



CAPITAL ADVISORS | INVESTMENTS & PLANNING

Brochure Supplement - ADV Part 2B
for

Kenneth A. Armstrong

Investment Adviser Representative
Individual CRD # 3169018

September 15, 2023

Elevate Capital Advisors, LLC
IA Firm CRD # 288190

313 Chambers Ave. Suite D PO Box 3609
Eagle, CO 81631

Phone: (970) 328-7526

Email: ken@elevatecapitaladvisors.com

This brochure provides information about Mr. Armstrong that supplements the Elevate Capital Advisors, LLC brochure which you should have also received. Should you have questions regarding the contents of this brochure, or if you did not receive Elevate Capital Advisors, LLC brochure, please contact Mr. Armstrong at (970) 328-7526 or ken@elevatecapitaladvisors.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. Registration of an Investment Adviser does not imply a certain level of skill or training.

Additional information about Kenneth A. Armstrong is also available on the SEC's website at www.adviserinfo.sec.gov

Item 2: Educational and Business Experience

Name:

Mr. Kenneth A. Armstrong, CFP[®], RICP[®], ChFC[®], CLU[®], CASL[®], CLTC[®]

Born: 1965

Education & Industry Exams Passed:

University of New Hampshire, BS in Hotel & Restaurant Administration – 1987

Insurance License # 87539 (CO Life, Accident, & Health Producer)

Also licensed in OH, PA, TX, AZ, MN, and CA

Business Experience:

Elevate Capital Advisors, CEO, 3/2017 – Present

Elevate Insurance Advisors, LLC, CEO, 3/2017 – Present

Elevate Ventures Ltd., Managing Member, 9/2018 – 9/2022

Northwestern Mutual, Wealth Management Advisor, 12/1998 – 6/2017

Industry Designations & Certifications:

CFP[®], RICP[®], ChFC[®], CLU[®], CASL[®], CLTC[®]

CERTIFIED FINANCIAL PLANNER[®], CFP[®]

The Certified Financial Planner[®] (CFP[®]) designation is a federally registered professional certification 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. 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, administered in 10 hours over a two-day period, 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 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.

Retirement Income Certified Professional® (RICP®)

The Retirement Income Certified Professional® (RICP®) is a designation issued by The American College of Financial Services®. The RICP® prepares financial professionals to help clients obtain a secure retirement. This designation equips advisors with the knowledge to effectively manage the transition from asset accumulation during a client's working years to asset redemption in retirement. The RICP® enables the advisor to demonstrate tremendous value by delivering smart strategies for creating secure,

sustainable income for a client's retirement.

Chartered Financial Consultant[®] (ChFC[®])

The Chartered Financial Consultant[®] (ChFC[®]) is a designation is issued by The American College of Financial Services[®] and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take seven mandatory courses which include the following disciplines: financial, insurance, retirement and estate planning; income taxation, investments and application of financial planning; as well as two elective courses involving the application of the disciplines. Each course has a final proctored exam and once issued, the individual certification holder is required to submit 30 hours of continuing education every two years.

Chartered Life Underwriter[®] (CLU[®])

The Chartered Life Underwriter[®] (CLU[®]) designation is issued by The American College of Financial Services[®] and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take a series of mandatory courses which include, for example, the following: insurance planning, life insurance law, fundamentals of estate planning, planning for business owners, income taxation, group benefits, planning for retirement needs, and investments. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

Chartered Advisor for Senior Living[®] (CASL[®])

The Chartered Advisor in Senior Living[®] (CASL[®]) designation is a legacy designation. The designation had been previously offered by The American College of Financial Services[®]. The CASL[®] designation shows a commitment to helping aging clients achieve financial security now and into the future. The CASL[®] helps advisors lead clients from middle age through retirement and assist them with the management, preservation, and transfer of wealth.

Certification in Long Term Care[®] (CLTC[®])

The Certification in Long Term Care[®] (CLTC[®]) designation is obtained by the successful completion of a rigorous multidisciplinary course that focuses on the profession of long-term care planning. The program is recognized by state regulators,

through the granting of continuing education credits, as having provided essential information necessary to the appropriate sale of long-term care insurance. To maintain the CLTC[®] designation, all designees are required to meet an ongoing continuing education requirement.

