



Integra Financial, Inc.  
*a Registered Investment Adviser*

5105 DTC Parkway, Suite 316  
Greenwood Village, CO 80111

303-220-5525  
800-898-5450  
303-689-0973 (fax)

[www.integrafinancial.ws](http://www.integrafinancial.ws)

March 2, 2023

### **Form ADV Part 3**

We are registered with the SEC as an investment adviser. Brokerage and investment advisory services fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at <http://investor.gov/crs>, which also provides educational materials about broker-dealers, investment advisers and investing.

#### **Relationships and Services**

##### **What investment services and advice can you provide me?**

Our firm offers investment management services, financial planning, discounted electronic trading platform advisory services, subadvisor services, individually managed account services, third party manager program, retirement plan advisory services, wrap fee programs, and consulting services; which are fully described in our Form ADV Part 2A ("Disclosure Brochure"). Our services include portfolio management to individuals, retirement plan sponsors, trusts, estates, charitable organizations, and small businesses. We also provide financial planning services to individuals and high net worth individuals, as well as advisory services for retirement plan sponsors. As part of our investment management services, we regularly monitor accounts. We only accept discretionary authority to implement the transactions in client accounts. The level of discretion is determined in our agreement and there are no material limitations on the authority. We do not offer advice only with respect to proprietary products. We offer advice on equity securities, investment company-issued securities, fixed-income securities, government securities and the money market. Where appropriate, we provide advice about any type of legacy position or other investment held in your portfolio; however, you should not assume that these assets are being continuously monitored or otherwise advised on by us unless specifically agreed upon. We typically require an initial account value of \$500,000, however we may waive this requirement at our own discretion.

Additional information about our services can be found in Items 4, 5 and 7 of our Disclosure Brochure and available to all clients or by going here: <https://adviserinfo.sec.gov/firm/summary/125509>

**Let's discuss...** Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

#### **Fees, Costs, and Standards of Conduct**

##### **What fees will I pay?**

The fees for investment management services clients are based on an annual percentage of the assets under management. Our investment management fees are billed on a pro-rated basis, billed quarterly in advance. For Financial Planning and Consulting service clients, we will charge either a flat or hourly fee. **As your investment adviser, we must act in your best interest and not put our interest ahead of yours.**

**You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.**

Other costs incurred in your account may include wire transfer and electronic fund transfer fees, and fees and taxes on brokerage accounts and securities transactions. We do not collect any fees or revenue from these products.

*Let's discuss...* Help me understand how these fees and costs might affect my investments. If I give you \$500,000 to invest, how much will go to fees and costs, and how much will be invested for me?

**What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

*When we act as your investment adviser, we are obligated to act in your best interests and not put our interest ahead of yours.*

At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. The following is an example to help you understand what this means:

- Our firm and/or its investment advisory representatives may from time-to-time purchase or sell products or investments that they may recommend to clients. In such circumstances, our firm or its investment adviser representatives may have a financial interest in recommending investments that our firm or its representatives also own.

*Let's discuss...* How might your conflicts of interest affect me, and how will you address them? We have written internal policies and compliance procedures that provide us with guidance on how to manage your account in accordance with your best interest regardless of this conflict.

**How do your financial professionals make money?**

Our financial professionals without equity ownership stakes in our firm receive compensation based upon a percentage of assets under their management or a percentage of a flat-rate fee charged for financial planning services. Our firm's President and Chief Investment Officer receives a salary and receives a distribution of our firm's profits.

Additional information about our financial professionals can be found on their respective Form ADV Part 2 Brochure Supplements that you will be provided.

**Do you or your financial professionals have legal or disciplinary history? For what type of conduct?**

No, neither we nor our financial professionals have a legal or disciplinary history. You can visit <http://investor.gov/crs> for a free and simple search tool to research us and our financial professionals.

*Let's discuss...* As a financial professional, do you have any disciplinary history? For what type of conduct?

#### **Additional Information**

To obtain additional information regarding our services or to request a copy of this relationship summary, please contact Willis Ashby at 303-220-5525.

*Let's discuss...* Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

Our Firm and its representatives have a fiduciary duty to all clients. Please call Willis Ashby at 303-220-5525 if you have any concerns.