



MARCH 2, 2022

Form ADV Part 2 – Firm Brochure

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Dated March 2, 2022

This brochure provides information about the qualifications and business practices of integrity RIA, LLC. If you have any questions about the contents of this brochure, please contact us at (337) 654-0608 or shawn@integrityria.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.

Integrity RIA, LLC is a Registered Investment Advisor in the State of Louisiana. Please note that registration does not imply a certain level of skill or training.

Additional information about Integrity RIA, LLC is also available on the SEC's website at www.adviserinfo.sec.gov.

ITEM 2 MATERIAL CHANGES

Pursuant to SEC rules, we are required to update our Brochure at least annually and provide you with a summary of any material changes since the previous annual amendment.

The material changes in this brochure from the last annual updating amendment of Integrity RIA, LLC on 02/18/2021 are described below. Material changes relate to Integrity RIA, LLC's policies, practices or conflicts of interests.

- Integrity RIA, LLC has transitioned to registration with the United States Securities and Exchange Commission from its prior registration at the state level.

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ITEM 4 ADVISORY BUSINESS

Integrity RIA, LLC ("Integrity") has been a Registered Investment Advisor in Louisiana since 2009. Shawn DeFoe owns it 100%. Integrity is a small independent firm specializing in managing client portfolios.

When managing client portfolios, we take into consideration client's personal financial situation (employment status, cash reserves, retirement account values, current age, anticipated retirement date, sources of income, and their personal tolerance for risk). With this information, we assist clients with developing an appropriate investment strategy. We will monitor and adjust the client portfolios in accordance with the investment strategy.

When managing client portfolios, we utilize various methods.

When managing accounts, we use general securities (stocks & bonds), mutual funds, exchange traded funds (ETFs), and government securities.

Please note that we do not offer alternative investments and have not bought one for clients in more than 8 years.

NOTE: A conflict exists between the interests of the investment advisor and the interests of the clients. The client is under no obligation to act upon the investment advisor's recommendations. If the client elects to act upon any of the recommendations, the client is under no obligation to affect the transaction through the investment advisor.

We tailor our advisory services to your individual needs. All our clients are different, so we tailor our services to meet your needs by consultations to discover your individual hopes, goals, and dreams. Then we analyze your current investments and make suggestions how to meet these goals. Of course, you may impose restrictions on investing in certain securities or types of securities. It is your portfolio, after all. (Please refer to Item 16.)

Integrity does not participate in wrap-fee programs.

As of December 2021, Integrity managed approximately \$117,224,379 in discretionary assets and \$0 in non-discretionary assets under management. This does not include non-managed assets (CD's, commission based variable annuities, non-traded REIT's or LP's, or fixed annuities).

ITEM 5 FEES & COMPENSATION

There are two components to managed money fees. Annual negotiable fee ranges from .50% to 1.50%, depending on the size and complexity of your account. The fee is paid quarterly, at the end of each quarter. (At TD Ameritrade, fee is paid every calendar quarter at the end of the month). Nationwide Advisory Solutions is a commission free, surrender free annuity product catered to registered investment advisors. We bill monthly at rate of no higher than 1%.

Our asset-based management fees are determined from the following chart:

Account Size Over	But not Over	Fee
\$0	\$2 Million	1.50%
\$2 Million	\$3 Million	1.13%
\$3 Million	\$5 Million	0.90%
\$5 Million		0.75%

Break points for management fees are negotiable. Additionally, discounts are offered to Lafayette Parish Fireman and Acadian Ambulance employees and their family members.

Fees will be billed in arrears on a calendar quarter basis. Integrity will not bill your account unless you have been there the entire calendar quarter. The logistics of the fee billing involve the custodian debiting your account at these given times. For example: the annualized fee for an account of \$4,000,000 would be \$36,000. It would be calculated by $\$4,000,000 \times 0.009 = \$36,000$. The quarterly fee would be \$36,000 divided by 4, or \$9,000.

