

CX Institutional, LLC

ADV Part 2A, Firm Brochure

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CX InstitutionalTM

A Registered Investment Advisor

This brochure provides information about the qualifications and business practices of CX Institutional, LLC. If you have any questions about the contents of this brochure, please contact Scott Bradtmiller at 260- 927-1830 or scott.bradtmiller@credentwealth.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

Additional information about CX Institutional, LLC is also available on at the SEC’s website at: www.adviserinfo.sec.gov.

References herein to CX Institutional, LLC as a “registered investment adviser” or any reference to being “registered” does not imply a certain level of skill or training

Item 2 – Material Changes

There have been no material changes made to this Brochure since our last Annual Amendment filing made on January 29, 2019.

Item 3 – Table of Contents

Item 1 – Cover Page	1
Item 2 – Material Changes	2
Item 3 – Table of Contents	3
Item 4 – Advisory Business	4
Item 5 – Fees and Compensation	10
Item 6 – Performance-Based Fees and Side-By-Side Management	13
Item 7 – Types of Clients	13
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss	13
Item 9 – Disciplinary Information	19
Item 10 – Other Financial Industry Activities and Affiliations	19
Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading	20
Item 12 – Brokerage Practices	21
Item 13 – Review of Accounts	26
Item 14 – Client Referrals and Other Compensation	26
Item 15 – Custody	27
Item 16 – Investment Discretion	27
Item 17 – Voting Client Securities	28
Item 18 – Financial Information	28

Item 4 – Advisory Business

CX Institutional, LLC (“CX Institutional”) was formed in 2018 in the state of Delaware through the combination of two existing SEC-Registered Investment Advisers, Hefty Wealth Partners, Inc. established in 2010 (“HWP”) and Oak Point Wealth Management, LLC. established in 2010 (“Oak”). CX Institutional succeeded to the Registration of HWP and became an SEC-Registered Investment Adviser on March 1, 2018. CX Institutional's principal owners are HWP, Oak and CFP Texas (Vestpro).

CX Institutional's main focus is to offer investment portfolios to its clients (individuals, high net worth individuals, charitable organizations and business entities), on a discretionary and non-discretionary wrap or non-wrap fee basis. In addition, CX Institutional provides financial planning and consulting services. It is possible that different investment advisor representatives may charge different fees for providing the same or similar services to clients. The specific level of services you will receive and the fees you will be charged will be specified in your advisory services agreement. Before engaging CX Institutional to provide asset management, services clients are required to enter into an agreement with CX Institutional setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided and the fee that is due from the client.

Under each Program, CX Institutional provides investment management services specific to the needs of each client. Before providing investment management services, an investment adviser representative will ascertain each client's investment objective(s). Thereafter, CX Institutional will allocate investment assets consistent with the designated investment objective(s). CX Institutional primarily allocates client investment assets among various individual equity (stocks), debt (bonds) and fixed income securities, no load mutual funds, and/or exchange traded funds (“ETFs”). Once allocated, CX Institutional provides ongoing monitoring and review of account performance, asset allocation and client investment objectives.

Asset Management Services – CX Multi-Strategy Platform Program

CX Institutional provides investment management services on a discretionary and non-discretionary wrap or non-wrapfee basis through our CX Multi-Strategy Platform Program (the “Program”). Program accounts are established at LPL Financial, a FINRA and SIPC member broker-dealer/custodian and SEC registered investment advisor (“LPL”) and/or TD Ameritrade, a FINRA and SIPC member broker-dealer/custodian (“Ameritrade”).

The Program's discretionary and non-discretionary basis allows for allocating to numerous investments, including but not limited to, individual equities, individual bonds, open-end mutual funds, closed-end mutual funds, exchange traded funds (ETFs), and exchange traded notes (ETNs). Asset allocation guidelines within the Program will be pursuant to the client's investment objective and may entail an allocation to multiple strategies within an account. Client understands that achievement of the stated investment objective is a long-term goal.

Additional deposits in the Program will be invested in securities consistent with the current target allocation for the model portfolio, but such deposits (or a portion thereof) may remain in cash until certain conditions are met related to trade size and position deviation from the target allocation. CX Institutional may accommodate requests for all or a portion of the assets in the account(s) to remain unallocated and allocated to cash for a period of time.

Liquidation requests in connection with withdrawals, and changes to the model portfolios or investment objective selected may take up to 5 business days to process, and, in certain circumstances, may take longer.

If client advises CX Institutional that restrictions be placed on certain assets while account(s) are invested in the Program, CX Institutional will not manage those assets in accordance with the Program's guidelines. Those "client restricted" assets will be segregated within an account with other Program assets. However, CX Institutional will advise and bill an advisory fee on those "client restricted assets" maintained outside of Program models.

CX Institutional coordinates the trades among the various securities and model portfolio(s) of the account(s). After the account(s) is opened, and upon deposit of funds or securities by the client, CX Institutional will invest the assets based on the model portfolio(s) selected. It generally will take up to 5 business days from the date the account(s) is fully funded for all assets to be fully allocated across the model portfolio(s). In certain cases, it may take longer to allocate assets, for example, depending on the ability of CX Institutional to liquidate the securities transferred into the account(s).

In the event that the client transfers assets to CX Institutional that are not publicly traded, or when liquidity is minimal, costs for the liquidation of such assets will be borne by the client and will not be incurred by CX Institutional. The costs associated with liquidation will be determined by the custodian.

If client transfers into the Program with a previously purchased mutual fund, and there is an applicable contingent deferred sales charge on the fund, client will pay that charge when the mutual fund is sold. If the account is invested in a mutual fund that charges a fee for a redemption made within a specific time period after the investment, client will be charged a redemption fee.

Wrap Fee Program

The services offered and the corresponding terms and conditions pertaining to the Program are discussed in the ADV Part 2A, Appendix 1, and Wrap Fee Program Brochure, a copy of which is presented to all prospective Program participants. Under the Program, CX Institutional is able to offer participants discretionary and non-discretionary asset management services for a single specified annual Program fee, inclusive of trade execution, custody, reporting, and investment management fees. All prospective Program participants are encouraged to review and ask any questions about both this Brochure and the Wrap Fee Program Brochure before choosing to participate in the Program.

Wrap Program-Conflict of Interest: As discussed above, CX Institutional provides services on a wrap fee basis as a wrap program sponsor. Under CX Institutional's wrap offerings, the client generally receives investment advisory services, the execution of securities brokerage transactions, custody and reporting services for a single specified fee. Participation in a wrap program may cost the client more or less than purchasing such services separately. The terms and conditions of a wrap program engagement are more fully discussed in CX Institutional's Wrap Fee Program Brochure. Conflict of Interest. Because wrap program transaction fees and/or commissions are being paid by CX Institutional to the account custodian/broker-dealer, CX Institutional has an economic incentive to maximize its compensation by seeking to minimize the number of trades in the client's account. See separate *Wrap Fee Program Brochure*. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the corresponding conflict of interest a wrap fee arrangement creates.**

Client Experience Program

The Client Experience Program makes available multiple offerings for individuals, high net worth individuals, charitable organizations and business entities on a discretionary and non-discretionary wrap or non-wrap fee basis. Under the Client Experience Program, CX Institutional is able to offer participants specific discretionary and non-discretionary asset management portfolios that are offered under the CX Multi-Strategy Platform Program in combination with specific Financial Planning Services. In addition, specific client service deliverables are paired with each Client Experience offering. These combinations of investments, financial planning, and service are intended to deliver the appropriate solutions tailored to the individual needs of clients. The specific level of services you will receive and the fees you will be charged will be specified in your investment advisory agreement.

Non-Discretionary Investment Management Services

The client can determine to engage CX Institutional to provide non-discretionary investment advisory services on a wrap and non-wrap *fee* basis. Clients that determine to engage CX Institutional on a non-discretionary investment advisory basis must be willing to accept that CX Institutional cannot effect any account transactions without obtaining prior consent to any such transaction(s) from the client. Therefore, in the event that CX Institutional would like to make a transaction for a client's account, and client is unavailable, CX Institutional will be unable to effect the account transaction (as it would for its discretionary clients) without first obtaining the client's consent.

Financial Planning and Consulting Services

Financial planning and consulting helps clients to identify long-term financial goals intended to be achieved through investments, tax planning, asset allocation, risk management, retirement planning, and other areas. CX Institutional provides financial planning and consulting services, which focus upon a client's overall financial situation. Before engaging CX Institutional to provide financial planning or consulting services, clients may be required to enter into a Financial Planning and Consulting Agreement with CX Institutional setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the portion of the fee that is due from the client before CX Institutional commences services. If requested by the client, CX Institutional may recommend the services of other professionals for implementation purposes, including CX Institutional's supervised persons in their individual capacities as licensed insurance agents in CX Institutional's affiliated insurance agency, CX Risk Management. (See disclosure at Item 10 C) The client is under no obligation to engage the services of any such recommended professional.

The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from CX Institutional.

If the client engages any such recommended unaffiliated professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. At all times, the engaged licensed professional[s] (i.e. attorney, accountant, insurance agent, etc.), and **not** CX Institutional, shall be responsible for the quality and competency of the services provided.

Each client is advised that it remains the client's responsibility to promptly notify CX Institutional if there is ever any change in client's financial situation or investment objectives for the purpose of reviewing, evaluating or revising CX Institutional's previous recommendations and/or services.

CX Institutional offers four basic forms of financial planning and consulting services: "Legacy for Life®" and "Hourly Consulting Services."

In certain instances where clients do not meet Client Experience Program advisory fee minimum requirements, CX Institutional may make its "Legacy for Life®", Financial Planning Services available

through a separate service agreement. To initiate the engagement, CX Institutional will meet with these clients to determine the scope of services and financial planning topics to be covered. Once defined and agreed upon, the client and CX Institutional will enter into a Financial Planning and Consulting Agreement.

Legacy for Life®

CX Institutional provides financial planning and/or estate planning and/or charitable planning services to individual clients through its Legacy for Life® Program. Depending on the scope of the engagement, areas covered through Legacy for Life® may include, but are not necessarily limited to: retirement planning, major purchase planning, education planning, estate planning, small business planning, risk management planning, asset allocation recommendations, and charitable planning.

In certain instances where clients require advanced estate, business, or charitable planning and do not meet CX Institutional's Client Experience Program advisory fee minimum requirements, CX Institutional may make these services available through a separate Hourly Consulting Agreement.

Hourly Consulting Services

CX Institutional may also provide financial planning and consulting services on a one-time-only basis. Topics covered as part of these services may include any particular issue of concern to the client as agreed to between the Client and CX Institutional, which generally include retirement planning, major purchase planning, education planning, estate planning, small business planning, risk management planning, charitable planning, corporate services, consulting for non-for-profit organizations and estate settlement. The relationship shall be evidenced through a separate Hourly Consulting Agreement.

Retirement Plan Consulting

CX Institutional also provides non-discretionary pension consulting services, pursuant to which it assists sponsors of self-directed retirement plans with the selection or monitoring of investment alternatives (generally open-end mutual funds) from which plan participants shall choose in self-directing the investments for their individual plan retirement accounts. In addition, to the extent requested by the plan sponsor, CX Institutional shall also provide participant education designed to assist participants in identifying the appropriate investment strategy for their retirement plan accounts. The terms and conditions of the engagement shall generally be set forth in a Retirement Plan Consulting Agreement between CX Institutional and the plan sponsor.

Miscellaneous

Limitations of Financial Planning and Non-Investment Consulting/Implementation Services. As indicated above, to the extent requested by a client, CX Institutional may provide financial planning and related consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. CX Institutional **does not** serve as an attorney or accountant, and no portion of its services should be construed as legal or accounting services. Accordingly, CX Institutional **does not** prepare estate planning documents or tax returns. To the extent requested by a client, CX Institutional may recommend the services of other professionals for certain non-investment implementation purpose (i.e. attorneys, accountants, insurance agents, etc.), including supervised persons of CX Institutional in their separate individual capacities as licensed insurance agents of CX Institutional's affiliated insurance agency, CX Risk Management. The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from CX Institutional and/or its representatives.

If the client engages any recommended unaffiliated professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. At all times, the engaged licensed professional[s] (i.e. attorney, accountant, insurance agent, etc.), and **not** CX Institutional, shall be responsible for the quality and competency of the services provided.

