

Firm Brochure
(Part 2A of Form ADV)

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(DBA VEACH FAMILY FINANCIAL)
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This brochure provides information about the qualifications and business practices of Independent Financial Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at: 501.753.0313, or by email at: veach@indfinadv.com. 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 Independent Financial Advisors, Inc. is available on the SEC's website at www.adviserinfo.sec.gov

August 28,2023

Material Changes

Annual Update

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

Material Changes since the Last Update

Independent Financial Advisors, Inc., adopted the DBA Veach Family Financial (“VFF”).

Andrew Reid Veach and Eryn Veach both acquired 20% stock of Independent Financial Advisors, Inc., dba Veach Family Financial.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 501.753.0313 or by email at: veach@indfinadv.com

Table of Contents

Material Changes	i
Annual Update	i
Material Changes since the Last Update	i
Full Brochure Available	i
Advisory Business	1
Firm Description	1
Principal Owners	1
Types of Advisory Services	2
Tailored Relationships	2
Types of Agreements	2
Asset Management	3
Termination of Agreement	3
Fees and Compensation	3
Description	3
Fee Billing	4
Other Fees	5
Expense Ratios	5
Past Due Accounts and Termination of Agreement	5
Performance-Based Fees	5
Sharing of Capital Gains	5
Types of Clients	6
Description	6
Account Minimums	6
Methods of Analysis, Investment Strategies and Risk of Loss	6
Methods of Analysis	6
Investment Strategies	7
Risk of Loss	7
Disciplinary Information	8
Legal and Disciplinary	8

Other Financial Industry Activities and Affiliations	8
Affiliations	8
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	9
Code of Ethics	9
Participation or Interest in Client Transactions	9
Personal Trading	9
Brokerage Practices	9
Selecting Brokerage Firms	9
Best Execution	9
Soft Dollars	10
Order Aggregation	11
Review of Accounts	11
Periodic Reviews	11
Review Triggers	11
Regular Reports	11
Client Referrals and Other Compensation	12
Incoming Referrals	12
Referrals Out	12
Solicitor Arrangements	12
Custody	12
Account Statements	12
Performance Reports	12
Investment Discretion	12
Discretionary Authority for Trading	12
Limited Power of Attorney	13
Voting Client Securities	13
Proxy Votes	13
Financial Information	13
Financial Condition	13
Business Continuity Plan	13

General	13
Disasters	14
Alternate Offices	14
Loss of Key Personnel	14
Information Security Program	14
Information Security	14
Privacy Notice	14
Brochure Supplement (Part 2B of Form ADV)	16
Education and Business Standards	16
Professional Certifications	16
CLIFFORD RAY VEACH JR., CPA/PFS	19
ANDREW REID VEACH.....	19

Advisory Business

Firm Description

Independent Financial Advisors, Inc., VFF dba Veach Family Financial (“VFF”) was founded in 1994.

Veach Family Financial provides personalized confidential investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial concerns, investment management, education funding, retirement planning, and estate planning.

Veach Family Financial is a fee-only investment management firm. The firm is not a “broker-dealer” and, as such, does not sell stocks, bonds, mutual funds, limited partnerships, or other similar products. The firm is not affiliated with any (broker-dealers) that sell securities. The firm manages assets placed with qualified custodians like Schwab Institutional. No commissions are accepted by Veach Family Financial. No finder’s fees are accepted by Veach Family Financial.

Investment advice is an integral part of planning for the future. In addition, Veach Family Financial advises clients regarding cash flow, college, financial, retirement, and estate planning.

Veach Family Financial does not take custody or maintain control of client assets. Veach Family Financial places trades for clients under a limited power of attorney.

An evaluation of each client's initial situation is performed. Periodic reviews are conducted at least quarterly. More frequent reviews may occur on a case by case basis.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management services may be beneficial to the client.

Principal Owners

Clifford Ray Veach, Jr., is a 60% stockholder. Andrew Reid Veach is a 20% stockholder. Eryn Veach is a 20% stockholder.

Types of Advisory Services

Veatch Family Financial provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; and may determine financial objectives, may identify financial problems, may provide investment management, education funding counseling, and retirement and estate planning.

Frequently, Veatch Family Financial furnishes advice to clients on matters not involving securities, such as education and retirement planning matters and trust services that often include estate planning.

