

*This brochure supplement provides information about Richard Eddy that supplements the CreativeOne Wealth, LLC brochure. You should have received a copy of that brochure. Please contact J.P. Rankin at 913-402-2175 if you did not receive CreativeOne Wealth, LLC's brochure or if you have any questions about the contents of this supplement.*

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

## **CreativeOne Wealth LLC**

### **Form ADV Part 2B – Individual Disclosure Brochure**

*for*

### **Richard Eddy**

Personal CRD Number: 4962972

Investment Adviser Representative

Located At:

177 E. Colorado Blvd

Suite 200

Pasadena, CA 91105

626.657.9710 (P)

877.883-3561 (Toll Free)

CreativeOne Wealth, LLC

6330 Sprint Pkwy, Suite 400

Overland Park, KS 66211

888.798.2360 (P)

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## Item 2: Educational Background and Business Experience

**Name:** Richard Eddy

**Born:** 1966

### Education:

Mr. Eddy attended the California State University of Fullerton and Azusa Pacific University. He holds a Bachelor of Arts in Liberal Studies from Los Angeles Pacific University, part of the Azusa Pacific University system. Mr. Eddy also attended the Yale School of Management online to achieve the Certified Investment Management Analyst (CIMA®) designation.

### Business Background:

07/2018 - Present	Investment Adviser Representative CreativeOne Wealth, LLC
07/2018 - Present	Owner and Managing Member CONA Wealth, LLC
04/2017 - Present	Owner and Managing Member Factor Four, LLC
07/2010 - 01/2019	Investment Adviser Representative CONA Investment Advisors, LLC
11/2007 - 01/2010	Registered Representative Intersecurities/TFA
01/2005 - 12/2008	President Involute Manufacturing Corp.

### Professional Designations:

#### Certified Investment Management Analyst (CIMA®)

The Certified Investment Management Analyst (CIMA®) is a professional designation awarded by the Investments & Wealth Institute.

**Experience:** A minimum of three years of experience in the financial service industry and a satisfactory record of ethical conduct as determined by the Investments & Wealth Institute Admissions Committee.

**Education:** Before certification, candidates must complete an executive education course at one of several CIMA registered education provider programs. All candidates must pass a stringent examination administered at a third -party testing center prior to certification. CIMA certification maintains accreditation by the American National Standards Institute (ANSI).

**Ethics:** Applicants must disclose any potential or real violations of the Investments & Wealth Institute Code of Professional Responsibility. Additionally, they must successfully pass two comprehensive background checks.

**Re-Certification:** CIMA practitioners must renew their certification every two years to ensure that they have the latest expertise and skills. Renewal requirements are: Complete and report 40 hours of continuing education credit, including two ethics hours and one hour of tax or regulation information; Adhere to Investments & Wealth Institute Code of Professional Responsibility and report any complaints or disciplinary actions registered during the previous two -year period; and Pay a renewal fee.

### **Accredited Small Business Consultant (ASBC®)**

The Accredited Small Business Consultant® (ASBC®) is a designation for U.S. and international members awarded after the successful passing of the certification exam.

## **Item 3: Disciplinary Information**

Richard Eddy does not have any material disciplinary history.

Additional information about Mr. Eddy may be found on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or at the FINRA's Broker Check website at [www.brokercheck.finra.org](http://www.brokercheck.finra.org).

## **Item 4: Other Business Activities**

Richard Eddy is a licensed insurance agent. From time to time, Mr. Eddy may offer clients advice and/or products from this activity. Clients should be aware that these services may pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. CreativeOne Wealth LLC always

acts in the best interest of the client; including in the sale of commissionable products to Advisory clients.

Mr. Eddy is a licensed real estate agent with the REeBroker Group and may receive compensation resulting from his involvement in real estate transactions and/or referrals to other real estate agents/brokers.

Mr. Eddy is the owner and Managing Member of Factor Four, LLC, through which he provides strategy, coaching, and consulting services to businesses. Factor Four, LLC also holds digital assets and brand identities that may be sold or licensed for a fee.

Mr. Eddy is also an employee & strategy consultant for Cobblestone Applied Research & Evaluation, Inc. which provides program evaluation and social science research, mainly related to the field of education at the K-12 and university level and workforce development.

Additionally, Mr. Eddy serves as a board member of the Sierra La Verne Homeowners Association.

Clients of CreativeOne Wealth are not obligated in any manner to utilize the aforementioned services provided by Mr. Eddy.

CreativeOne Wealth does not supervise and does not receive any compensation from these Other Outside Business Activities.

### **Item 5: Additional Compensation**

Richard Eddy may receive additional compensation in the form of sales awards and/or marketing credits depending on levels of overall sales in connection with services provided to the client. These incentives might constitute a conflict of interest as they could encourage Mr. Eddy to recommend transactions for the purpose of attaining these awards. Clients are under no obligation to engage in any securities or Advisory transactions.

### **Item 6: Supervision**

As an Investment Adviser Representative of CreativeOne Wealth LLC, Richard Eddy is supervised by J.P. Rankin, the firm's Chief Compliance Officer, and is to adhere to the policies and procedures set forth by CreativeOne Wealth LLC. The phone number for Mr. Rankin is (913) 402-2175.