The recommendation by CX Institutional's representative that a client purchase an insurance commission product through CX Institutional's representative in their separate and individual capacity as an insurance agent of CX Institutional's affiliated insurance agency, CX Risk Management, presents a **conflict of interest**, as the receipt of commissions provides an incentive to recommend insurance products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any insurance commission products through such a representative. Clients are reminded that they may purchase insurance products recommended by CX Institutional through other, non-affiliated registered representatives of a broker-dealer and/or insurance agents.

Retirement Plan Rollovers – No Obligation / Potential for Conflict of Interest. A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences).

No client is under any obligation to roll over retirement plan assets to an account managed by CX Institutional.

Fee Differentials. As indicated above, CX Institutional shall receive a Program Fee based upon a percentage (%) of the market value of the assets placed under management (between negotiable and 2.50%)(the "Program Fee" shall consist of an investment advisory fee and strategy fee). However, fees shall vary depending upon various objective and subjective factors, including but not limited to: the representative assigned to the account, the amount of assets to be invested, the complexity of the engagement, the anticipated number of meetings and servicing needs, related accounts, future earning capacity, anticipated future additional assets, and negotiations with the client.

Because CX Institutional shall generally price its advisory services based upon various objective and subjective factors, our clients could pay diverse fees based upon a combination of factors, including but not limited to the market value of their assets, the complexity of the engagement, the level and scope of the overall investment advisory services to be rendered, and negotiations. Similarly situated clients could pay diverse fees, and the services to be provided by CX Institutional to any particular client could be available from other advisers at lower fees. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above fee disparity, impact on account performance, and conflict of interest.**

Use of Mutual and Exchange Traded Funds. Most mutual funds and exchange traded funds are available directly to the public. Thus, a prospective client can obtain many of the funds that may be utilized by CX Institutional independent of engaging CX Institutional as an Investment Advisor. However, if a prospective client determines to do so, he/she will not receive the CX Institutional's initial and ongoing investment advisory services.

In addition to CX Institutional's Program Fee described below, and transaction and/or custodial fees discussed below, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses).

Portfolio Activity. CX Institutional has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, CX Institutional will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not

limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when CX Institutional determines that changes to a client's portfolio are neither necessary nor prudent. Of course, as indicated below, there can be no assurance that investment decisions made by CX Institutional will be profitable or equal any specific performance level(s).

eMoney Advisor Platform. CX Institutional may provide its clients with access to an online platform hosted by "eMoney Advisor" ("eMoney"). The eMoney platform allows a client to view their complete asset allocation, including those assets that CX Institutional does not manage (the "Excluded Assets"). CX Institutional does not provide investment management, monitoring, or implementation services for the Excluded Assets. Therefore, CX Institutional shall not be responsible for the investment performance of the Excluded Assets. Rather, the client and/or their advisor(s) that maintain management authority for the Excluded Assets, and not CX Institutional, shall be exclusively responsible for such investment performance. The client may choose to engage CX Institutional to manage some or all of the Excluded Assets pursuant to the terms and conditions of an Investment Advisory Agreement between CX Institutional and the client. The eMoney platform also provides access to other types of information, including financial planning concepts, which should not, in any manner whatsoever, be construed as services, advice, or recommendations provided by CX Institutional. Finally, CX Institutional shall not be held responsible for any adverse results a client may experience if the client engages in financial planning or other functions available on the eMoney platform without CX Institutional's assistance or oversight.

Cash Positions. At any specific point in time, depending upon perceived or anticipated market conditions/events (there being no guarantee that such anticipated market conditions/events will occur), CX Institutional may maintain cash positions for defensive purposes. Unless otherwise agreed in writing, **ALL** cash positions (money markets, etc.) shall be included as part of assets under management for purposes of calculating CX Institutional's Program Fee. Please Further Note: When the account is holding cash positions, those cash positions will be subject to the same fee schedule as set forth in the investment advisory agreement. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above fee billing practice.**

Sub-Advisor Arrangement. CX Institutional is affiliated with CXI Advisors, a Registered Investment Adviser. CXI Advisors has engaged CX Institutional to provide investment management services on a sub-advisory basis according to the terms and conditions of a written Sub-Advisory Agreement. With respect to its sub-advisory services, CXI Advisors will maintain both the initial and ongoing day-to-day relationship with the client, including initial and ongoing determination of client suitability for the client's designated investment strategies and/or programs.

Client Obligations. In performing its services, CX Institutional shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify CX Institutional if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing, evaluating or revising CX Institutional's previous recommendations and/or services.

Disclosure Statement. A copy of CX Institutional's written Brochure as set forth on ADV Part 2A, Wrap Fee Program Brochure as set forth on ADV Part 2A Appendix 1 (as applicable), and ADV Part 2B Brochure Supplement shall be provided to each client prior to, or contemporaneously with, the execution of the applicable form of client agreement.

Client Assets Managed by CX Institutional

As of December 31, 2019, CX Institutional maintained \$867,822,301 in client assets under management on a discretionary basis and \$68,199,062 on a non-discretionary basis.

Item 5 – Fees and Compensation

Asset Management Fees

CX Institutional shall receive a Program Fee based upon a percentage (%) of the market value of the assets placed under management (between negotiable and 2.50%). The “Program Fee” shall consist of an investment advisory fee and strategy fee. However, fees shall vary depending upon various objective and subjective factors, including but not limited to: the representative assigned to the account, the amount of assets to be invested, the complexity of the engagement, the servicing needs, related accounts, future earning capacity, anticipated future additional assets, and negotiations with the client. *See Fee Differentials* above. As a result, similarly situated clients could pay different fees, which will correspondingly impact an underlying client’s net account performance. Moreover, the services we provide may be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly.

It is possible that different investment advisor representatives may charge different fees for providing the same or similar services to clients. The specific level of services you will receive and the fees you will be charged will be specified in your Investment Advisory Agreement. Before engaging CX Institutional to provide asset management services, clients are required to enter into an agreement with CX Institutional setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client.

Clients may elect to have CX Institutional’s fees deducted from their custodial account or related custodial account. Both CX Institutional’s Investment Advisory Agreement and the custodial/clearing agreement may authorize the custodian to debit the account for the amount of CX Institutional’s fee and to directly remit that fee to CX Institutional in compliance with regulatory procedures. If CX Institutional bills the client directly, payment is due within 30 days of receipt of the invoice. CX Institutional shall deduct fees and/or bill clients quarterly in advance, based upon the market value of the assets on the last business day of the previous quarter.

If a client determines to engage CX Institutional to provide investment management services on a wrap fee basis in accordance with the Program, the services offered under, and the corresponding terms and conditions pertaining to the Program are discussed in the Wrap Fee Program Brochure, a copy of which is presented to all prospective Program participants.

Other Fee: Clients with accounts that utilize Orion Advisor Services (“Orion”) will incur additional fees. Specifically, Orion charges a \$10 quarterly fee per account (\$40 per year). Orion charges an additional \$2.50 quarterly fee per sleeve, for any account utilizing more than three strategy sleeves. For clients wishing to designate assets as “client restricted”, CX Institutional will segregate those assets in a separate sleeve which will automatically be assessed a separate \$2.50 quarterly sleeve fee if the client is already utilizing more than three strategy sleeves. Orion may charge an additional \$2.50 per quarter for their account aggregation services within clients’ client portal. CX Institutional passes these account fees on to each client account that utilizes this service.

Asset Management Services – CX Multi-Strategy Platform Program Fees

Clients who select the CX Multi-Strategy Platform will pay an additional quarterly strategy fee based upon the percentage (%) of Portfolio Strategy assets under management. The Program Fee (investment advisory fee plus strategy fee) shall not exceed 2.5% based upon a percentage (%) of the market value of the assets placed under management. However, fees shall vary depending upon various objective and subjective factors, including but not limited to: the representative assigned to the account, the amount of assets to be

invested, the complexity of the engagement, the servicing needs, related accounts, future earning capacity, anticipated future additional assets, and negotiations with the client. *See Fee Differentials* above. As a result, similar clients could pay different fees, which will correspondingly impact an underlying client's net account performance. Moreover, the services we provide may be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly.

It is possible that different investment advisor representatives may charge different fees for providing the same or similar services to clients. The specific level of services you will receive and the fees you will be charged will be specified in your Investment Advisory Agreement. Before engaging CX Institutional to provide asset management services clients are required to enter into an agreement with CX Institutional setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client.

If a client determines to engage CX Institutional to provide investment management services on a wrap fee basis in accordance with the Program, the services offered under, and the corresponding terms and conditions pertaining to the Program are discussed in the Wrap Fee Program Brochure, a copy of which is presented to all prospective Program participants.

Client Experience Program

The Client Experience Program makes available multiple offerings for individuals, high net worth individuals, charitable organizations and business entities on a discretionary and non-discretionary wrap or non-wrap fee basis. Under the Client Experience Program, CX Institutional is able to offer participants specific discretionary and non-discretionary asset management portfolios that are offered under the CX Multi-Strategy Platform Program in combination with specific Financial Planning Services. In addition, specific client service deliverables are paired with each Client Experience offering. These combinations of investments, financial planning, and service are intended to deliver the appropriate solutions tailored to the individual needs of clients.

CX Institutional shall receive a Program Fee based upon a percentage (%) of the market value of the assets placed under management (between negotiable and 2.50%), inclusive of investment advisory fee and strategy fee. However, fees shall vary depending upon various objective and subjective factors, including but not limited to: the representative assigned to the account, the amount of assets to be invested, the complexity of the engagement, the servicing needs, related accounts, future earning capacity, anticipated future additional assets, and negotiations with the client. *See Fee Differentials* above. As a result, similar clients could pay different fees, which will correspondingly impact an underlying client's net account performance. Moreover, the services we provide may be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly.

It is possible that different investment advisor representatives may charge different fees for providing the same or similar services to clients. The specific level of services you will receive and the fees you will be charged will be specified in your Investment Advisory Agreement. Before engaging CX Institutional to provide asset management services clients are required to enter into an agreement with CX Institutional setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client.

If a client determines to engage CX Institutional to provide investment management services on a wrap fee basis in accordance with the Program, the services offered under, and the corresponding terms and conditions pertaining to the Program are discussed in the Wrap Fee Program Brochure, a copy of which is presented to all prospective Program participants.

Asset Management: CX Institutional's fees are billed on a pro-rata annualized basis quarterly in advance based on the value of your account on the last day of the previous quarter. Both CX Institutional's Investment Advisory Agreement and the custodial/clearing agreement may authorize the custodian to debit the account or related accounts for the amount of CX Institutional's Program Fee and to directly remit that fee to CX Institutional in compliance with regulatory procedures. Fees will generally be automatically deducted from your managed account or related accounts. However, CX Institutional may agree to directly invoice a client for services rendered.

Trade Away/Prime Broker Fees. If, in the reasonable determination of CX Institutional that it would be beneficial for the client, individual equity and/or fixed income transactions may be effected through broker-dealers other than the account custodian, in which event, the client generally will incur both the fee (commission, mark-up/mark-down) charged by the executing broker-dealer and a separate "trade Away" and/or prime broker fee charged by the account custodian (i.e., LPL and/or Ameritrade). **Our Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding trade away arrangements.**

Non-Discretionary Investment Management Services

CX Institutional shall receive solely an investment advisory fee based upon a percentage (%) of the market value of the assets placed under management (between negotiable and 2.50%). If the client elects to engage CX Institutional to provide non-discretionary investment advisory services on a wrap fee basis, the client will pay a single fee for bundled services (i.e. investment advisory, brokerage, custody). The services included in a wrap fee agreement will depend upon each client's particular need.

Financial Planning and Consulting Service Fees

Legacy for Life®

CX Institutional may charge a negotiable flat fee for the preparation of the initial base plan, generally between \$1,000 and \$55,000, depending upon: the client's financial situation, complexity of services rendered and the scope of the topics covered in the plan. The initial base plan fee will be discussed with the client and incorporated into the Financial Planning Agreement, which must be executed before CX Institutional commences Legacy for Life® services. The initial base plan fee is due from the client upon conclusion of the meeting during which the initial findings, recommendations and initial base plan are presented to the client.