As of December 31, 2022 Veatch Family Financial managed approximately \$112,759,812 in assets for approximately 182 client households. Other than participant directed investment 401(k) plans, all assets are managed on a discretionary basis.

Tailored Relationships

Investment agreements and/or investment policy statements are maintained for each client. In addition to describing the firm's investment philosophy, the investment policy statement identifies each client's specific asset allocation range. Clients may deviate from the firm's recommendations and may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

Advisory Service/Investment Management Agreement

Most clients choose to have Veatch Family Financial manage their assets in order to obtain ongoing in-depth advice and life planning. If our clients so choose, we will review all aspects of their financial affairs, including those of their minor children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service/Investment Management Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service/Investment Management Agreement includes investment management (including performance reporting). Other available services include education planning, retirement planning, as well as assisting with the implementation of recommendations within each area.

Although the Advisory Service/Investment Management Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment

manager may terminate an Agreement at any time by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The average portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

Asset Management

Assets are invested primarily in no-load mutual funds, and ETFs usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee (expense ratio) that is disclosed in the fund prospectus. Discount brokers may charge a transaction fee for the purchase of some funds which is in addition to the funds expense ratio.

Occasionally, individual stocks, and bonds may be purchased or sold through a brokerage account when appropriate or directed by the client. Brokerage firms may charge a fee for such trades. Veach Family Financial does not receive any compensation in any form from fund companies or brokerage firms.

Investments may also include: equities (stocks & ETFs), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are not available through Veach Family Financial

Termination of Agreement

A client may terminate any of the aforementioned agreements at any time by notifying Veach Family Financial in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, Veach Family Financial will refund any unearned portion of the advance payment.

Veach Family Financial may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, Veach Family Financial will refund any unearned portion of the advance payment.

Fees and Compensation

Description

Fees are negotiable depending upon the needs of the client and complexity of the situation. After previously utilizing both breakpoint and tiered fee

schedules, Veach Family Financial has adopted a firmwide tiered fee schedule for consistency and uniformity within the industry. Only utilizing a tiered fee schedule structure will make it easier for current or prospective clients to compare Veach Family Financials' fees to other firm's fees within the industry. All breakpoint fee schedules are in the process of being phased out and cannot be used for new clients.

Fee Billing

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

Annual asset management fees are up to 1% (0.25% quarterly) of assets under management based on a tiered schedule as follows:

Total Assets Under Management (AUM)	Annual Fee
First \$0 - \$250,000	1.00%
Next \$250,000 - \$500,000	0.90%
Next \$500,000 - \$1,000,000	0.80%
Next \$1,000,000 - \$2,000,000	0.70%
Next \$2,000,000 - \$3,000,000	0.60%
Next \$3,000,000 - \$4,000,000	0.50%
Next \$4,000,000 - \$5,000,000	0.40%
Next \$5,000,000 +	0.30%

The minimum annual fee is \$2,000 and is negotiable. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

All fees are negotiable.

Retainer Agreement:

Veach Family Financial does not currently require retainer fees.

Hourly Planning Engagements:

Veach Family Financial provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$200.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Veach Family Financial, 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.).

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges an 0.5% annual fee for their services. These fees are in addition to the fees paid by clients to Veach Family Financial

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted. In other words, quoted performance is net of the fees (expense ratios) charged by the mutual fund companies.

Past Due Accounts and Termination of Agreement

Veach Family Financial reserves the right to stop work on any account that is more than 30 days past due. In addition, Veach Family Financial reserves the right to terminate any engagement where a client has willfully concealed or has refused, in our judgment, to provide pertinent information about relevant and material financial situations when necessary and appropriate to providing proper financial advice. Unearned portions of fees collected in advance, if any, will be refunded within 15 days.

Performance-Based Fees

Sharing of Capital Gains

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

Veatch Family Financial 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.

Types of Clients

Description

Veatch Family Financial generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

The Firm's desired minimum account size is \$250,000 in assets under management, which equates to an annual fee of \$2,500.

When an account falls below \$200,000 in value, the minimum annual fee of \$2,000 is charged. Depending upon circumstances, Veatch Family Financial may enter into an hourly agreement with the client if assets have diminished significantly below \$200,000. Fees are negotiable.