Designees must either; complete the CLTC[®] renewal course or submit proof of completion of the state mandated Long-Term Care training. The CLTC[®] renewal course claims to contain the most current information available in the long-term care industry.

Item 3: Disciplinary Information

Investment Advisor Representatives are required to disclose all material facts regarding legal or disciplinary events that would be material to a prospective client's evaluation.

Mr. Armstrong has nothing to report on this item.

Item 4: Other Business Activities

Mr. Armstrong is a 50% owner and managing member of Elevate Insurance Advisors, LLC (EIA). Mr. Armstrong is licensed as an independent insurance agent and maintains an active insurance license in CO, OH, PA, TX, AZ, MN, and CA. Mr. Armstrong may recommend/sell various types of insurance products (Fixed, Life, LTC, and Disability) as part of the financial planning/advisory process.

When acting in this capacity, Mr. Armstrong does so as an independent insurance agent. All compensation earned from the sale of insurance products is done so on behalf of (EIA). EIA is a separate company from Elevate.

Should you decide to purchase insurance products through EIA, be aware you have the option to shop alternative insurance products and companies. Elevate Capital Advisors, LLC (Elevate), acting in a fiduciary capacity, encourages clients to compare similar insurance products.

Elevate's advisory fees are separate and distinct from any commissions earned from the sale of insurance products. This does present a conflict of interest as Mr. Armstrong may have a financial incentive to recommend insurance products to clients based on the ability to earn commissions. Clients are never under any obligation to purchase insurance products.

Item 5: Additional Compensation

Mr. Armstrong has nothing to report on this item.

Item 6: Supervision

As the President & Chief Compliance Officer (CCO) of Elevate Capital Advisors, LLC, Mr. Armstrong supervises all activities of the firm. His contact information is on the cover page of this disclosure document. Mr. Armstrong adheres to required regulations regarding the activities of an Investment Adviser Representative, appropriate securities regulatory requirements, and follows the policies and procedures outlined in Elevate's compliance manual, including the code of ethics.



CAPITAL ADVISORS | INVESTMENTS & PLANNING

Brochure Supplement - ADV Part 2B
for

Shane R. Fleury

Investment Adviser Representative
Individual CRD # 4837994

September 15, 2023

Elevate Capital Advisors, LLC
IA Firm CRD # 288190

313 Chambers Ave. Suite D PO Box 3609
Eagle, CO 81631

Phone: (970) 328-7526

Email: shane@elevatecapitaladvisors.com

This brochure provides information about Mr. Fleury that supplements the Elevate Capital Advisors, LLC brochure which you should have also received. Should you have questions regarding the contents of this brochure, or if you did not receive Elevate Capital Advisors, LLC brochure, please contact Ken Armstrong at (970) 328-7526 or ken@elevatecapitaladvisors.com.

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Additional information about Shane R. Fleury is also available on the SEC's website at www.adviserinfo.sec.gov

Item 2: Educational and Business Experience

Name:

Shane R Fleury, CFA®

Born: 1983

Education & Exams Passed:

Chartered Financial Analyst™ (CFA®) Charterholder

Business Experience:

Elevate Capital Advisors, LLC, Chief Investment Officer, 3/2017 – Present
Elevate Insurance Advisors, LLC, Chief Financial Officer, 3/2017 – Present
Third Wave Capital, LLC, Managing Member, 9/2018 – Present
Elevate Ventures Ltd., Managing Member, 9/2018 – 9/2022
Northwestern Mutual, Director of Investments, 11/2012 – 3/2017
McKendry Snow Financial Distributors, LLC, Regional VP, 10/2011 – 11/2012
Nationwide Financial, Regional Internal Consultant, 5/2010 – 7/2011
Nationwide Financial, Regional Internal Consultant, 9/2003 – 12/2009

Industry Designations & Certifications

CHARTERED FINANCIAL ANALYST™ (CFA®) CHARTERHOLDER

The CFA® credential is the professional standard of choice for more than 31,000 investment firms worldwide. The CFA charter is one of the highest distinctions you can earn in the investment management profession. It takes an average of 1,000+ hours of rigorous study, along with four years of professional experience and successful completion of the CFA® Program exam, to earn the distinction of being called a Chartered Financial Analyst®. Earning the CFA® charter is a highly selective process. Fewer than one in five candidates become a CFA charterholder. All CFA charterholders are required to annually attest to their compliance with the CFA Institute [Code of Ethics and Standards of Professional Conduct](#).