Hourly Consulting Services CX Institutional generally charges an hourly fee between \$250 and \$500, billed in 15-minute increments, for stand-alone financial consulting services in excess of the initial base plan. This fee may be reduced or waived in CX Institutional's sole discretion. This fee will be discussed with the client and incorporated into an Hourly Consulting Services Agreement, which must be executed before CX Institutional commences the services. The fee is due from the client within 30 days of the client's receipt of CX Institutional's invoice. Plans provided to clients receiving financial planning/consulting services on a limited scope basis shall be reviewed only as part of the client's year end Annual Review. **Financial Consultations:** CX Institutional typically requires that its Financial Planning clients pay a retainer equal to fifty-percent (50%) of the estimated total financial consultation fee in advance of service. The balance of the fee shall generally be directly billed to the client upon completion of the financial consultation services.

Retirement Plan Consulting Fees

The terms and conditions of CX Institutional's retirement plan consulting services shall generally be set forth in a Retirement Plan Consulting Agreement between CX Institutional and the plan sponsor. CX Institutional's negotiable retirement plan consulting fees generally range between 0.25% and 0.80% of the value of plan assets under advisement, depending upon the level and scope of the service(s) required and

the professional(s) rendering the service(s).

Pension Consultations: CX Institutional's Pension Consulting fees are billed on a pro-rata annualized basis monthly in arrears.

Commission Relationships

As discussed below, unless the client directs otherwise or an individual client's circumstances require, CX Institutional will generally recommend that LPL Financial ("LPL") and/or TD Ameritrade ("Ameritrade") serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as LPL or Ameritrade charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). Participants in the Program will not incur brokerage commissions and/or transaction fees in addition to the Program Fees. Clients may also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees, IRA and qualified retirement plan fees, surrender charges and other fund expenses). Please Note: The brokerage commissions and/or transaction fees charged by LPL and/or Ameritrade may be higher or lower than those charged by other broker-dealers/custodians. Clients in the CX Institutional on a Wrap Fee Program will not incur brokerage commissions and/or transaction or asset based custodial fees in addition to the Program Fee.

Account Termination Fees: Clients should note that upon the closing of their custodial account certain termination fees may apply. For example, Ameritrade charges \$50 and LPL charges \$125 to close an account. Account closure fees are not absorbed by any wrap fee program offered by CX Institutional. However, clients may be reimbursed for account closing costs when transitioning their accounts to Ameritrade.

Asset-Based Fees versus Transaction-Based Fees

Custodians such as LPL and/or Ameritrade are compensated for their services which include, but are not limited to execution, custody and reporting. LPL and/or Ameritrade can charge a fixed percentage fee for their services based upon the dollar amount of the assets placed in their custody and/or on their platform. This is referred to as an "Asset-Based Fee." In the alternative, rather than a fixed percentage fee based upon the market value of the assets in its custody, LPL and/or Ameritrade could charge a separate fee for the execution of each transaction. This is referred to as a "Transaction-Based Fee." Under a Transaction Based fee, the amount of total fees charged to the client account for trade execution will vary depending upon the number of transactions that are placed for the account.

Item 6 – Performance-Based Fees and Side-By-Side Management

Neither CX Institutional, nor any supervised person of CX Institutional accepts performance-based fees.

Item 7 – Types of Clients

CX Institutional's clients generally include, but not limited to, individuals, high net worth individuals, charitable organizations, trusts, estates, pension and profit sharing plans, and business entities.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

CX Institutional's primary method of security analysis is a blend of fundamental, quantitative, and technical analysis. Each form of analysis is described below:

Fundamental Analysis

This method attempts to measure a security's intrinsic value by examining related economic, financial and

other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of companies). The end goal of performing fundamental analysis is to attempt to produce a value that an investor can compare with the security's current price to determine what sort of position to take with that security (underpriced = buy, overpriced = sell or short). This method of security analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security or index.

Quantitative Analysis

This method attempts to measure a security's, or indices', risk and value by analyzing its relative metrics to the broad market. Such metrics include standard deviation, correlations, expected return metrics, balance sheet ratio analysis, and overall outputs tied to multiple regression analysis.

Technical Analysis

This method attempts to measure a security's value by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

Cyclical Analysis

This method attempts to forecast the direction of prices through analysis performed on historical relationships between price and market trends.

CX Institutional uses the following investment strategies when implementing investment advice given to clients:

Long Term Purchases

This refers to investments that are purchased with the intention of being held for at least one year.

Short Term Purchases

This refers to investments that are purchased with the intention of being sold within one year.

Option Writing

Options are contracts giving the purchaser the right to buy or sell a security, such as stocks, at a fixed price within a specific period of time. Option writing includes covered options, uncovered options, or spreading strategies.

Investment Risk. Investing in securities involves risk of loss that clients should be prepared to bear. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by CX Institutional) will be profitable or equal any specific performance level(s).

Margin Accounts. CX Institutional does not generally recommend the use of margin. However, should a client determine to use margin, CX Institutional will include the entire market value of the margined assets when computing its Program Fee. Accordingly, CX Institutional's fee shall be based upon a higher margined account value, resulting in CX Institutional earning a correspondingly higher Program Fee. As a result, a conflict of interest arises since CX Institutional may have an economic disincentive to recommend that the client terminate the use of margin.

Strategy Summaries

When consistent with a particular client's designated investment objective(s), CX Institutional may recommend that clients invest in any one or more of the following Strategy Portfolios, which are selected and managed at the individual client level. CX Institutional may also implement "Custom Strategy Portfolios," which are typically comprised of a blend of the holdings contained in one or more of Strategy Portfolios described below, and may also include additional common stocks, individual bonds, options, preferred stocks, ETPs, mutual funds, private or direct placements or annuities.

Each Strategy Portfolio carries an additional fee as fully described in Item 5 above.

The relative investment philosophies, asset selection process, independent manager selection process (as applicable), general product types and anticipated trading frequency for the Strategy Portfolios are as follows:

Global Multi-Strategy Portfolio

This is an active and tactical strategy constructed entirely with exchange traded funds (ETFs). It maintains an international allocation of up to 50%. The strategy maintains a range exposure to the U.S. equity market and employs an internally managed quantitative U.S. sector rotation allocation. International exposure is derived through an internally managed quantitative country rotation allocation alongside momentum based global equity exposure. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

USA Multi-Strategy Portfolio

This is an active and tactical strategy constructed entirely with exchange traded funds (ETFs). Exposure is aimed solely to U.S. markets with no direct international holdings. The strategy maintains direct range exposure to each U.S. equity market style class alongside an internally managed quantitative U.S. industry rotation allocation, which covers up to 25 industry specific exposures. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Tax Advantaged ETF Strategy

This is a tactical and passive strategy constructed solely with exchange traded funds (ETFs). The strategy aims to produce long-term capital gains and generate tax-free income from fixed income municipal bond holdings. Municipal bond exposure applies only to those investment objectives other than full equity market participation. The strategy maintains direct range exposure to each U.S. equity market style class alongside marginal international exposure. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Passive Core Strategy

This is a passive strategy, alongside tactical characteristics, constructed solely with exchange traded funds (ETFs) and aimed at producing long-term capital gains. The strategy maintains a global core exposure. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Global Equity Income Strategy Portfolio

This is an active and tactical strategy constructed with exchange traded funds (ETFs) and individual equities. The strategy maintains a dividend factor bias within the selection methodology of individual equities and ETFs. An internally managed quantitative and qualitative process derives the investable universe. The strategy maintains an overall global exposure, which includes a varying allocation range to dividend factor international style classes. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the

selected asset allocation exposure.

Equity Enhanced Core

This is an active strategy alongside passive characteristics constructed with exchange traded funds (ETFs) and individual equities. The strategy maintains a domestic core exposure alongside individual equities derived by an internally managed quantitative and qualitative process. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Alpha Driven Strategy Portfolio

This is an active strategy constructed solely with individual equities. The allocation is derived from an internally managed quantitative and qualitative breakdown of the U.S. large and mid-capitalization equity market and consists of 50 individual equities. The strategy's style class can maintain a blend, or value bias, in its profile. Strategy adjustments may take place monthly.

Growth 10

This is an active strategy constructed solely with individual equities. The allocation is derived from an internally managed quantitative and qualitative breakdown of the U.S. large and mid-capitalization equity market and consists of 10 individual equities. The strategy's style class maintains a growth profile. Strategy adjustments may take place monthly. The strategy should not comprise more than 10% of a household's aggregate value*.

Growth 20

This is an active strategy constructed solely with individual equities. The allocation is derived from an internally managed quantitative and qualitative breakdown of the U.S. large and mid-capitalization equity market and consists of 20 individual equities. The strategy's style class maintains a growth profile. Strategy adjustments may take place monthly. The strategy should not comprise more than 10% of a household's aggregate value*.

ESG Core (Environmental, Social, and Governance)

This is an active strategy alongside passive characteristics constructed with exchange traded funds (ETFs). The allocations meet general Environmental, Social, and Governance metrics. ESG allocations are not viewed as superior relative to non-ESG holdings. CX Institutional will not be independently assessing whether the constituents of an ETF satisfy ESG guidelines. The MSCI USA ESG index, as well as the MSCI International ESG Index, will be the predominant guidelines for ETFs. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Thematic

This is a tactical strategy designed to provide exposure to various non-traditional and key segments of the global economy. The allocations are derived by an internally managed trend analysis process aimed at pinpointing global macroeconomic investment trends. All exposures are allocated through exchange traded funds (ETFs). Thematic exposure is not designed to be a core standalone strategy for a household. The strategy should not comprise more than 10% of a household's aggregate value*. Strategy adjustments may take place quarterly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Kickstart

This is an active strategy alongside passive characteristics constructed with exchange traded funds (ETFs). It largely resembles the Passive Core strategy, yet the underlying structure contains fewer targeted style class specific active management. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Alternatives

This is a tactical and active strategy constructed solely with exchange traded funds (ETFs). It provides a liquid approach to assets that are deemed to provide a diversified exposure to global equity and fixed

income markets. Strategy adjustments may take place quarterly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure. The strategy should not comprise more than 10% of a household's aggregate value*.

Tax Centric – Direct Indexing – S&P 500 Replication

This is an internally managed strategy with no use of third-party managers. The strategy's primary objective is to attempt to replicate the total return of the S&P 500, followed by its secondary objective of generating after-tax-excess returns over rolling 12-month periods. The primary objective is achieved through internally constructed tracking error assessments (and continuous adjustments) while the secondary objective is achieved by generating short-term losses through daily, or weekly, tax loss harvesting.

Tax Centric – Direct Indexing – U.S. Large Cap – Core

This is an internally managed strategy with no use of third-party managers. The strategy's primary objective is to attempt to match, or outpace, the performance of the S&P 500 over three-year rolling periods, followed by its secondary objective of generating after-tax-excess returns over rolling 12-month periods. The primary objective is achieved through maintained tracking error assessments to our capitalization weighted benchmark while the secondary objective is achieved by generating short-term losses through daily, or weekly, tax loss harvesting. Total initial holdings will range between 450-465 individual equities.

Tax Centric – Direct Indexing – U.S. Large Cap – Basic

This is an internally managed strategy with no use of third-party managers. The strategy's primary objective is to attempt to match, or outpace, the performance of the S&P 500 over three-year rolling periods, followed by its secondary objective of generating after-tax-excess returns over rolling 12-month periods. The primary objective is achieved through maintained tracking error assessments to our capitalization weighted benchmark while the secondary objective is achieved by generating short-term losses through daily, or weekly, tax loss harvesting. Total initial holdings will range between 300-325 individual equities.

The CX Institutional Strategies are subject to the following minimum investment requirements, which are based on account values net of any client designated excluded assets.

- Kickstart portfolios:	\$500
- Tax Advantaged:	\$15,000
- Passive Core:	\$15,000
- Thematic:	\$25,000
- ESG Core:	\$25,000
- Equity Enhanced Core:	\$25,000
- USA Multi-Strategy:	\$25,000
- Global Multi-Strategy:	\$25,000
- Alternatives	\$25,000
- Growth 10	\$50,000
- Growth 20	\$50,000
- ADS Core:	\$100,000
- Global Equity Income:	\$100,000
- Tax Centric – Direct Indexing – U.S. Large Cap – Basic	\$100,000
- Tax Centric – Direct Indexing – U.S. Large Cap – Core	\$400,000
- Tax Centric – Direct Indexing – S&P 500 Replication	\$1,000,000

Once strategies are initially invested based on the pre-determined minimums, all strategies will be allowed to deviate lower than the stated minimums, which may be caused by market activity or client distributions, and will remain invested in the assigned strategy as long as the account's value does not impede the strategy's mandate and the account's ability to appropriately hold all strategy assets.

