



Form ADV Part 2 - Firm Brochure

Integrity RIA, LLC.
221 Southpark Rd.,
Suite A3
Lafayette, LA 70508

P.O. Box 82571
Lafayette, LA 70598
Cell: 337-654-0608
shawn@integrityria.com

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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.

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 03/24/2023 are described below. Material changes relate to Integrity RIA, LLC's policies, practices or conflicts of interests.

- Charles Schwab & Co., Inc. Advisor Services has acquired TD Ameritrade. Due to this acquisition clients of Integrity RIA, LLC have transitioned from TD Ameritrade to Charles Schwab & Co., Inc. Advisor Services. (Items 12)
- Integrity RIA, LLC updated its fee schedule in Item 5.

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ITEM 4 ADVISORY BUSINESS

Integrity RIA, LLC ("Integrity") is a Limited Liability company organized in the State of Louisiana. 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 2023, Integrity managed approximately \$ 110,333,830.00 in discretionary assets and \$ 0.00 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 Charles Schwab & Co., Inc. Advisor Services, 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	\$ 50,000	2.00%
\$ 50,001	\$ 100,000	1.80%
\$ 100,001	\$ 300,000	1.60%
\$ 300,001	\$ 1,500,000	1.50%
Over \$1,500,000		1.00%

Subject to a minimum fee of \$250 per account per year

**Discounts offered to select entities such as Lafayette Parish Fireman and Acadian Ambulance employees and their family members.

Advisor may, in its sole discretion, negotiate to charge a lesser fee based upon certain criteria, such as anticipated future earning capacity, pre-existing/legacy client relationship, account retention and pro-bono activities. 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, high-net worth individuals, and pension and profit sharing plans.

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 FINRA from arbitration in 2008. FINRA 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 \$12,500 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. As of April 2019, the state of Louisiana issued a final decision and Integrity RIA paid a monetary fine of \$2,500.

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. Charles Schwab & Co., Inc. Advisor Services deals mainly with small independent investment advisors 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 investment advisor 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

Charles Schwab & Co., Inc. Advisor Services provides Integrity with access to Charles Schwab & Co., Inc. Advisor Services' institutional trading and custody services, which are typically not available to Charles Schwab & Co., Inc. Advisor Services retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Charles Schwab & Co., Inc. Advisor Services. Charles Schwab & Co., Inc. Advisor Services includes brokerage services that are related to the execution of securities transactions, custody, research, including that in the form of advice, analyses and reports, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment. For Integrity client accounts maintained in its custody, Charles Schwab & Co., Inc. Advisor Services generally does not charge separately for custody services but is compensated by account holders through commissions or other transaction-related or asset-based fees for securities trades that are executed through Charles Schwab & Co., Inc. Advisor Services or that settle into Charles Schwab & Co., Inc. Advisor Services accounts.

Charles Schwab & Co., Inc. Advisor Services also makes available to Integrity other products and services that benefit Integrity but may not benefit its clients' accounts. These benefits may include national, regional or Integrity specific educational events organized and/or sponsored by Charles Schwab & Co., Inc. Advisor Services. Other potential benefits may include occasional business entertainment of personnel of Integrity by Charles Schwab & Co., Inc. Advisor Services personnel, including meals, invitations to sporting events, including golf tournaments, and other forms of entertainment, some of which may accompany educational opportunities. Other of these products and services assist Integrity in managing and administering clients' accounts. These include software and other technology (and related technological training) that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts, if applicable), provide research, pricing information and other market data, facilitate payment of Integrity's fees from its clients' accounts (if applicable), and assist with back-office training and support functions, recordkeeping and client reporting. Many of these services generally may be used to service all or some substantial number of Integrity's accounts. Charles Schwab & Co., Inc. Advisor Services also makes available to Integrity other services intended to help Integrity manage and further develop its business enterprise. These services may include professional compliance, legal and business consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, employee benefits providers, and human capital consultants, insurance and marketing. In addition, Charles Schwab & Co., Inc. Advisor Services may make available, arrange and/or pay vendors for these types of services rendered to Integrity by independent third parties. Charles Schwab & Co., Inc. Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Integrity. Integrity is independently owned and operated and not affiliated with Charles Schwab & Co., Inc. Advisor Services.

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.)