Item 3: Disciplinary Information

Investment Advisor Representatives are required to disclose all material facts regarding legal or disciplinary events that would be material to a prospective client's evaluation.

Mr. Fleury has nothing to report on this item.

Item 4: Other Business Activities

Mr. Fleury is a 50% owner and managing member of Elevate Insurance Advisors, LLC (EIA). Should you decide to purchase insurance products through EIA, be aware you have the option to shop for alternative insurance products and companies. Elevate Capital Advisors, LLC (Elevate), acting in a fiduciary capacity, encourages clients to compare similar insurance products. EIA is a separate entity from Elevate.

Item 5: Additional Compensation

Mr. Fleury has nothing to report on this item.

Item 6: Supervision

As the President & Chief Compliance Officer (CCO) of Elevate Capital Advisors, LLC, Mr. Armstrong supervises Mr. Fleury and all activities of the firm. Mr. Armstrong's contact information is on the cover page of this disclosure document. Mr. Fleury adheres to required regulations regarding the activities of an Investment Adviser Representative, appropriate securities regulatory requirements, and follows the policies and procedures outlined in Elevate's compliance manual. Further, as a CFA® Charterholder, he adheres to both the CFA Institute's Asset Manager Code and its Code of Ethics and Standards of Professional Conduct.



CAPITAL ADVISORS | INVESTMENTS & PLANNING

Brochure Supplement - ADV Part 2B
for

Kyle G. Lottman

Investment Adviser Representative
Individual CRD # 6168323

August 30, 2023

Elevate Capital Advisors, LLC
IA Firm CRD # 288190

313 Chambers Ave. Suite D PO Box 3609
Eagle, CO 81631

Phone: (970) 328-7526

Email: kyle@elevatecapitaladvisors.com

This brochure provides information about Mr. Lottman that supplements the Elevate Capital Advisors, LLC brochure which you should have also received. Should you have questions regarding the contents of this brochure, or if you did not receive Elevate Capital Advisors, LLC brochure, please contact Ken Armstrong at (970) 328-7526 or ken@elevatecapitaladvisors.com.

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Additional information about Kyle G. Lottman is also available on the SEC's website at www.adviserinfo.sec.gov

Item 2: Educational and Business Experience

Name:

Mr. Kyle G Lottman, CFA[®]

Born: 1985

Education & Industry Exams Passed:

Colorado State University, Master of Accountancy: Financial Certificate, 2010

Colorado State University, Bachelor of Science: Finance, 2007

Business Experience:

Elevate Capital Advisors, Wealth Management Advisor, 11/2020 – Present

Focus Financial, Financial Advisor, 11/2019 – 11/2020

Excelsior Financial Partners, Senior Analyst, 04/2018 – 06/2019

US Bank, Senior Financial Analyst – Interest Rate Risk, 06/2017 – 03-2018

Piper Jaffray & Co., Business Analyst, AVP – Fixed Income Services, 08/2014 – 03/2017

Piper Jaffray & Co., Equity Research Associate - Medical Technology, 03/2013 – 08/2014

KPMG, Audit Associate, 08/2011 – 02/2013

Minneapolis Grain Exchange, Risk Analyst, 08/2010 – 05/2011

Industry Designations & Certifications:

CHARTERED FINANCIAL ANALYST™ (CFA[®]) CHARTERHOLDER

The CFA[®] credential is the professional standard of choice for more than 31,000 investment firms worldwide. The CFA charter is one of the highest distinctions you can earn in the investment management profession. It takes an average of 1,000+ hours of rigorous study, along with four years of professional experience and successful completion of the CFA[®] Program exam, to earn the distinction of being called a Chartered Financial Analyst[®]. Earning the CFA[®] charter is a highly selective process. Fewer than one in five candidates become a CFA charterholder. All CFA charterholders are required to annually attest to their compliance with the CFA Institute [Code of Ethics and Standards of Professional Conduct](#).