As it relates to the Thematic strategy, as well as the Alternatives, Growth 10 and Growth 20 strategies, CX Institutional will screen client accounts to ensure the strategies do not constitute more than 10% of the household's total value, as seen on the multi-strategy platform. If any one of those strategies surpasses 10% of said value, the excess amount will be allocated to a strategy that reflects the household's aggregate investment objective.

CX Institutional's methods of analysis and investment strategies do not present any significant or unusual risks. However, every method of analysis has its own inherent risks. In particular, clients face the following potential investment risks:

Market Risk: Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.

Equity (stock) market risk: Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.

Company Risk: When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.

Fixed Income Risk: When investing in bonds, there is the risk that issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.

Options Risk: Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put and call options are highly specialized activities and entail greater than ordinary investment risks.

ETF and Mutual Fund Risk: When CX Institutional invests in an ETF or mutual fund, the client will bear additional expenses based on its pro-rata share of the ETFs or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. Clients may also incur brokerage costs when purchasing ETFs if they do so outside of the Program.

Management Risk: Client investment success varies with the success and failure of CX Institutional's strategies, research, analysis and determination of portfolio securities. If CX Institutional's investment strategies do not produce the expected returns, the value of the investment will decrease.

CX Institutional primarily allocates client investment assets among various individual equity (stocks), debt (bonds) and fixed income securities, no load mutual funds, closed end mutual funds and/or ETFs.

CX Institutional's asset allocation strategies have been designed to comply with the requirements of Rule 3a-4 of the Investment Company Act of 1940. Rule 3a-4 provides similarly managed investment programs,

such as CX Institutional's asset allocation programs, with a non-exclusive safe harbor from the definition of an investment company. In accordance with Rule 3a-4, the following disclosure is applicable to CX Institutional's management of client assets:

1. Initial Interview – at the opening of the account, CX Institutional, through its designated representatives, shall obtain from the client information sufficient to determine the client's financial situation and investment objectives;
2. Individual Treatment - the account is managed on the basis of the client's financial situation and investment objectives;
3. Quarterly Notice – at least quarterly CX Institutional shall notify the client to advise CX Institutional whether the client's financial situation or investment objectives have changed, or if the client wants to impose and/or modify any reasonable restrictions on the management of the account;
4. Annual Contact – at least annually, CX Institutional shall contact the client to determine whether the client's financial situation or investment objectives have changed, or if the client wants to impose and/or modify any reasonable restrictions on the management of the account;
5. Consultation Available – CX Institutional shall be reasonably available to consult with the client relative to the status of the account;
6. Quarterly Report – the client shall be provided with a quarterly report for the account for the preceding period;
7. Ability to Impose Restrictions – the client shall have the ability to impose reasonable restrictions on the management of the account, including the ability to instruct CX Institutional not to purchase certain mutual funds;
8. No Pooling – the client's beneficial interest in a security does not represent an undivided interest in all the securities held by the custodian, but rather represents a direct and beneficial interest in the securities which comprise the account;
9. Separate Account - a separate account is maintained for the client with the Custodian;
10. Ownership – each client retains indicia of ownership of the account (e. g. right to withdraw securities or cash, exercise or delegate proxy voting, and receive transaction confirmations).

CX Institutional believes that its annual investment management fee is reasonable in relation to: (1) the advisory services provided under the Investment Advisory Agreement; and (2) the fees charged by other investment advisers offering similar services/programs. However, CX Institutional's annual investment management fee may be higher than that charged by other investment advisers offering similar services/programs. In addition to CX Institutional's annual investment management fee, the client will also incur charges imposed directly at the mutual and exchange traded fund level (e.g., management fees and other fund expenses).

CX Institutional's investment programs may involve above- average portfolio turnover which could negatively impact upon the net after-tax gain experienced by an individual client in a taxable account

Item 9 – Disciplinary Information

CX Institutional has not been the subject of any disciplinary actions.

Item 10 – Other Financial Industry Activities and Affiliations

- A. Neither CX Institutional, nor its representatives are registered or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

- B. Neither CX Institutional, nor its representatives are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.

C. **Affiliated Insurance Agency and Licensed Insurance Agents**

Certain of CX Institutional's representatives, in their individual capacities, are licensed insurance agents, and may recommend the purchase of certain insurance-related products on a commission basis through CX Risk Management, an affiliated licensed insurance agency. Clients can engage those individuals, as insurance agents of CX Risk Management, to effect insurance transactions on a commission basis.

Conflict of Interest: The recommendation by CX Institutional's representatives, that a client purchase an insurance commission product presents a conflict of interest, as the receipt of commissions provides an incentive to recommend investment products based on commissions received, rather than on a particular client's need. No client is under any obligation to purchase any commission products from CX Institutional's representatives. Clients are reminded that they may purchase insurance products recommended by CX Institutional through other, non-affiliated insurance agencies or agents. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective may have regarding the above conflict of interest.**

Other Investment Advisor. As indicated above, CX Institutional is affiliated with CXI Advisors, a SEC registered investment adviser firm (CRD# 301321). Certain associated persons of CX Institutional are also investment adviser representatives of CXI Advisors. CXI Advisors has engaged CX Institutional to provide investment management services on a sub-advisory basis. This arrangement does not present a conflict of interest, because clients do not incur additional or increased advisory fees as a result.

- D. CX Institutional does not receive, directly or indirectly, compensation from investment advisors that it recommends or selects for its clients.

Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

- A. CX Institutional maintains an investment policy relative to personal securities transactions. This investment policy is part of CX Institutional's overall Code of Ethics, which serves to establish a standard of business conduct for all of CX Institutional's representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

In accordance with Section 204A of the Investment Advisers Act of 1940, CX Institutional also maintains and enforces written policies reasonably designed to prevent the misuse of material non- public information by CX Institutional or any person associated with CX Institutional.

- B. Neither CX Institutional nor any related person of CX Institutional recommends, buys, or sells for client accounts, securities in which CX Institutional or any related person of CX Institutional has a material financial interest.
- C. CX Institutional and/or representatives of CX Institutional may buy or sell securities that are also recommended to clients. This practice may create a situation where CX Institutional and/or representatives of CX Institutional are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. Practices such as "scalping" (i.e.,

a practice whereby the owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon the rise in the market price which follows the recommendation) could take place if CX Institutional did not have adequate policies in place to detect such activities. In addition, these policies can help detect insider trading, “front-running” (i.e., personal trades executed prior to those of CX Institutional’s clients) and other potentially abusive practices.

CX Institutional has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of CX Institutional’s “Access Persons”. CX Institutional’s securities transaction policy requires that Access Person of CX Institutional must provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person’s current securities holdings at least once each twelve (12) month period thereafter on a date CX Institutional selects; provided, however that at any time that CX Institutional has only one Access Person, he or she shall not be required to submit any securities report described above.

- D. CX Institutional and/or representatives of CX Institutional may buy or sell securities, at or around the same time as those securities are recommended to clients. This practice creates a situation where CX Institutional and/or representatives of CX Institutional are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. As indicated above in Item 11 C, CX Institutional has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each of CX Institutional’s Access Persons.

Item 12 – Brokerage Practices

- A. In the event that the client requests that CX Institutional recommend a broker-dealer/custodian for execution and/or custodial services (exclusive of those clients that may direct CX Institutional to use a specific broker-dealer/custodian), CX Institutional generally recommends that investment advisory accounts be maintained at LPL and/or Ameritrade. LPL Financial generally is compensated by clients through commissions, trails, or other transaction-based fees for trades that are executed through LPL or that settle into LPL accounts. For IRA accounts, LPL generally charges account maintenance fees. In addition, LPL also charges clients miscellaneous fees and charges, such as account transfer fees. Prior to engaging CX Institutional to provide investment management services, the client will be required to enter into a formal Agreement with CX Institutional setting forth the terms and conditions under which CX Institutional shall manage the client’s assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that CX Institutional considers in recommending LPL and/or Ameritrade (or any other broker-dealer/custodian to clients) include historical relationship with CX Institutional, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by CX Institutional’s clients shall comply with CX Institutional’s duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where CX Institutional determines, in good faith, that the commission/transaction fee is reasonable. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer’s services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although CX Institutional will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. Unless otherwise agreed, the brokerage commissions or transaction fees

charged by the designated broker-dealer/custodian are exclusive of, and in addition to, CX Institutional's investment advisory fee. CX Institutional's best execution responsibility is qualified if securities that it purchases for client accounts are mutual funds that trade at net asset value as determined at the daily market close.

1. Research and Additional Benefits

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, CX Institutional receives from LPL and/or Ameritrade (or another broker-dealer/custodian, investment platform, unaffiliated investment manager, vendor, unaffiliated product/fund sponsor, or vendor) without cost (and/or at a discount) support services and/or products, certain of which assist CX Institutional to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by CX Institutional may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by CX Institutional in furtherance of its investment advisory business operations.

LPL makes available to CX Institutional various products and services designed to assist CX Institutional in managing and administering client accounts. Many of these products and services may be used to service all or a substantial number of CX Institutional's accounts, including accounts not held with LPL. These include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution (and aggregation and allocation of trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of CX Institutional's fees from its clients' accounts; and assist with back-office functions; recordkeeping and client reporting.

LPL also makes available to CX Institutional other services intended to help CX Institutional manage and further develop its business. Some of these services assist CX Institutional to better monitor and service program accounts maintained at LPL, however, many of these services benefit only CX Institutional, for example, services that assist CX Institutional in growing its business. These support services and/or products may be provided without cost, at a discount, and/or at a negotiated rate, and include practice management-related publications; consulting services; attendance at conferences and seminars, meetings, and other educational and/or social events; marketing support; and other products and services used by CX Institutional in furtherance of the operation and development of its investment advisory business.

The products and services described above are provided to CX Institutional as part of its overall relationship with LPL. While as a fiduciary CX Institutional must always act in its clients' best interests, the receipt of these benefits creates a conflict of interest because CX Institutional's recommendation that clients' custody their assets at LPL may be based in part on the benefit to CX Institutional of the availability of the foregoing products and services and not solely on the nature, cost or quality of custody or brokerage services provided by LPL Financial. CX Institutional's receipt of some of these benefits may be based on the amount of advisory assets custodied on the LPL platform.

As indicated above, certain of the support services and/or products that may be received may assist CX Institutional in managing and administering client accounts. Others do not directly provide such assistance, but rather assist CX Institutional to manage and further develop its business enterprise.

There is no corresponding commitment made by CX Institutional to LPL and/or Ameritrade or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

CX Institutional also receives certain additional economic benefits (“Additional Services”) that may or may not be offered to any other independent investment advisors. Specifically, the Additional Services include payment to third party vendors toward the cost of holding marketing events attended by CX Institutional’s principals and certain of its clients; and/or CX Institutional employee events. Over last year, the following entities (each, a “Contributing Entity” and collectively, the “Contributing Entities”) attended and contributed the following approximate amounts toward the costs of such events: Lord Abbett: \$557.20, Blackrock: \$2,500, State Street: \$3,000, Wisdom Tree: \$3,000, Alliance Bernstein: \$2,500, and John Hancock: \$1,000. All of these Additional Services are non-recurring and individually negotiated. CX Institutional does not expect to receive these Additional Services again; however, CX Institutional reserves the right to negotiate for these Additional Services in the future. The Contributing Entities provide the Additional Services to CX Institutional in their respective sole discretion and at their respective own expense. CX Institutional does not pay any fees or agree to any express reciprocation benefitting any Contributing Entity for the Additional Services. CX Institutional and the Contributing Entities have not entered into any written agreement to govern the Additional Services.

