

# Form ADV Part 2B Brochure Supplement

Kris A. Persinger

LexAurum Advisors, LLC

d/b/a “Persinger Planning”

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This Brochure Supplement provides information about Kris A. Persinger that supplements the LexAurum Advisors, LLC (LexAurum) Brochure which you should have received. Please contact us at (913) 261-9316 if you did not receive the LexAurum Brochure or if you have any questions about it or the contents of this supplement.

Additional information about Mr. Persinger is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2- Educational Background and Business Experience**

Kris A. Persinger, born in 1965, joined LexAurum in April 2021 as an investment advisor representative (IAR). Prior to LexAurum he was an IAR with Summit Financial Group (SFG) since September 2016, and a registered representative with Cetera Advisor Networks since September 2019. Before Cetera he was a Registered Representative with Summit Brokerage Services respectively from September 2016 to September 2019. Before that he was a Registered Representative and an IAR with VSR Financial Services since July 2008.

Mr. Persinger graduated from Wake Forest University with a Bachelor of Science in 1987. He studied Business and Accountancy.

Mr. Persinger earned a CFP certificate in May 1995. The CFP (Certified Financial Planner) is a professional certification granted by the Certified Financial Planner Board of Standards, Inc. ("CFP Board"). To attain the right to use the CFP mark, an individual must attain a bachelor's degree from a US college or university and complete a college level course of study covering financial planning topics including insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning. The individual must also pass a comprehensive 10-hour exam, complete at least three years of full-time financial planning related experience and agree to be bound by the CFP Board's Standards of Professional Conduct. In addition, to maintain the right to continue to use the mark, an individual must complete 30 hours of continuing education hours every two years and continue to agree to be bound by the Standards of Professional Conduct.

## **Item 3- Disciplinary Information**

Mr. Persinger is currently not subject to, nor has ever been subject to, any legal or disciplinary events of a material nature.

## **Item 4- Other Business Activities**

Mr. Persinger is licensed as an independent insurance agent. He earns commission-based compensation for selling insurance products to clients. Insurance commissions earned by Mr. Persinger are separate and in addition to advisory fees he earns. Accepting commission-based compensation poses a conflict of interest as it creates an incentive to effect insurance transactions for the purpose of generating compensation however, the client is under no obligation, contractually or otherwise, to purchase insurance products through Mr. Persinger. Further, based on current fiduciary and suitability standards, Mr. Persinger is required to make recommendations appropriate to each client's individual needs and objectives.

Mr. Persinger is a registered representative with Integrity Alliance, LLC. In this capacity he receives commission-based compensation in connection with the purchase and sales of securities, including 12b-1 fees for the sale of investment company products. Compensation earned by Mr. Persinger in his capacity as a registered representative is

separate and in addition to advisory fees he earns. Accepting commission-based compensation poses a conflict of interest as it creates an incentive to effect securities transactions for the purpose of generating compensation however, the client is under no obligation, contractually or otherwise, to purchase securities products through Mr. Persinger. Further, based on current fiduciary and suitability standards, Mr. Persinger is required to make recommendations appropriate to each client's individual needs and objectives.

Mr. Persinger uses the business name "Persinger Planning" to represent his investment and insurance business.

### **Item 5- Additional Compensation**

Mr. Persinger may receive compensation from someone other than a client for providing investment advice or other advisory services to clients by referring clients to other investment advisers. As such, there may be potential conflicts of interest with these arrangements, including situations where the compensation paid to the firm or the financial advisor differs based on the particular third-party adviser. Therefore, financial advisors may have an economic incentive to recommend one third party adviser over another. Additionally, certain third-party advisers may provide reimbursements to financial advisors as an offset for marketing and seminar materials for the advisory products and services offered. These situations may also create conflicts of interest that you should carefully consider.

### **Item 6 - Supervision**

Lex-Aurum maintains a supervisory structure designed to reasonably detect and prevent violations of securities laws, rules and regulations. This system includes written supervisory procedures, trained and qualified home office personnel, guidance issued to advisors in a compliance manual, and periodic office compliance inspections. Mr. Persinger reports to Peter W. Hughes, the CEO of the firm. Mr. Hughes can be reached at (913) 261-9316.