, he assists members with budgeting, and attaining current and future financial goals. Logan was born in 1988.

Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Other Business Activities

Logan Thompson is an Officer Relations Manager for CAHP Credit Union. Logan provides investment advisory services through a shared services arrangement whereby CAHP Credit Union compensates Logan and Integrity pays CAHP Credit Union a fee for making Logan available to act as investment adviser representative. Logan may be compensated for referring clients to Integrity. This arrangement presents a conflict of interest because he has an incentive to recommend Integrity Financial, and because he has responsibilities to CAHP Credit Union that will potentially reduce the time available to fulfill his responsibilities to Integrity. Integrity mitigates this risk by requiring these investment adviser representatives to provide prospective clients with a copy of this document (Adviser's Disclosure Brochure) and ongoing supervision.

All Investment Advisor Representatives associated with Integrity Financial Corporation are licensed to sell, for sales commissions, insurance products and are appointed with multiple Insurance Companies. Clients should be aware that a conflict exists between the interests of Integrity Financial Corporation and the interests of the client; and the client is under no obligation to act upon the recommendations of the Integrity Financial Corporation; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through Integrity Financial Corporation. All material conflicts of interest are disclosed as in ADV Part 2 regarding the applicant, its representatives and any of its employees, which could reasonably impair the rendering of unbiased and objective advice.

Additional Compensation

Logan is employed as an Officer Relations Manager for CAHP Credit Union and receives compensation from the CAHP Credit Union. As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

Supervision

Integrity Financial Corporation employs a knowledgeable advisory team trained in leadership principles. All advisors are members of Integrity Financial Corporation's Investment Committee. Weekly meetings also provide an opportunity for training as well as developing a unified approach to investment management and financial advice. Systematic quality controls permeate every aspect of the company. Client accounts and financial plans are reviewed regularly for consistent investment strategies and ongoing advice. In addition, an annual review of each advisor is conducted by Kristofer Gray, Principal, (800) 794-4015.

CRD #7295183

Daniel Van Attenhoven

Integrity Financial Corporation

2843 Manlove Road
Sacramento, CA 95826
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

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Additional information about Daniel Van Attenhoven is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Daniel Van Attenhoven, born in 1989, graduated from California State University, Chico with a Bachelor of Science in Business Administration. He holds his Series 65 and license to sell insurance through the state of California. Danny's experience in the financial industry is centered on helping analyze, educate, and improve the daily finances of peace officers. A certified Financial Coach, he works with law enforcement officers throughout the state to improve their financial health, and develop and implement long term wealth management solutions.

Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Other Business Activities

Danny Van Attenhoven is the Officer Relations Manager for CAHP Credit Union. Danny provides investment advisory services through a shared services arrangement whereby CAHP Credit Union compensates Danny and Integrity pays CAHP Credit Union a fee for making Danny available to act as investment adviser representative. Danny may be compensated for referring clients to Integrity. This arrangement presents a conflict of interest because he has an incentive to recommend Integrity Financial, and because he has responsibilities to CAHP Credit Union that will potentially reduce the time available to fulfill his responsibilities to Integrity. Integrity mitigates this risk by requiring these investment adviser representatives to provide prospective clients with a copy of this document (Adviser's Disclosure Brochure) and ongoing supervision.

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Additional Compensation

Danny is employed as the Officer Relations Manager for CAHP Credit Union and receives compensation from the CAHP Credit Union. As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

Supervision

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INTEGRITY

CRD #7516129

Loren Wengerd

Integrity Financial Corporation

680 S. Cache St, Ste. 100
Jackson, WY 83001
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

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Additional information about Loren Wengerd is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Loren Wengerd, born in 1975, received a BA from Yale University in 2001. Loren's motivation as a licensed financial advisor is found in supporting business families and their family offices as they approach effective stewardship, philanthropy, and generational wealth transfer. An educator at heart, Loren not only enjoys engaging in the execution of well-designed holistic financial planning, but also the process of ensuring his clients gain a deeper understanding behind recommendations and strategies.

Disciplinary Information

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INTEGRITY

CRD #5882459

Admand Wong

Integrity Financial Corporation

2620 Bellevue Way NE #205
Bellevue, WA 98004
(800) 794-4015
May 2023

Washington
2821 Northup Way, Suite 120
Bellevue, WA 98004

California
24955 Pacific Coast Highway
Suite B202 Malibu, CA 90265

Oregon
780 NW York Dr, Suite 208
Bend, OR 97703

Montana
5 W. Mendenhall St, Suite 202
Bozeman, MT 59715

Wyoming
680 S. Cache St, Suite 100
Box 7403 Jackson, WY 83001

Telephone: (800) 794-4015
Facsimile: (800) 858-3010

This Brochure Supplement provides information about Admand Wong that supplements the Integrity Financial Corporation Brochure. You should have received a copy of that Brochure. Please contact Integrity Financial Corporation if you did not receive Integrity Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Admand Wong is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Admand Wong, born in 1973, obtained a BS in mechanical engineering from Washington State University in 1997. He holds a Series 65 securities license, is insurance licensed in Washington State and successfully earned his C(k)P designation in 2013. With in-depth experience in Multiple Employer Plan and Master Trust Arrangement offerings, Admand has a real heart for serving small business owners and for offering in-depth education at every level of a holistic financial plan. Prior to IFC, Admand was a technology consultant with an elite clientele of engineers and executive level officers among the fortune-500 manufacturing and technology companies. Admand's personalized approach of teaching and guiding allows numerous individuals, families, and small businesses the ability to create a clear and distinguishable plan that they can follow every step of the way. No challenge is too big for Admand, who draws upon his vast experiences to help create tailor-made solutions for his clients.

Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Other Business Activities

All Investment Advisor Representatives associated with Integrity Financial Corporation are licensed to sell, for sales commissions, insurance products and are appointed with multiple Insurance Companies. Clients should be aware that a conflict exists between the interests of Integrity Financial Corporation and the interests of the client; and the client is under no obligation to act upon the recommendations of the Integrity Financial Corporation; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through Integrity Financial Corporation. All material conflicts of interest are disclosed as in ADV Part 2 regarding the applicant, its representatives and any of its employees, which could reasonably impair the rendering of unbiased and objective advice.

Additional Compensation

As an independent, licensed insurance agent, compensation for the sale of insurance products are received in the form of commissions from multiple Insurance Companies.

Supervision

Integrity Financial Corporation employs a knowledgeable advisory team trained in leadership principles. All advisors are members of Integrity Financial Corporation's Investment Committee. Weekly meetings also provide an opportunity for training as well as developing a unified approach to investment management and financial advice. Systematic quality controls permeate every aspect of the company. Client accounts and financial plans are reviewed regularly for consistent investment strategies and ongoing advice. In addition, an annual review of each advisor is conducted by Kristofer Gray, Principal, (800) 794-4015.