



Brantley Dexton Whitley

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July 1, 2024.

This brochure supplement provides information about Brantley Whitley that supplements the Integrity Advisory Solutions, LLC brochure. You should have received a copy of that brochure. If you did not receive our brochure or if you have any questions about the contents of this supplement, please contact our Compliance Department at 877-886-1939.

Additional information about Brantley Whitley is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Educational Background and Business Experience**

Brantley Whitley (Year of birth: 1977)

### **Educational Background:**

- Hampden-Sydney College, Bachelor of Arts, 1999

### **Business Experience:**

- Integrity Advisory Solutions, LLC; Investment Advisor Representative; 05/2024 - Present
- Insurance Agent, 01/2011- Present

## **Disciplinary Information**

There are no legal or disciplinary items applicable to a client's or prospective client's evaluation of Brantley Whitley. Registered Investment Advisers 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.

## **Other Business Activities**

### **1) Investment Related Activities**

#### **Income Focus Advisors LLC.**

Brantley Whitley owns his own legal business entity, through which he conducts a portion of his advisory business. His business name and logo may appear on marketing materials as approved by Integrity Advisory Solutions, or client statements as approved by the custodian of your account assets. You should understand that Income Focus Advisors LLC., is a legal entity of Brantley Whitley and not of Integrity Advisory Solutions or the custodian. Income Focus Advisors LLC., may provide services other than investment advisory services as disclosed in this Brochure. However, all investment advisory services are provided through Integrity Advisory Solutions.

#### **Independent Insurance Agent**

Brantley Whitley is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Brantley Whitley will receive commission for selling insurance and annuity products.

Brantley Whitley in his capacity as an insurance agent may be offered incentives by insurance companies or insurance marketing organizations. The incentives include additional incentive compensation, such as vacation trips, for meeting a sales goal associated with the insurance agent's overall sales of a particular annuity or insurance product.

Clients should be aware that the receipt of commission and additional incentive compensation itself creates a conflict of interest and may affect the independent judgment of Brantley Whitley when making recommendations about annuities and insurance products in general or a particular annuity or insurance product offered by a certain insurance company or through an IMO.

Clients are never obligated or required to purchase insurance products from or through Brantley Whitley and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commission from the sale.

## **2) Non Investment Related Activities**

Brantley Whitley is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of their time.

## **Additional Compensation**

In addition to the description of additional compensation provided in Other Business Activities, Brantley Whitley may receive additional benefits.

Certain product sponsors may provide Brantley Whitley with other economic benefits as a result of Brantley Whitley' recommendation or sale of the product sponsors' investments. The economic benefits received by Brantley Whitley from product sponsors can include, but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Brantley Whitley in providing various services to clients. Brantley Whitley may recommend the services of a third-party money manager to their clients. In exchange for this recommendation, the selected third-party money manager pays a referral fee to Integrity Advisory Solutions, LLC, and Integrity Advisory Solutions, LLC pays Brantley Whitley compensation. The fee paid by the third-party money manager is typically a percentage of the fee charged by that third-party money manager to the referred client.

These above listed arrangements could affect the judgment of Brantley Whitley when recommending investment products and, therefore, represent a potential conflict of interest that must be disclosed to the client.

## **Supervision**

Brantley Whitley's investment advisory activities are supervised by a Designated Supervisor. For any complaints or concerns related to the advisory services they provided, please contact us at 877.886.1939.

Registered Principals located at the Home Office review each new client account opened by Brantley Whitley' and utilize our back-office system to electronically monitor transactions in your account and to holistically review your overall account. Registered Principals also review their correspondence and perform on-site office inspections.

Integrity Advisory Solutions, LLC provides training to the investment advisor representative to promote awareness of the policies, rules and procedures set forth by Integrity Advisory Solutions, LLC and various regulatory bodies with respect to their advisory business. Integrity Advisory Solutions, LLC also supervises the personal securities transactions of each investment advisor representative to ensure that the transactions do not pose a conflict of interest with the investment advisor representative's ability to make investment recommendations to their clients. Please refer to Item 11 of Integrity Advisory Solutions, LLC Part 2A Disclosure Brochure for additional information.