CX Institutional’s receipt of Additional Services raises conflicts of interest. In providing Additional Services to CX Institutional, the Contributing Entities most likely consider the amount and profitability of the assets in, and trades placed for, CX Institutional’s client accounts to determine if they want to provide the Additional Services moving forward. Each Contributing Entity has the sole discretion to not offer these Additional Services in the future. Consequently, in order to be able to negotiate for these Additional Services, CX Institutional may have an incentive to recommend to its Clients that they invest in products and/or utilize the services offered by the Contributing Entities. However, CX Institutional’s receipt of Additional Services does not diminish its duty to act in the best interests of its clients, including seeking best execution of trades for client accounts. CX Institutional therefore reminds its clients that they may receive similar products and/or services from other entities besides the Contributing Entities.

TD Ameritrade Institutional

CX Institutional participates in the Institutional Advisor Program (the “TD Program”) offered by TD Ameritrade Institutional, which is a division of TD Ameritrade. Registrant receives some benefits from TD Ameritrade through its participation in the TD Program. There is no direct link between CX Institutional’s participation in the TD Program and the investment advice it gives to its clients, although CX Institutional receives economic benefits through its participation in the TD Program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving CX Institutional participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to CX Institutional by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by CX Institutional’s related persons (“Transition

Benefits”). Some of the products and services made available by TD Ameritrade through the program may benefit CX Institutional but may not benefit its client accounts. These products or services may assist CX Institutional in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help CX Institutional manage and further develop its business enterprise. The benefits received by CX Institutional or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade.

As part of its fiduciary duties to clients, CX Institutional endeavors at all times to put client interests ahead of the interest of CX Institutional and its related persons. However, economic benefits received by CX Institutional or its related persons in and of itself creates a conflict of interest and may indirectly influence CX Institutional’s choice of TD Ameritrade for custody and brokerage services.

Transition Assistance Benefits

LPL provided various benefits and payments to previously Dually Registered Persons that were new to the LPL platform to assist with the costs (including foregone revenues during account transition) associated with transitioning their business to the LPL (collectively referred to as “Transition Assistance”). The proceeds of such Transition Assistance payments were intended to be used for a variety of purposes, including but not necessarily limited to, providing working capital to assist in funding the Dually Registered Person’s business, satisfying any outstanding debt owed to the Dually Registered Person’s prior firm, offsetting account transfer fees (ACATs) payable to LPL as a result of the Dually Registered Person’s clients transitioning to LPL’s custodial platform, technology set-up fees, marketing and mailing costs, stationary and licensure transfer fees, moving expenses, office space expenses, staffing support and termination fees associated with moving accounts. The amount of the Transition Assistance payments was often significant in relation to the overall revenue earned or compensation received by the Dually Registered Person at their prior firm. Such payments were generally based on the size of the Dually Registered Person’s business established at their prior firm and/or assets under custody with LPL. Please refer to the relevant Part 2B brochure supplement for more information about the specific Transition Payments your representative receives. Transition Assistance payments and other benefits were provided to associated persons of CX Institutional in former capacity as registered representatives of LPL. The receipt of Transition Assistance by these individuals created conflicts of interest relating to CX Institutional’s advisory business because it created a financial incentive for CX Institutional’s representatives to recommend that its clients maintain their accounts with LPL. In certain instances, the receipt of such benefits was dependent on a Dually Registered Person maintaining their clients’ assets with LPL and therefore CX Institutional had an incentive to recommend that clients maintain their account with LPL in order to generate such benefits. As CX Institutional’s related persons are no longer registered representatives of LPL, none of our representatives are Dually Registered Persons and therefore LPL will no longer offer Transition Assistance to our related persons. CX Institutional considers the full range of broker-dealer services, including the value of research provided, execution capability, commission rates, and responsiveness when determining to recommend any broker dealer/custodian, including LPL. However, clients should be aware of this prior conflict and take it into consideration in making a decision whether to custody their assets in a brokerage account at LPL.

CX Institutional’s Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding conflict of interest such arrangement may create.

2. CX Institutional does not receive referrals from broker-dealers.
3. CX Institutional does not generally accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and CX Institutional will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by CX Institutional. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. Higher transaction costs adversely impact account performance.

In the event that the client directs CX Institutional to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through CX Institutional.

- B. To the extent that CX Institutional provides investment advisory services to its clients, the transactions for each client account generally will be effected independently, unless CX Institutional decides to purchase or sell the same securities for several clients at approximately the same time. CX Institutional may (but is not obligated to) combine or "bunch" such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among CX Institutional's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. CX Institutional shall not receive any additional compensation or remuneration as a result of such aggregation. Clients wishing to implement CX Institutional's advice are free to select any broker they wish and are so informed.

Trade Error Policy

CX Institutional has implemented procedures designed to prevent trade errors; however, trade errors in client accounts cannot always be avoided. Consistent with its fiduciary duty, it is the policy of CX Institutional to correct trade errors in a manner that is in the best interest of the client. In cases where the client causes the trade error, the client will be responsible for any loss resulting from the correction.

Depending on the specific circumstances of the trade error, the client may not be able to receive any gains generated as a result of the error correction. In all situations where the client does not cause the trade error, the client will be made whole and any loss resulting from the trade error will be absorbed by CX Institutional if the error was caused by our Firm. If the error is caused by the broker-dealer, the broker-dealer will be responsible for covering all trade error costs. If an investment gain results from the correcting trade, the gain will remain in the client's account unless the same error involved other client account(s) that should also receive the gains and it is not permissible for all clients to retain the gain. CX Institutional may also confer with clients to determine if the client should forego the gain (e.g., due to tax reasons). CX Institutional and its supervised persons will never retain any portion of any gains made as a result of trade error corrections or profit in any way from trade errors.

Item 13 – Review of Accounts

- A. For those clients who engage in the Program, CX Institutional’s representatives conduct account reviews on an ongoing basis. All clients are advised that it remains their responsibility to advise CX Institutional of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with CX Institutional on an annual basis.
- B. CX Institutional may conduct account reviews on an-other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.
- C. During any month that there is activity in a CX Institutional Portfolios managed account (and no less frequently than quarterly); the client receives an account statement, from LPL and/or Ameritrade, showing account activity as well as positions held in the account at month end. Additionally, the client receives a confirmation of each transaction that occurs within the account unless the transaction is the result of a systematic purchase, redemption or exchange. All account data and statements are also generally available on-line through the account view portal provided by their custodian. In addition, CX Institutional may provide newsletters covering general financial planning and investment topics.

Item 14 – Client Referrals and Other Compensation

- A. As referenced in Item 12 above, CX Institutional receives an indirect economic benefit, support services and/or products from LPL and/or Ameritrade or other broker dealers. CX Institutional’s clients do not pay more for investment transactions effected and/or assets maintained at LPL and/or Ameritrade as a result of this arrangement. There is no corresponding commitment made by CX Institutional to LPL and/or Ameritrade or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement. **CX Institutional’s Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding conflict of interest any such arrangement may create.**

TD Ameritrade Additional Services

CX Institutional also receives from TD Ameritrade certain additional economic benefits (“Additional Services”) that may or may not be offered to any other independent investment Advisors participating in the program. Specifically, the Additional Services include payment to eligible third-party vendors such as Salesforce, Box, Bloomberg Finance and Orion Advisor Services for services rendered to CX Institutional in connection with the its transfer to TD Ameritrade. TD Ameritrade provides the Additional Services to CX Institutional in its sole discretion and at its own expense, and CX Institutional does not pay any fees to TD Ameritrade for the Additional Services. CX Institutional and TD Ameritrade have entered into a separate agreement (“Transition Agreement”) to govern the terms of the provision of the Additional Services.

CX Institutional’s receipt of Additional Services raises conflicts of interest. In providing Additional Services to CX Institutional, TD Ameritrade most likely considers the amount and profitability to TD Ameritrade of the assets in, and trades placed for CX Institutional’s client accounts maintained with TD Ameritrade. TD Ameritrade has the right to terminate the Transition Agreement with CX

Institutional, provided certain conditions are met. Consequently, in order to continue to obtain the Additional Services from TD Ameritrade, CX Institutional may have an incentive to recommend to its clients that the assets under management by CX Institutional be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade. CX Institutional's receipt of Additional Services does not diminish its duty to act in the best interests of its clients, including to seek best execution of trades for client accounts.

Additional Compensation

As discussed above in Item 12, John Knowlton, Brian Davis and Brian Remson have received upfront transition payment from LPL in order to assist with transitioning business to LPL for custodial services. These funds may be used for, but not necessarily limited to, offsetting things like ACAT fees, technology set-up fees, marketing and mailing costs, stationary and licensure transfer fees. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding conflict of interest any such arrangement may create.**

- B. CX Institutional does not compensate, directly or indirectly, any person, other than its representatives, for client referrals.

Item 15 – Custody

CX Institutional shall have the ability to have its fee for each client debited by the custodian on a quarterly basis. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. CX Institutional may also provide a written periodic report summarizing account activity and performance.

To the extent that CX Institutional provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by CX Institutional with the account statements received from the account custodian. Please Also Note: The account custodian does not verify the accuracy of CX Institutional's advisory fee calculation.

Custody Situations: CX Institutional engages in other practices and/or services on behalf of its clients that require disclosure at ADV Part 1, Item 9, but which practices and/or services **are not** subject to an annual surprise CPA examination in accordance with the guidance provided in the SEC's February 21, 2017 Investment Adviser Association No-Action Letter.

Item 16 – Investment Discretion

Through the CX Institutional Portfolios program and upon receiving written authorization from a client, CX Institutional will maintain trading authorization over client accounts. Upon receiving written authorization from the client, CX Institutional may implement trades on a discretionary basis. When discretionary authority is granted, CX Institutional will have the authority to determine the type of securities and the amount of securities that can be bought or sold for the client's portfolio without obtaining the client's consent for each transaction. However, it is the policy of CX Institutional to consult with the client before making significant changes in the account even when discretionary trading authority is granted by the client.

All clients have the ability to place reasonable restrictions on the types of investments that may be purchased in an account. Clients may also place reasonable limitations on the discretionary power granted

to our Firm so long as the limitations are specifically set forth or included as an attachment to the client agreement.

Item 17 – Voting Client Securities

- A. CX Institutional does not vote client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.
- B. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact CX Institutional to discuss any questions they may have with a particular solicitation.

Item 18 – Financial Information

- A. CX Institutional does not solicit fees of more than \$1,200, per client, six months or more in advance.
- B. CX Institutional is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.
- C. CX Institutional has not been the subject of a bankruptcy petition.

CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above disclosures and arrangements.

CX Institutional, LLC

**Wrap Fee Brochure
Appendix 1 to ADV Part 2A
Firm Brochure
Dated: November 19, 2020**

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CX InstitutionalTM

A Registered Investment Advisor

This Wrap Fee Program Brochure provides information about the qualifications and business practices of CX Institutional, LLC. If you have any questions about the contents of this brochure, please contact Scott Bradtmiller at 260-927-1830 or scott.bradtmiller@credentwealth.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

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

References herein to CX Institutional, LLC as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

Item 2 – Material Changes

There have been no material changes made to this Wrap Fee Brochure since our last Annual Amendment filing made on January 28, 2019.

Item 3 – Table of Contents

Item 1 – Cover Page 1
Item 2 – Material Changes 2
Item 3 – Table of Contents 3
Item 4 – Services, Fees and Compensation 4
Item 5 – Account Requirements and Types of Clients 10
Item 6 – Portfolio Manager Selection and Evaluation 10
Item 7 – Client Information Provided to Portfolio Managers 17
Item 8 – Client Contact with Portfolio Managers 17
Item 9 – Additional Information 17

Item 4 – Services, Fees and Compensation

A. Asset Management Services – CX Multi-Strategy Platform Program

CX Institutional, LLC (“CX Institutional”) provides investment management services on a discretionary and non-discretionary wrap or non-wrap fee basis through our CX Multi-Strategy Platform Program (the “Program”). Program accounts are established at LPL Financial, a FINRA and SIPC member broker-dealer/custodian and SEC registered investment advisor (“LPL”) and/or TD Ameritrade, a FINRA and SIPC member broker-dealer/custodian (“Ameritrade”).