Veatch Family Financial has the discretion to waive the account minimum. Accounts of less than \$200,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$250,000 within a reasonable time. Other exceptions may apply to employees of Veatch Family Financial and their relatives, relatives of existing clients, or others on a case-by-case basis.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, research materials prepared by others, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that Veach Family Financial may use include Morningstar Principal mutual fund information, Charles Schwab & Company's Institutional research services, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation. The firm utilizes passively managed funds as core investments. Portfolios are globally diversified to help control the risk associated with traditional markets.

The investment allocation for a specific client is determined and mutually agreed to by the client and the advisor. The client and/or advisor may change the allocations at any time as circumstances warrant. Each client executes an advisory services/investment management agreement and an investment policy statement that establishes guidelines for and the allocations of their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading, and margin transactions. Because the Firm primarily uses mutual funds, option writing (including covered options, uncovered options, or spreading strategies) is only conducted on a limited basis and only at the specific direction of the client.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps these risks of loss in mind. Investors face the following investment risks:

- **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 not buy as much as 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.

Disciplinary Information

Legal and Disciplinary

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

Other Financial Industry Activities and Affiliations

Affiliations

Veach Family Financial has arrangements that are material to its clients with a related entity who is an accounting firm.

Veach Family Financial is affiliated with Independent Tax Services, Inc., through common ownership (Clifford Ray Veach) and physical location.

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

Code of Ethics

The employees of Veach Family Financial have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

Veach Family Financial and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees must comply with the provisions of Veach Family Financial's, "Policies and Procedures Manual" (Compliance Manual) and Code of Ethics.

Personal Trading

The Chief Compliance Officer of Veach Family Financial is Clifford Ray Veach, Jr. He 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. Since most employee trades are relatively small mutual fund trades, the trades do not materially affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

Specific custodian recommendations are made to Clients based on their need for such services. Veach Family Financial recommends custodians based on the proven integrity and financial stability of the firm and the best execution of orders at reasonable transaction fee rates.

Veach Family Financial recommends discount brokerage firms and trust companies (qualified custodians), such as Charles Schwab & Company. Veach Family Financial uses Schwab Institutional for custody and trading services.

Veach Family Financial receives no fees or commissions from Schwab Institutional.

Best Execution

Veach Family Financial continuously reviews the execution of trades at each custodian firm. Trading fees charged by the custodians are also reviewed on

an ongoing basis. Veach Family Financial does not receive any portion of the trading fees.

Soft Dollars

Veach Family Financial prohibits the use of “soft dollar” programs, other than those permitted by the Securities Exchange Act of 1934 Section 23(e), between itself and the account custodians recommended or suggested to clients. Veach Family Financial receives no portion of any transaction fees charged by the account custodians recommended or suggested, nor does it receive any other incentives for recommending the account custodians to its clients. Veach Family Financial does endeavor to negotiate the best possible terms and level of service between itself and account custodians for the direct benefit of Veach Family Financial’s clients. Veach Family Financial is able to access, without charge, research made available to Veach Family Financial via the account custodian websites for the direct benefit of Veach Family Financial clients.

Account custodians provide Veach Family Financial with access to institutional trading and operations services, which are typically not available to the custodians’ retail investors. These services generally are available to independent investment advisors at no charge, or at no charge as long as assets placed with the custodians exceed a minimum value. Custodians’ services include research, brokerage, custody, access to mutual funds and other investments that are otherwise available only to institutional investors or would require a significantly higher minimum initial investment. Custodians also make available to Veach Family Financial other products and services that benefit Veach Family Financial but may not benefit its clients’ accounts. Some of these other products and services assist Veach Family Financial in managing and administering clients’ accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and other market data, facilitate payment of Veach Family Financial fees from its clients’ accounts, and assist with back-office support, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of Veach Family Financial accounts, including accounts not maintained with the custodian providing the service. Custodians may also provide Veach Family Financial with other services intended to help manage and further develop its business enterprise. These services include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, account custodians make available, arrange and/or pay for these types of services to Veach Family Financial by independent third parties. Account custodians may discount or

waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Veach Family Financial

Veach Family Financial has received maintenance credits in prior years from Schwab Performance Technologies, a subsidiary of Charles Schwab & Company, because client assets are custodied at Schwab. The credits (discounts) were offsets to annual maintenance fees for our portfolio management software. All clients benefited from these credits as they reduced the firm's overall expenses. When the most recent maintenance contract was renewed, the firm received no credits (or discounts) from Schwab Performance Technologies.