Please note that with a signed Power of Attorney, Integrity can have your custodian withdraw our fees for managing your account at the end of each quarter. We recommend that method. Or you may choose to have us bill you at the end of each quarter.

Our fees do not include transaction fees, brokerage commissions and other related costs and expenses. Clients may also pay fees to custodian, mutual funds, and other money managers, including management fees, custodial fees, mutual fund fees, taxes, and transfer fees. We do not receive a portion of any of these fees. Simply put, they are part of doing business in the securities industry. And please remember that by not charging securities sales commissions, we are keeping your out-of-pocket expenses as low as we possibly can. (Please refer to item 12.)

Integrity does not charge fees in advance and will not bill if account is not funded for a complete calendar quarter.

Advisors at Integrity does not accept commissions or any other form of compensation for selling securities or other investment products. We can and do earn insurance commissions.

ITEM 6 PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Integrity does not charge performance-based fees and therefore does not engage in side-by-side management comparisons.

ITEM 7 TYPES OF CLIENTS

Most of our clients are individuals. We also have business and corporations.

Integrity does not impose any requirements on the minimum account size for opening or maintaining an account.

ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

Integrity does not provide technical security analysis. Integrity utilizes fundamental security analysis to analyze a business' financial statements, health, management, competitive advantages, competitors, and markets. Fundamental analysis is performed on historical and present data, but with the goal of making financial forecasts, including stock price evaluation, projection of business performance, management evaluations and credit risks.

We primarily refer to financial newspapers and magazines such as Baron's, Forbes, Money, Kiplinger's, Fortune, and Investor's Business Daily.

We also pay and subscribe to several newsletter resources. This includes The Prudent Speculator, Utility Forecaster, Buyback Letter, The Motley Fool, Louis Navellier, Paul Mampilly, The Street, and Morningstar.

Integrity Advisors place client accounts in general securities (stocks & bonds), mutual funds, ETF's (Exchange Traded Funds), and municipal securities.

Investing in securities involve risk and the possibility of loss of principal (Past performance is not indicative of future performance.) Principal value and investment return will fluctuate. There are no implied guaranties or assurances that the target returns will be achieved, or objectives will be met.

ITEM 9 DISCIPLINARY INFORMATION

Shawn DeFoe was involved in a civil action in a domestic court in 2011 with a former business partner arising from a retail franchise business venture. The case was settled amicably before trial.

Shawn DeFoe had an administrative proceeding before the SEC from arbitration in 2008. The SEC dismissed the arbitration request shortly after 2008.

In November 2018, the State of Texas fined the firm for not properly registering in the state of Texas. Integrity paid the fine in full in April 2019.

In November 2018, the state of Louisiana alleged that Integrity made unsuitable recommendations to 21 clients who invested in a single oil and gas producer company but had a moderate risk tolerance. The order further alleged that Integrity RIA failed to maintain proper client profiles for some of its clients; charged one client a higher fee than established in the advisory contract; client contracts improperly state that the client accounts are managed on a discretionary basis when the firm manages accounts on both a discretionary and non-discretionary basis; and impermissible testimonials on the firm's Facebook page. Additionally, the firm is alleged to have failed to exercise adequate supervision of its investment adviser representative.

ITEM 10 OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Advisors at Integrity are not registered representatives of a securities broker/dealer.

Advisors at Integrity are not futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the above-mentioned entities.

Shawn DeFoe is a licensed insurance agent in the State of Louisiana. He sells insurance products for sales commissions. Clients should be aware that a conflict of interest exists between clients and Integrity; clients are under no obligation to act upon any of our recommendations; and if you elect to act upon any of the recommendations, you are under no obligation to affect the insurance transactions through us.

Integrity does not recommend other registered investment advisors or receive compensation.