The Program’s discretionary and non-discretionary basis allows for allocating to numerous investments, including but not limited to, individual equities, individual bonds, open-end mutual funds, closed-end mutual funds, exchange traded funds (ETFs), and exchange traded notes (ETNs). Asset allocation guidelines within the Program will be pursuant to the client’s investment objective and may entail an allocation to multiple strategies within an account. Client understands that achievement of the stated investment objective is a long-term goal.

Additional deposits in the Program will be invested in securities consistent with the current target allocation for the model portfolio, but such deposits (or a portion thereof) may remain in cash until certain conditions are met related to trade size and position deviation from the target allocation. CX Institutional may accommodate reasonable requests for all or a portion of the assets in the account(s) to remain unallocated and allocated to cash for a period of time.

Liquidation requests in connection with withdrawals, and changes to the model portfolios or investment objective selected may take up to 5 business days to process, and, in certain circumstances, may take longer.

If client advises CX Institutional that restrictions be placed on certain assets, CX Institutional will not manage those assets in accordance with the Program’s guidelines. Those client restricted assets will be segregated in a “Client Restricted” strategy sleeve within an account with or without other Program assets. However, CX Institutional will advise and bill an advisory fee on those client restricted assets maintained outside of Program models.

CX Institutional coordinates the trades among the various securities and model portfolio(s) of the account(s). After the account(s) is opened, and upon deposit of funds or securities by the client, CX Institutional will invest the assets based on the model portfolio(s) selected. It generally will take up to 5 business days from the date the account(s) is fully funded for all assets to be fully allocated across the model portfolio(s). In certain cases, it may take longer to allocate assets, for example, depending on the ability of CX Institutional to liquidate the securities transferred into the account(s).

In the event that the client transfers assets to CX Institutional that are not publicly traded, or when liquidity is minimal, costs for the liquidation of such assets will be borne by the client and will not be incurred by CX Institutional. The costs associated with liquidation will be determined by the custodian.

If client transfers into the Program with a previously purchased mutual fund, and there is an applicable contingent deferred sales charge on the fund, client will pay that charge when the mutual fund is sold. If the account is invested in a mutual fund that charges a fee for a redemption made within a specific time period after the investment, client will be charged a redemption fee.

Clients that determine to engage CX Institutional on a non-discretionary investment advisory basis through the Program must be willing to accept that CX Institutional cannot effect any account transactions without obtaining prior consent to any such transaction(s) from the client. Thus, in the event that CX Institutional would like to make a transaction for a client's account, and client is unavailable, CX Institutional will be unable to effect the account transaction (as it would for its discretionary clients) without first obtaining the client's consent.

Client Experience Program

The Client Experience Program makes available multiple offerings for individuals, high net worth individuals, charitable organizations and business entities on a discretionary and non-discretionary wrap or non-wrap fee basis. Under the Client Experience Program, CX Institutional is able to offer participants specific discretionary and non-discretionary asset management portfolios that are offered under the CX Multi-Strategy Platform Program in combination with specific Financial Planning Services. In addition, specific client service deliverables are paired with each Client Experience offering. These combinations of investments, financial planning, and service are intended to deliver the appropriate solutions tailored to the individual needs of clients. The specific level of services you will receive and the fees you will be charged will be specified in your Investment Advisory Agreement.

Fee Differentials. CX Institutional shall receive a Program Fee based upon a percentage (%) of the market value of the assets placed under management (between negotiable and 2.50%)(the "Program Fee shall consist of an investment advisory fee and strategy fee). However, fees shall vary depending upon various objective and subjective factors, including but not limited to: the representative assigned to the account, the amount of assets to be invested, the complexity of the engagement, the anticipated number of meetings and servicing needs, related accounts, future earning capacity, anticipated future additional assets, and negotiations with the client.

Because CX Institutional shall generally price its advisory services based upon various objective and subjective factors, our clients could pay diverse fees based upon a combination of factors, including but not limited to the market value of their assets, the complexity of the engagement, the level and scope of the overall investment advisory services to be rendered, and negotiations. Similarly situated clients could pay diverse fees, and the services to be provided by CX Institutional to any particular client could be available from other advisers at lower fees.

CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above fee disparity, impact on account performance, and conflict of interest.

Financial Planning for Financial Planning Wrap Program

Legacy for Life®

CX Institutional may charge a negotiable flat fee for the preparation of the initial base plan, generally between \$1,000 and \$55,000, depending upon: the client's financial situation, complexity of services rendered and the scope of the topics covered in the plan. The initial base plan fee will be discussed with the client and incorporated into the Financial Planning Agreement, which must be executed before CX Institutional commences Legacy for Life® services. For clients who participate in the Program, the terms and conditions of the financial planning services rendered by CX Institutional will be incorporated in the Investment Advisory Agreement. The initial base plan fee is due from the client upon conclusion of the meeting during which the initial findings, recommendations and initial base plan are presented to the client.

Hourly Consulting Services CX Institutional generally charges an hourly fee between \$250 and \$500, billed in 15-minute increments, for stand-alone financial consulting services in excess of the initial base plan. This fee may be reduced or waived in CX Institutional's sole discretion. This fee will be discussed with the client and incorporated into an Hourly Consulting Services Agreement, which must be executed before CX Institutional commences the services. The fee is due from the client within 30 days of the client's receipt of CX Institutional's invoice. Plans provided to clients receiving financial planning/consulting services on a limited scope basis shall be reviewed only as part of the client's year end Annual Review. **Financial Consultations:** CX Institutional typically requires that its Financial Planning clients pay a retainer equal to fifty-percent (50%) of the estimated total financial consultation fee in advance of service. The balance of the fee shall generally be directly billed to the client upon completion of the financial consultation services.

Non-Discretionary Investment Management Services

The client can determine to engage CX Institutional to provide non-discretionary investment advisory services on a wrap or non-wrap *fee* basis. Clients that determine to engage CX Institutional on a non-discretionary investment advisory basis must be willing to accept that CX Institutional cannot effect any account transactions without obtaining prior consent to any such transaction(s) from the client. Thus, in the event that CX Institutional would like to make a transaction for a client's account, and client is unavailable, CX Institutional will be unable to effect the account transaction (as it would for its discretionary clients) without first obtaining the client's consent.

Strategy Summaries

When consistent with a particular client's designated investment objective(s), CX Institutional may recommend that clients invest in any one or more of the following Strategy Portfolios, which are selected and managed at the individual client level. CX Institutional may also implement "Custom Strategy Portfolios," which are typically comprised of a blend of the holdings contained in one or more of Strategy Portfolios described below, and may also include additional common stocks, individual bonds, options, preferred stocks, ETPs, mutual funds, private or direct placements or annuities.

Each Strategy Portfolio carries an additional fee as fully described below.

The relative investment philosophies, asset selection process, independent manager selection process (as applicable), general product types and anticipated trading frequency for the Strategy Portfolios are as follows:

Global Multi-Strategy Portfolio

This is an active and tactical strategy constructed entirely with exchange traded funds (ETFs). It maintains an international allocation of up to 50%. The strategy maintains a range exposure to the U.S. equity market and employs an internally managed quantitative U.S. sector rotation allocation. International exposure is derived through an internally managed quantitative country rotation allocation alongside momentum based global equity exposure. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

USA Multi-Strategy Portfolio

This is an active and tactical strategy constructed entirely with exchange traded funds (ETFs). Exposure is aimed solely to U.S. markets with no direct international holdings. The strategy maintains direct range exposure to each U.S. equity market style class alongside an internally managed quantitative U.S. industry rotation allocation, which covers up to 25 industry specific exposures. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Tax Advantaged ETF Strategy

This is a tactical and passive strategy constructed solely with exchange traded funds (ETFs). The strategy aims to produce long-term capital gains and generate tax-free income from fixed income municipal bond holdings. Municipal bond exposure applies only to those investment objectives other than full equity market participation. The strategy maintains direct range exposure to each U.S. equity market style class alongside marginal international exposure. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Passive Core Strategy

This is a passive strategy, alongside tactical characteristics, constructed solely with exchange traded funds (ETFs) and aimed at producing long-term capital gains. The strategy maintains a global core exposure. Strategy adjustments may take place monthly. The underlying holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Global Equity Income Strategy Portfolio

This is an active and tactical strategy constructed with exchange traded funds (ETFs) and individual equities. The strategy maintains a dividend factor bias within the selection methodology of individual equities and ETFs. An internally managed quantitative and qualitative process derives the investable universe. The strategy maintains an overall global exposure, which includes a varying allocation range to dividend factor international style classes. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Equity Enhanced Core

This is an active strategy alongside passive characteristics constructed with exchange traded funds (ETFs) and individual equities. The strategy maintains a domestic core exposure alongside individual equities derived by an internally managed quantitative and qualitative process. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Alpha Driven Strategy Portfolio

This is an active strategy constructed solely with individual equities. The allocation is derived from an internally managed quantitative and qualitative breakdown of the U.S. large and mid-capitalization equity market and consists of 50 individual equities. The strategy's style class can maintain a blend, or value bias, in its profile. Strategy adjustments may take place monthly.

Growth 10

This is an active strategy constructed solely with individual equities. The allocation is derived from an internally managed quantitative and qualitative breakdown of the U.S. large and mid-capitalization equity market and consists of 10 individual equities. The strategy's style class maintains a growth profile. Strategy adjustments may take place monthly. The strategy should not comprise more than 10% of a household's aggregate value*.

Growth 20

This is an active strategy constructed solely with individual equities. The allocation is derived from an internally managed quantitative and qualitative breakdown of the U.S. large and mid-capitalization equity market and consists of 20 individual equities. The strategy's style class maintains a growth profile. Strategy adjustments may take place monthly. The strategy should not comprise more than 10% of a household's aggregate value*.

ESG Core (Environmental, Social, and Governance)

This is an active strategy alongside passive characteristics constructed with exchange traded funds (ETFs). The allocations meet general Environmental, Social, and Governance metrics. ESG allocations are not viewed as superior relative to non-ESG holdings. CX Institutional will not be independently assessing whether the constituents of an ETF satisfy ESG guidelines. The MSCI USA ESG index, as well as the MSCI International ESG Index, will be the predominant guidelines for ETFs. Strategy adjustments may take place

monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Thematic

This is a tactical strategy designed to provide exposure to various non-traditional and key segments of the global economy. The allocations are derived by an internally managed trend analysis process aimed at pinpointing global macroeconomic investment trends. All exposures are allocated through exchange traded funds (ETFs). Thematic exposure is not designed to be a core standalone strategy for a household. The strategy should not comprise more than 10% of a household's aggregate value*. Strategy adjustments may take place quarterly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Kickstart

This is an active strategy alongside passive characteristics constructed with exchange traded funds (ETFs). It largely resembles the Passive Core strategy, yet the underlying structure contains fewer targeted style class specific active management. Strategy adjustments may take place monthly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure.

Alternatives

This is a tactical and active strategy constructed solely with exchange traded funds (ETFs). It provides a liquid approach to assets that are deemed to provide a diversified exposure to global equity and fixed income markets. Strategy adjustments may take place quarterly. The underlying ETF holdings of the strategy are selected on their ability to maintain low expenses and produce a low tracking error to the selected asset allocation exposure. The strategy should not comprise more than 10% of a household's aggregate value*.

Tax Centric – Direct Indexing – S&P 500 Replication

This is an internally managed strategy with no use of third-party managers. The strategy's primary objective is to attempt to replicate the total return of the S&P 500, followed by its secondary objective of generating after-tax-excess returns over rolling 12-month periods. The primary objective is achieved through internally constructed tracking error assessments (and continuous adjustments) while the secondary objective is achieved by generating short-term losses through daily, or weekly, tax loss harvesting.

Tax Centric – Direct Indexing – U.S. Large Cap – Core

This is an internally managed strategy with no use of third-party managers. The strategy's primary objective is to attempt to match, or outpace, the performance of the S&P 500 over three-year rolling periods, followed by its secondary objective of generating after-tax-excess returns over rolling 12-month periods. The primary objective is achieved through maintained tracking error assessments to our capitalization weighted benchmark while the secondary objective is achieved by generating short-term losses through daily, or weekly, tax loss harvesting. Total initial holdings will range between 450-465 individual equities.