The selection of Charles Schwab & Company as a custodian for client accounts is not affected by this nominal credit (discount).

Order Aggregation

Most trades are for mutual funds where trade aggregation does not garner any client benefit. On an infrequent basis, the Firm may acquire bonds through an outside broker (trade away). In a trade away situation where multiple client accounts are targeted recipients of these bond blocks, acquisition costs and fees are allocated on a pro-rata basis across the client accounts.

Review of Accounts

Periodic Reviews

Account reviews are performed quarterly by our advisors. Quarterly reviews may or may not necessitate a client meeting. Account reviews are performed more frequently when market conditions dictate.

Review Triggers

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

Regular Reports

Clients receive periodic communications on at least an annual basis. Advisory Service/Investment Management clients receive written quarterly performance reports.

Client Referrals and Other Compensation

Incoming Referrals

Veach Family Financial has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources.

Referrals Out

Veach Family Financial does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Solicitor Arrangements

Veach Family Financial currently has a solicitor arrangement with Ramsey Solutions. We are listed as a SmartVestorPro for clients who search for advisors in their area. -

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 at least quarterly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by Veach Family Financial

Investment Discretion

Discretionary Authority for Trading

Veach Family Financial accepts discretionary authority to manage securities accounts on behalf of clients. Veach Family Financial 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. If a blanket trading authorization has not been given, Veach Family Financial consults with the client prior to each trade to obtain concurrence.

The client approves the custodian to be used and the transaction fees to be paid to the custodian. Veach Family Financial does not receive any portion of the transaction fees that are paid by the client to the custodian.

Discretionary trading authority facilitates placing trades in client accounts on the client's behalf so that we may promptly implement the investment guidelines that they have approved in writing.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. Clients sign a limited power of attorney so that we may execute the trades that the client has approved.

Voting Client Securities

Proxy Votes

Veach Family Financial does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, Veach Family Financial will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Financial Information

Financial Condition

Veach Family Financial does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because Veach Family Financial does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

Business Continuity Plan

General

Veach Family Financial has a Business Continuity Plan in place that provides steps to mitigate and recover from the loss of office space, communications, and services.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T1/DSL/Broadband

communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up regularly and archived offsite.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

Veach Family Financial has advisors on hand to support Veach Family Financial in the event of any one advisor's serious disability or death.

Information Security Program

Information Security

Veach Family Financial maintains an information security program to reduce the risk that personal and confidential client information may be breached.

Privacy Notice

The Privacy Policy explains the following: protecting the confidentiality of our client information; who is covered by the Privacy Policy; the types of information we have about our clients and where it comes from, and the types of information we share, why and with whom.

Privacy Pledge

Respecting and protecting individual client privacy has been vital to our business. By sharing our Privacy Principles, we trust that our individual clients will better understand how we keep client information private and secure while using it to provide services and products. We know that clients are concerned with how their personal and financial information is treated.

Protecting the Confidentiality of Client Information

We take our responsibility to protect the privacy and confidentiality of client information very seriously. We maintain physical, electronic, and procedural safeguards that comply with federal standards to store and secure information about our clients from unauthorized access, alteration, and destruction. Our control policies, for example, authorize access to personal information only by individuals who need access to do their work.

Who is covered by the Privacy Policy?

This Privacy Policy applies to individuals who are clients or former clients of Veach Family Financial. We provide our Privacy Policy to clients when they open a new account(s) and annually after that. If we materially change our

Privacy Policy, we notify our clients of such change. Clients who receive information from us or transact business with us through the Internet are covered by the privacy policies posted on the web sites they visit.

Information We Have Collected About Our Clients

We limit the collection, use and retention of client information to what we reasonably believe will help us deliver superior service, to administer our business, manage our risks, market our services, and to meet applicable laws and regulations.

For example, we may receive information about clients from various sources, including: a client request for Veach Family Financial's services such as their financial information on a new account application, a client account balance and transaction history; customer reporting agencies (credit bureau) such as client credit history, and information obtained from transactions with nonaffiliated third parties such as providers of mutual funds and variable annuities offered through Veach Family Financial

Information We Share With Others

We share information we have about clients for legal and routine business reasons, as permitted by law. For example, we may share information with regulatory authorities and law enforcement officials, provide information to protect against fraud, report account activity to credit bureaus, share information with client consent, and give account information to companies that provide services to us or make our services available to clients. These companies may receive information about clients, but they are limited in their use of this information. In addition, it is often necessary to share client information with other companies, including our affiliate (Independent Tax Services, Inc.), that assist us in normal and usual business activities including, but not limited to, account administration, client service, transactions processing and delivery of account statements. Other than stated above, we do not share personally identifiable information we have about clients with anyone nor do we sell any information about our clients to anyone.