ITEM 11 CODE OF ETHICS, PARTICIPATION, OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

Our Code of Ethics establishes ideals for ethical conduct based upon fundamental principles of openness, integrity, and trust. It ensures that we always put your interests first. We hold ourselves to high standards and diligence. Our Code of Ethics is our promise to work hard in your interests, with complete confidentiality and honesty. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

Integrity and its advisors do not have any material financial interests in investments we recommend. We will not recommend an investment to you in which we have a material financial interest. We do not act as a principal and buy securities from or sell securities to clients. We are not general partners in a partnership, so we will not solicit your investments for such. Integrity and its advisors are not investment advisors to any investment company, so we will not solicit your investments for such. Integrity's financial affiliations are that our advisors are licensed insurance agents, as disclosed in Item 10 and Item 5.

Occasionally, Integrity and its advisors may buy or sell securities recommended to you. The securities we recommend are widely held and publicly traded and we are small advisors/investors and will not affect the market in widely held and publicly traded securities.

Integrity and its advisors do not buy or sell securities about the same time as our clients. In addition, we do not allow "front running" (buying or selling before you) or buying or selling securities contemporaneously with you.

ITEM 12 BROKERAGE PRACTICES

We have selected a custodian based on its compatibility with Integrity, its advisors, and clients. TD Ameritrade deals mainly with small independent RIAs like Integrity.

Integrity and its advisors do not participate in soft dollar practices. The SEC defines soft dollar practices as arrangements under which products or services other than execution of securities transactions are obtained by an advisor from or through a broker dealer in exchange for the direction by the advisor of client brokerage transactions to the broker dealer. A good example would be if a custodian offered us research or other benefits to place our clients with them.

Integrity and our advisors do not select custodian on the basis that the custodian will refer new clients in exchange of custodial business.

Integrity and its advisors do not participate in directed brokerage. This means Integrity does not recommend, request, or require that you direct us to execute transactions through a specified broker/dealer.

We occasionally "aggregate" the purchase or sale of securities for clients. We are a small independent RIA that does not buy or sell securities very often. More importantly, our clients are different in age, portfolio size, risk level, and have different goals, so there is little, if any, overlap in our client portfolios.

ITEM 13 REVIEW OF ACCOUNTS

We review managed accounts monthly. Accounts at other custodians are reviewed when we receive their statements - usually quarterly. All accounts are reviewed by Integrity's president- Shawn DeFoe. They are reviewed on a portfolio analysis basis.

Occasionally, such as a dramatic market move (in either direction), retirement or any catastrophe, we review client accounts to ascertain if we need to make appropriate repositioning moves for you.

ITEM 14 CLIENT REFERRALS AND OTHER COMPENSATION

Integrity and its advisors do not get economic benefits from a non-client for providing certain advice to clients. In addition, we do not accept sales awards or prizes, such as trips. We pay for our own trips.

Integrity and its advisors do not pay for client referrals.

ITEM 15 CUSTODY

Integrity never takes custody of client funds and/or securities.

ITEM 16 INVESTMENT DISCRETION

Integrity RIA, LLC provides discretionary and non-discretionary investment advisory services to clients. The Investment Advisory Contract established with each client outlines the discretionary authority for trading. Where investment discretion has been granted, Integrity RIA, LLC generally manages the client's account and makes investment decisions without consultation with the client as to what securities to buy or sell, when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, or the price per share.

Clients may impose limitations on their account. For example, several clients prefer that we not invest in gambling, tobacco, or alcohol-based securities. We will, of course, abide by our clients' wishes.

ITEM 17 VOTING CLIENT SECURITIES

We do not vote client securities.

We do not have the authority to vote client securities. You will receive your proxies or other solicitations directly from your custodian and we encourage you to discuss them with your legal representatives as we not in a position to answer any of your questions regarding proxies.

ITEM 18 FINANCIAL INFORMATION

Integrity does not require prepayment of fees. (Integrity never charge fees in advance.) There is no prepayment, so there is no refund on a prepayment.

Neither Shawn DeFoe nor Integrity RIA, LLC has ever filed for bankruptcy. (Please refer to Item 9 for more preceding information.)