

Zachary Knutson, CFP®
Innovative Wealth Management, LLC

**960 6th Street
Suite 1
Jesup, IA 50648**

**Telephone: 319-449-6900
Fax: 319-800-6675**

January 5, 2024

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Zachary Knutson that supplements the Innovative Wealth Management, LLC brochure. You should have received a copy of that brochure. Contact us at 319-449-6900 if you did not receive Innovative Wealth Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Zachary Knutson (CRD # 5736111) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Zachary Knutson, CFP

Year of Birth: 1989

Formal Education After High School:

- University of Northern Iowa, BA, Finance, 5/2011

Business Background:

- Innovative Wealth Management, LLC, Investment Adviser Representative/ CCO, 9/2018 - Present
- SII, Registered Representative/ IAR, 08/2017- 10/2018
- Innovative Wealth Management, LLC, Managing Member, 7/2017 - Present
- SII Investments, Investment Rep, 9/2013 - 8/2017
- FSB Warner Financial, Registered Representative, 6/2012 - 9/2013
- Farmers State Bank, Credit Analyst, 6/2011 - 6/2012

Certifications: **CFP**

The CERTIFIED FINANCIAL PLANNERTM, 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 71,000 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 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); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards 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 their CFP® certification.

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Zachary Knutson has no required disclosures under this item.

Item 4 Other Business Activities

Zachary Knutson is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Knutson for insurance related activities. This presents a conflict of interest because Mr. Knutson may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Zachary Knutson is rental property owner of MZK Rentals, LLC, a holding company of rental units in Jesup. Mr. Knutson's duties as the rental property owner of MZK Rentals, LLC do not create a conflict of interest to his provision of advisory services through Innovative Wealth Management, LLC. Mr. Knutson is also Board member of Heartland Technology, a local cooperative phone/internet company. Mr. Knutson's duties as the Board member of Heartland Technology do not create a conflict of interest to his provision of advisory services through Innovative Wealth Management, LLC. Mr. Knutson is also Owner/Director of Innovative Tax Services, LLC, an entity which is a for profit tax planning, tax consulting and tax preparation business. Mr. Knutson's duties as an Owner/ Director of Innovative Tax Services, LLC do not create a conflict of interest to his provision of advisory services through Innovative Wealth Management, LLC. Mr. Knutson is also an owner/director of Innovative Consultants, LLC, a public accounting firm. Mr. Knutson's duties as a Managing Member of Innovative Consultants, LLC do not create a conflict of interest to his provision of advisory services through Innovative Wealth Management, LLC.

Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Knutson's receipt of

additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Innovative Wealth Management, LLC's firm brochure for additional disclosures on this topic.

Item 6 Supervision

As the Managing Member/ Chief Compliance Officer of Innovative Wealth Management, LLC, Zachary Knutson supervises the advisory activities of our firm. Zachary Knutson can be reached at 319-449-6900.

Item 7 Requirements for State Registered Advisers

Zachary Knutson does not have any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.