We comply with the USA Patriot Act, Section 326. Please read this important information about procedures for opening a new account.

To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account.

What this means for clients: When clients open an account, we will ask for the client's name, address, date of birth (for individuals), and other information that will allow us to identify the client. We may also ask to see the client's driver's license or other identifying documents.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

Veach Family Financial requires that its advisors have a bachelor's degree and further coursework demonstrating knowledge of investment management. Examples of acceptable coursework include: an MBA, an AIF®, a CFP®, a CFA, a ChFC, a JD, a CTFA, an EA, a CPA, a CPA/PFS or a S65. Additionally, advisors must have work experience that demonstrates their aptitude for investment management.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Public Accountant (CPA): Certified Public Accountants are licensed by the State's Board of Public Accountancy (www.nasba.org). CPA certification requirements:

- Bachelor's degree from an accredited college or university. Over the past decade many states have moved to the 150-Hour Rule requiring an MBA (or 150 hours of study with an undergraduate degree) in Accounting or Accounting-equivalent coursework.
- Successful completion of the CPA Exam.
- Qualifying full-time work experience (one to two years, depending on level of advanced education).
- 40 hours of annual continuing education.

Personal Financial Specialist (CPA/PFS): Personal Financial Specialists are certified by the American Institute of Certified Public Accountants' Personal Financial Planning section to use the CPA/PFS mark. CPA/PFS certification requirements:

- All of the preceding requirements to hold a CPA license.
- Membership in good standing with the American Institute of CPAs (www.aicpa.org).
- Attain a specified level of Personal Financial Planning experience.

- Earn a minimum of 80 hours of Personal Financial Planning education within a 5 year period.
- Successful completion of the Personal Financial Planning exam (or other qualifying securities exams)

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Consultant ChFC®: Chartered Financial Consultant requirements include Completion of a specialized training program on investment fiduciary standards of care.

- Completion of the financial planning education requirements set by the American College. Comply with annual continuing education requirements.
- Satisfactory exam scores on each of the 9 required courses .
- Two-year qualifying full-time work experience.
- Maintaining Ongoing Continuing Education Requirements

CLIFFORD RAY VEACH JR., CPA/PFS

Date of birth:

- 1954

Educational Background:

- Graduated from Arkansas State University (1976) with a BS Degree in Accounting

Business Experience:

- Principal Financial Advisor – Applied Capital, LLC (Nov 2018 – Dec 2022)
- President – Veach Family Financial (1994 – Present)
- Partner – Craft, Veach & Company, PLC (1997 – 2016)
- Partner – Craft Veach Business Center, LLC (2007 – Present)
- Partner – CV Insurance Solutions, LLC (2013 – 2016)
- President – Independent Tax Services, Inc. (2017 – Present)

Additional Compensation:

- Mr. Veach allocates approximately 10% of his time to Independent Tax Services, Inc. where he is compensated as an officer/employee of the firm.

Supervision:

- Mr. Veach is the President and Chief Compliance Officer of Veach Family Financial

Andrew Reid Veach

Date of Birth: 1989

Educational Background:

- BBM, University of Arkansas, 2011

Business Experience:

- Financial Advisor – Veach Family Financial (Oct 2022 – Present)
- Financial Advisor – Applied Capital (Nov 2018– Oct 2022)
- Regional Manager – Spirotherm (Jan 2012 – Oct 2018)

Additional Compensation:

- Reid Veach is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. IFA always acts in the best interest of the client, including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of IFA in such individuals outside capacities.

Supervision:

- Reid Veach is supervised by Clifford Ray Veach, President, and Chief Compliance Officer of the firm. Ray Veach reviews Mr. Veach's work through frequent office interactions as well as remote interactions. Ray Veach also reviews Mr. Veach's activities through the Firm's client relationship management system. Clifford Ray Veach's contact information: 501.753.0313 veach@indfinadv.com
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