Tax Centric – Direct Indexing – U.S. Large Cap – Basic

This is an internally managed strategy with no use of third-party managers. The strategy's primary objective is to attempt to match, or outpace, the performance of the S&P 500 over three-year rolling periods, followed by its secondary objective of generating after-tax-excess returns over rolling 12-month periods. The primary objective is achieved through maintained tracking error assessments to our capitalization weighted benchmark while the secondary objective is achieved by generating short-term losses through daily, or weekly, tax loss harvesting. Total initial holdings will range between 300-325 individual equities.

The CX Institutional Strategies are subject to the following minimum investment requirements, which are based on account values net of any client designated excluded assets.

- Kickstart portfolios:	\$500
- Tax Advantaged:	\$15,000
- Passive Core:	\$15,000
- Thematic:	\$25,000

-	ESG Core:	\$25,000
-	Equity Enhanced Core:	\$25,000
-	USA Multi-Strategy:	\$25,000
-	Global Multi-Strategy:	\$25,000
-	Alternatives	\$25,000
-	Growth 10	\$50,000
-	Growth 20	\$50,000
-	ADS Core:	\$100,000
-	Global Equity Income:	\$100,000
-	Tax Centric – Direct Indexing – U.S. Large Cap – Basic	\$100,000
-	Tax Centric – Direct Indexing – U.S. Large Cap – Core	\$400,000
-	Tax Centric – Direct Indexing – S&P 500 Replication	\$1,000,000

Once strategies are initially invested based on the pre-determined minimums, all strategies will be allowed to deviate lower than the stated minimums, which may be caused by market activity or client distributions, and will remain invested in the assigned strategy as long as the account's value does not impede the strategy's mandate and the account's ability to appropriately hold all strategy assets.

As it relates to the Thematic strategy, as well as the Alternatives, Growth 10 and Growth 20 strategies, CX Institutional will screen client accounts to ensure the strategies do not constitute more than 10% of the household's total value, as seen on the multi-strategy platform. If any one of those strategies surpasses 10% of said value, the excess amount will be allocated to a strategy that reflects the household's aggregate investment objective.

- B. **Wrap Program-Conflict of Interest.** As discussed above, CX Institutional may provide services on a wrap fee basis as a wrap program sponsor. Under CX Institutional's wrap offerings, the client generally receives investment advisory services, the execution of securities brokerage transactions, custody and reporting services for a single specified fee. Participation in a wrap program may cost the client more or less than purchasing such services separately. The terms and conditions of a wrap program engagement are more fully discussed in this Wrap Fee Program Brochure. Conflict of Interest. Because wrap program transaction fees and/or commissions are being paid by CX Institutional to the account custodian/broker-dealer, CX Institutional has an economic incentive to maximize its compensation by seeking to minimize the number of trades in the client's account. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the corresponding conflict of interest a wrap fee arrangement may create.**
- C. The wrap fees associated with the Programs discussed above do not include certain charges and administrative fees, including, but not limited to, transaction charges (including mark-ups and mark-downs) resulting from trades effected through or with a broker-dealer other than LPL and/or Ameritrade, transfer taxes, odd lot differentials, IRA maintenance fees, exchange fees, interest charges, American Depository Receipt agency processing fees, and any charges, taxes or other fees mandated by any federal, state or other applicable law or otherwise agreed to with regard to client accounts). Such fees and expenses are in addition to the Programs' wrap fee.

Other Fee: Clients with accounts that utilize Orion Advisor Services ("Orion") will incur additional fees. Specifically, Orion charges a \$10 quarterly fee per account (\$40 per year). Orion charges an additional \$2.50 quarterly fee per sleeve, for any account utilizing more than three strategy sleeves. For clients wishing to designate assets as "client restricted", CX Institutional will segregate those assets in a separate sleeve which will automatically be assessed a separate \$2.50 quarterly sleeve fee if the client

is already utilizing more than three strategy sleeves. Orion may charge an additional \$2.50 per quarter for their account aggregation services within clients' client portal. CX Institutional passes these account fees on to each client account that utilizes this service.

- D. CX Institutional's related persons who recommend the Programs to clients do not receive compensation as a result of a client's participation in the Programs.

Item 5 – Account Requirements and Types of Clients

CX Institutional clients generally include individuals, high net worth individuals, charitable organizations and business entities. Because CX Institutional shall generally price its advisory services based upon various objective and subjective factors, our clients could pay diverse fees based upon a combination of factors, including but not limited to the market value of their assets, the complexity of the engagement, the level and scope of the overall investment advisory services to be rendered, and negotiations, similarly situated clients could pay diverse fees, and the services to be provided by CX Institutional to any particular client could be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly.

Item 6 – Portfolio Manager Selection and Evaluation

- A. CX Institutional may allocate a portion of a client's Wrap Program assets among unaffiliated independent investment managers or separately managed accounts in accordance with the client's designated investment objective(s). In such situations, the other manager(s) shall have day-to-day responsibility for the active discretionary management of the allocated Wrap Program assets. CX Institutional shall continue to render investment supervisory services to the client relative to the ongoing monitoring and review of account performance, asset allocation and client investment objectives. Factors which CX Institutional shall consider in recommending the other manager(s) include the client's designated investment objective(s), management style, performance, reputation, financial strength, reporting, pricing, and research.
- B. CX Institutional acts as the portfolio manager for the Wrap Programs. Inasmuch as the execution costs for transactions effected in the client account will be paid by CX Institutional, a conflict of interest arises in that CX Institutional may have a disincentive to trade securities in the client account. In addition, the amount of compensation received by CX Institutional as a result of the client's participation in a Wrap Program may be more than what CX Institutional would receive if the client paid separately for investment advice, brokerage and other services.

When managing a client's account on a wrap fee basis, CX Institutional shall receive as payment for its asset management services, the balance of the wrap fee after all other costs (including account transaction fees) incorporated into the wrap fee have been deducted. Accordingly, CX Institutional has a **conflict of interest** because it has an economic incentive to maximize its compensation by seeking to minimize the number of transactions/total costs in the client's account. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the corresponding conflict of interest a wrap fee arrangement may create.**

- C. In addition to offering CX Multi-Strategy Platform Program and the Client Experience Program on a wrap fee basis, CX Institutional also offers the following services:

Non-Discretionary Investment Management Services

The client can determine to engage CX Institutional to provide non-discretionary investment advisory services on a non-wrap fee basis. Clients that determine to engage CX Institutional on a non-discretionary investment advisory basis must be willing to accept that CX Institutional cannot effect any account transactions without obtaining prior consent to any such transaction(s) from the client. Thus, in the event that CX Institutional would like to make a transaction for a client's account, and client is unavailable, CX Institutional will be unable to effect the account transaction (as it would for its discretionary clients) without first obtaining the client's consent.

Financial Planning and Consulting Services

Financial planning and consulting helps clients to identify long-term financial goals intended to be achieved through investments, tax planning, asset allocation, risk management, retirement planning, and other areas. CX Institutional provides financial planning and consulting services, which focus upon a client's overall financial situation. Before engaging CX Institutional to provide financial planning or consulting services, clients may be required to enter into a Financial Planning Agreement with CX Institutional setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the portion of the fee that is due from the client before CX Institutional commences services. If requested by the client, CX Institutional may recommend the services of other professionals for implementation purposes, including CX Institutional's supervised persons in their individual capacities as insurance agents of CX Risk Management. (See disclosure at Item 10 C). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from CX Institutional.

If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. At all times, the engaged licensed professional[s] (i.e. attorney, accountant, insurance agent, etc.), and **not** CX Institutional, shall be responsible for the quality and competency of the services provided.

Each client is advised that it remains the client's responsibility to promptly notify CX Institutional if there is ever any change in client's financial situation or investment objectives for the purpose of reviewing, evaluating or revising CX Institutional's previous recommendations and/or services.

CX Institutional offers three basic forms of financial planning and consulting services: "Legacy for Life®" "Hourly Consulting Services" and "Retirement Plan Consulting."

In certain instances where clients do not meet Client Experience Program advisory fee minimum requirements (exclusive of a strategy fee), CX Institutional may make its "Legacy for Life®", Financial Planning Services available through a separate service agreement. To initiate the engagement, CX Institutional will meet with these clients to determine the scope of services and financial planning topics to be covered. Once defined and agreed upon, the client and CX Institutional will enter into a Financial Planning Agreement, if the minimum advisory fee requirements are not met.

Legacy for Life®

CX Institutional provides financial planning and/or estate planning and/or charitable planning services to individual clients through its Legacy for Life® Program. Depending on the scope of the engagement, areas covered through Legacy for Life® may include, but are not necessarily limited to: retirement planning, major purchase planning, education planning, estate planning, small business planning, risk management planning, asset allocation recommendations, and charitable planning.

In certain instances where clients require advanced estate, business, or charitable planning and do not meet CX Institutional's Client Experience Program advisory fee minimum requirements (exclusive of a strategy fee), CX Institutional may make these services available through a separate hourly consulting

agreement.

Hourly Consulting Services

CX Institutional may also provide financial planning and consulting services on a one-time-only basis. Topics covered as part of these services may include any particular issue of concern to the client as agreed to between the Client and CX Institutional, which generally include retirement planning, major purchase planning, education planning, estate planning, small business planning, risk management planning, charitable planning, corporate services, consulting for non-for-profit organizations and estate settlement.

Retirement Plan Consulting

CX Institutional also provides non-discretionary pension consulting services, pursuant to which it assists sponsors of self-directed retirement plans with the selection or monitoring of investment alternatives (generally open-end mutual funds) from which plan participants shall choose in self-directing the investments for their individual plan retirement accounts. In addition, to the extent requested by the plan sponsor, CX Institutional shall also provide participant education designed to assist participants in identifying the appropriate investment strategy for their retirement plan accounts. The terms and conditions of the engagement shall generally be set forth in a Retirement Plan Consulting Agreement between CX Institutional and the plan sponsor.

Miscellaneous

Limitations of Financial Planning and Non-Investment Consulting/Implementation Services. As indicated above, to the extent requested by a client, CX Institutional may provide financial planning and related consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. CX Institutional **does not** serve as an attorney or accountant, and no portion of its services should be construed as legal or accounting services. Accordingly, CX Institutional **does not** prepare estate planning documents or tax returns. To the extent requested by a client, CX Institutional may recommend the services of other professionals for certain non-investment implementation purpose (i.e. attorneys, accountants, insurance agents, etc.), including representatives of CX Institutional in their separate individual capacities as licensed insurance agents of CX Risk Management. The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from CX Institutional and/or its representatives.

If the client engages any recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. At all times, the engaged licensed professional[s] (i.e. attorney, accountant, insurance agent, etc.), and **not** CX Institutional, shall be responsible for the quality and competency of the services provided.

Conflict of Interest: The recommendation by CX Institutional's representative that a client purchase an insurance commission product through CX Institutional's representative in their separate and individual capacity as an insurance agent of CX Risk Management, presents a **conflict of interest**, as the receipt of commissions may provide an incentive to recommend investment or insurance products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any insurance commission products through such a representative. Clients are reminded that they may purchase securities and insurance products recommended by CX Institutional through other, non-affiliated insurance agents.

Retirement Plan Rollovers – No Obligation / Potential for Conflict of Interest. A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over

the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). **No client is under any obligation to roll over retirement plan assets to an account managed by CX Institutional. CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the conflict of interest presented by such a rollover recommendation.**

Use of Mutual and Exchange Traded Funds. Most mutual funds and exchange traded funds are available directly to the public. Thus, a prospective client can obtain many of the funds that may be utilized by CX Institutional independent of engaging CX Institutional as an investment advisor. However, if a prospective client determines to do so, he/she will not receive the CX Institutional's initial and ongoing investment advisory services. Please Note: In addition to CX Institutional's investment advisory fee described below, and transaction and/or custodial fees discussed below, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses).