Item 3: Disciplinary Information

Investment Advisor Representatives are required to disclose all material facts regarding legal or disciplinary events that would be material to a prospective client's evaluation.

Mr. Lottman has nothing to report on this item.

Item 4: Other Business Activities

Mr. Lottman is licensed as an independent insurance agent and maintains an active insurance license in MN. Mr. Lottman may recommend/sell various types of insurance products (Fixed, Life) as part of the financial planning/advisory process.

When acting in this capacity, Mr. Lottman does so as an independent insurance agent. All compensation earned from the sale of insurance products is done so on the behalf of Elevate Insurance Advisors (EIA). EIA is a separate company from Elevate.

Should you decide to purchase insurance products through EIA, be aware you have the option to shop for alternative insurance products and companies. Elevate Capital Advisors, LLC (Elevate), acting in a fiduciary capacity, encourages clients to compare similar insurance products.

Elevate's advisory fees are separate and distinct from any commissions earned from the sale of insurance products. This does present a conflict of interest as Mr. Lottman may have a financial incentive to recommend insurance products to clients based on the ability to earn commissions. Clients are never under any obligation to purchase insurance products.

Item 5: Additional Compensation

Mr. Lottman has nothing to report on this item.

Item 6: Supervision

As the President & Chief Compliance Officer (CCO) of Elevate Capital Advisors, LLC, Mr. Armstrong supervises Mr. Lottman and all activities of the firm. Mr. Armstrong's contact information is on the cover page of this disclosure document. Mr. Lottman adheres to required regulations regarding the activities of an Investment Adviser Representative, appropriate securities regulatory requirements, and follows the policies and procedures outlined in Elevate's

compliance manual, including the code of ethics. Further, as a CFA Charterholder, he adheres to both the CFA Institute's Asset Manager Code and Code of Ethics and Standards of Professional Conduct.



CAPITAL ADVISORS | INVESTMENTS & PLANNING

Brochure Supplement - ADV Part 2B
for

Thomas Damon

Investment Adviser Representative
Individual CRD # 7016699

August 30, 2023

Elevate Capital Advisors, LLC
IA Firm CRD # 288190

313 Chambers Ave. Suite D PO Box 3609
Eagle, CO 81631

Phone: (970) 328-7526

Email: tom@elevatecapitaladvisors.com

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Additional information about Thomas Damon is also available on the SEC's website at www.adviserinfo.sec.gov

Item 2: Educational and Business Experience

Name:

Mr. Thomas Damon

Born: 1996

Education & Industry Exams Passed:

Suny Albany, Bachelor of Science, 2018

Business Experience:

Elevate Capital Advisors, Wealth Management Advisor, 03/2023 – Present

Northwestern Mutual, Registered Representative, 05/2021 – 03/2023

Jake Blum, Associate Agent, 11/2020 – 03/2023

Jake Blum, Agent Assistant, 07/2020 – 10/2020

Total Relocation Services, Project Manager, 05/2019 – 06/2020

International Planning Alliance, Financial Representative, 01/2017 – 05/2018

The Research Foundation for SUNY, Intern, 01/2017 – 05/2018

Item 3: Disciplinary Information

Investment Advisor Representatives are required to disclose all material facts regarding legal or disciplinary events that would be material to a prospective client's evaluation.

Mr. Damon has nothing to report on this item.

Item 4: Other Business Activities

Mr. Damon has nothing to report on this item.

Item 5: Additional Compensation

Mr. Damon has nothing to report on this item.

Item 6: Supervision

As the President & Chief Compliance Officer (CCO) of Elevate Capital Advisors, LLC, Mr. Armstrong supervises Mr. Damon and all activities of the firm. Mr. Armstrong's contact information is on the cover page of this disclosure document. Mr. Damon

adheres to required regulations regarding the activities of an Investment Adviser Representative, appropriate securities regulatory requirements, and follows the policies and procedures outlined in Elevate's compliance manual.