Portfolio Activity. CX Institutional has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, CX Institutional will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when CX Institutional determines that changes to a client's portfolio are neither necessary nor prudent. Of course, as indicated below, there can be no assurance that investment decisions made by CX Institutional will be profitable or equal any specific performance level(s).

eMoney Advisor Platform. CX Institutional may provide its clients with access to an online platform hosted by "eMoney Advisor" ("eMoney"). The eMoney platform allows a client to view their complete asset allocation, including those assets that CX Institutional does not manage (the "Excluded Assets"). CX Institutional does not provide investment management, monitoring, or implementation services for the Excluded Assets. Therefore, CX Institutional shall not be responsible for the investment performance of the Excluded Assets. Rather, the client and/or their advisor(s) that maintain management authority for the Excluded Assets, and not CX Institutional, shall be exclusively responsible for such investment performance. The client may choose to engage CX Institutional to manage some or all of the Excluded Assets pursuant to the terms and conditions of an Investment Advisory Agreement between CX Institutional and the client. The eMoney platform also provides access to other types of information, including financial planning concepts, which should not, in any manner whatsoever, be construed as services, advice, or recommendations provided by CX Institutional. Finally, CX Institutional shall not be held responsible for any adverse results a client may experience if the client engages in financial planning or other functions available on the eMoney platform without CX Institutional's assistance or oversight.

Cash Positions. At any specific point in time, depending upon perceived or anticipated market conditions/events (there being no guarantee that such anticipated market conditions/events will occur), CX Institutional may maintain cash positions for defensive purposes. Unless otherwise agreed in writing, all cash positions (money markets, etc.) shall be included as part of assets under management for purposes of calculating CX Institutional's Program Fee (investment advisory fee and strategy fee). Please Further Note: When the account is holding cash positions, those cash positions will be subject to the same fee schedule as set forth in the investment advisory agreement. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above fee billing practice.**

Sub-Advisor Arrangement. CX Intuitional is affiliated with CXI Advisors, a registered investment adviser firm. CXI Advisors has engaged CX Institutional to provide investment management services on a sub-advisory basis according to the terms and conditions of a written Sub-Advisory Agreement. With respect to its sub-advisory services, CXI Advisors will maintain both the initial and ongoing day-to-day relationship with the client, including initial and ongoing determination of client suitability for the client's designated investment strategies and/or programs.

Client Obligations. In performing its services, CX Institutional shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify CX Institutional if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing, evaluating or revising CX Institutional's previous recommendations and/or services.

Disclosure Statement. A copy of CX Institutional's written Brochure as set forth on Part 2A, Part 2A Appendix 1 and Part 2B of Form ADV (as applicable) shall be provided to each client prior to, or contemporaneously with, the execution of the applicable form of client agreement.

Performance-Based Fees and Side-By-Side Management (ADV Part 2A, Item 6)

Neither CX Institutional, nor any supervised person of CX Institutional accepts performance-based fees.

Methods of Analysis, Investment Strategies and Risk of Loss (ADV Part 2A, Item 8A)

CX Institutional's primary method of security analysis is a blend of fundamental, quantitative, and technical analysis. Each form of analysis is described below:

Fundamental Analysis

This method attempts to measure a security's intrinsic value by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of companies). The end goal of performing fundamental analysis is to attempt a value that an investor can compare with the security's current price to determine what sort of position to take with that security (underpriced = buy, overpriced = sell or short). This method of security analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security or index.

Quantitative Analysis

This method attempts to measure a security's, or indices', risk and value by analyzing its relative metrics to the broad market. Such metrics include standard deviation, correlations, expected return metrics, balance sheet ratio analysis, and overall outputs tied to multiple regression analysis.

Technical Analysis

This method attempts to measure a security's value by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

Cyclical Analysis

This method attempts to forecast the direction of prices through analysis performed on historical relationships between price and market trends.

CX Institutional uses the following investment strategies when implementing investment advice given to clients:

Long Term Purchases

This refers to investments that are purchased with the intention of being held for at least one year.

Short Term Purchases

This refers to investments that are purchased with the intention of being sold within one year.

Option Writing

Options are contracts giving the purchaser the right to buy or sell a security, such as stocks, at a fixed price within a specific period of time. Option writing includes covered options, uncovered options, or spreading strategies.

Please Note: Investment Risk. Investing in securities involves risk of loss that clients should be prepared to bear. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by CX Institutional) will be profitable or equal any specific performance level(s).

Margin Accounts. CX Institutional does not generally recommend the use of margin. However, should a client determine to use margin, CX Institutional will include the entire market value of the margined assets when computing its advisory fee. Accordingly, CX Institutional's fee shall be based upon a higher margined account value, resulting in CX Institutional earning a correspondingly higher advisory fee. As a result, a conflict of interest arises since CX Institutional may have an economic disincentive to recommend that the client terminate the use of margin.

CX Institutional's methods of analysis and investment strategies do not present any significant or unusual risks. However, every method of analysis has its own inherent risks. In particular, clients face the following potential investment risks:

Market Risk: Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.

Equity (stock) market risk: Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.

Company Risk: When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.

Fixed Income Risk: When investing in bonds, there is the risk that issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.

Options Risk: Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put and call options are highly specialized activities and entail greater than ordinary investment risks.

ETF and Mutual Fund Risk: When CX Institutional invests in an ETF or mutual fund, the client will bear additional expenses based on its pro-rata share of the ETFs or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. Clients may also incur brokerage costs when purchasing ETFs if they do so outside of the Program.

Management Risk: Client investment success varies with the success and failure of CX Institutional's strategies, research, analysis and determination of portfolio securities. If CX Institutional's investment strategies do not produce the expected returns, the value of the investment will decrease.

CX Institutional primarily allocates client investment assets among various individual equity (stocks), debt (bonds) and fixed income securities, no load mutual funds, closed end mutual funds and/or ETFs.

CX Institutional's asset allocation strategies have been designed to comply with the requirements of Rule 3a-4 of the Investment Company Act of 1940. Rule 3a-4 provides similarly managed investment programs, such as CX Institutional's asset allocation programs, with a non-exclusive safe harbor from the definition of an investment company. In accordance with Rule 3a-4, the following disclosure is applicable to CX Institutional's management of client assets:

1. Initial Interview – at the opening of the account, CX Institutional, through its designated representatives, shall obtain from the client information sufficient to determine the client's financial situation and investment objectives;
2. Individual Treatment - the account is managed on the basis of the client's financial situation and investment objectives;
3. Quarterly Notice – at least quarterly CX Institutional shall notify the client to advise CX Institutional whether the client's financial situation or investment objectives have changed, or if the client wants to impose and/or modify any reasonable restrictions on the management of the account;
4. Annual Contact – at least annually, CX Institutional shall contact the client to determine whether the client's financial situation or investment objectives have changed, or if the client wants to impose and/or modify any reasonable restrictions on the management of the account;
5. Consultation Available – CX Institutional shall be reasonably available to consult with the client relative to the status of the account;
6. Quarterly Report – the client shall be provided with a quarterly report for the account for the preceding period;
7. Ability to Impose Restrictions – the client shall have the ability to impose reasonable restrictions on the management of the account, including the ability to instruct CX Institutional not to purchase certain mutual funds;
8. No Pooling – the client's beneficial interest in a security does not represent an undivided interest in all the securities held by the custodian, but rather represents a direct and beneficial interest in the securities which comprise the account;
9. Separate Account - a separate account is maintained for the client with the Custodian;
10. Ownership – each client retains indicia of ownership of the account (e. g. right to withdraw securities or cash, exercise or delegate proxy voting, and receive transaction confirmations).

CX Institutional believes that its annual Program Fee is reasonable in relation to: (1) the advisory services provided under the Investment Advisory Agreement; and (2) the fees charged by other

investment advisers offering similar services/programs. However, CX Institutional's annual Program Fee may be higher than that charged by other investment advisers offering similar services/programs. In addition to CX Institutional's annual Program Fee, the client will also incur charges imposed directly at the mutual and exchange traded fund level (e.g., management fees and other fund expenses). **Please Note:** CX Institutional's investment programs may involve above-average portfolio turnover which could negatively impact upon the net after-tax gain experienced by an individual client in a taxable account.

Voting Client Securities (ADV Part 2A, Item 17)

CX Institutional does not vote client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact CX Institutional to discuss any questions they may have with a particular solicitation.

Item 7 – Client Information Provided to Portfolio Managers

Because only representatives of CX Institutional serve as portfolio managers, those representatives or their assistants are responsible for gathering all information provided by clients. CX Institutional's representatives will interview and work with clients to gather all information needed relative to their investment objectives and needs in order to provide management services through the Program. Clients are reminded to contact their representative whenever there are changes to their financial situation that will impact or materially influence the way CX Institutional manages their accounts.

To the extent the Program utilizes independent investment managers; CX Institutional shall provide the independent investment managers with each client's particular investment objective(s). Any changes in the client's financial situation or investment objectives reported by the client to CX Institutional shall be communicated to the independent investment managers within a reasonable period of time.

Item 8 – Client Contact with Portfolio Managers

Because only CX Institutional representatives serve as portfolio managers, there are no restrictions placed on clients' ability to contact and consult with their portfolio managers. It is the policy of CX Institutional to provide an "open channel" of communication between representatives and their clients. Clients are encouraged to contact their representative whenever they have questions about the management of their account.

Item 9 – Additional Information

A.

Disciplinary Information (ADV Part 2A, Item 9)

CX Institutional has not been the subject of any disciplinary actions.

Other Financial Industry Activities and Affiliations (ADV Part 2A, Item 10)

Licensed Insurance Agents

Certain of CX Institutional's representatives, in their individual capacities, are licensed insurance agents of CX Risk Management, an affiliated licensed insurance agency, and may recommend the purchase of certain insurance-related products on a commission basis. Clients can engage those individuals, in

an individual capacity, to effect insurance transactions on a commission basis.

Conflict of Interest: The recommendation by CX Institutional's representatives, that a client purchase an insurance commission product presents a conflict of interest, as the receipt of commissions provides an incentive to recommend insurance products based on commissions received, rather than on a particular client's need. No client is under any obligation to purchase any commission products from CX Institutional's representatives. Clients are reminded that they may purchase insurance products recommended by CX Institutional through other, non-affiliated insurance agencies or agents. **CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective may have regarding the above conflict of interest.**

Other Investment Advisor. As indicated above, CX Institutional is affiliated with CXI Advisors, a SEC registered investment adviser firm (CRD# 301321). Certain associated persons of the CX Institutional are also investment adviser representatives of CXI Advisors. CXI Advisors has engaged CX Institutional to provide investment management services on a sub-advisory basis. This arrangement does not present a conflict of interest, because clients do not incur additional or increased advisory fees as a result.

CX Institutional does not receive, directly or indirectly, compensation from investment advisors that it recommends or selects for its clients.

- B. **Code of Ethics, Participation in Client Transactions and Personal Trading (ADV Part 2A, Item 11)**
CX Institutional maintains an investment policy relative to personal securities transactions. This investment policy is part of CX Institutional's overall Code of Ethics, which serves to establish a standard of business conduct for all of CX Institutional's representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

In accordance with Section 204A of the Investment Advisers Act of 1940, CX Institutional also maintains and enforces written policies reasonably designed to prevent the misuse of material non- public information by CX Institutional or any person associated with CX Institutional.

Neither CX Institutional nor any related person of CX Institutional recommends, buys, or sells for client accounts, securities in which CX Institutional or any related person of CX Institutional has a material financial interest.

CX Institutional and/or representatives of CX Institutional may buy or sell securities that are also recommended to clients. This practice may create a situation where CX Institutional and/or representatives of CX Institutional are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. Practices such as "scalping" (i.e., a practice whereby the owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon the rise in the market price which follows the recommendation) could take place if CX Institutional did not have adequate policies in place to detect such activities. In addition, these policies can help detect insider trading, "front-running" (i.e., personal trades executed prior to those of CX Institutional's clients) and other potentially abusive practices.

CX Institutional has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of CX Institutional's "Access Persons". CX Institutional's securities transaction policy requires that Access Person of CX Institutional must provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the

Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date CX Institutional selects; provided, however that at any time that CX Institutional has only one Access Person, he or she shall not be required to submit any securities report described above.

CX Institutional and/or representatives of CX Institutional may buy or sell securities, at or around the same time as those securities are recommended to clients. This practice creates a situation where CX Institutional and/or representatives of CX Institutional are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. As indicated above, CX Institutional has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each of CX Institutional's Access Persons.

Review of Accounts (ADV Part 2A, Item 13)

For those clients who engage in the Program, CX Institutional's representatives conduct account reviews on an ongoing basis. All clients are advised that it remains their responsibility to advise CX Institutional of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with CX Institutional on an annual basis.

CX Institutional may conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.

During any month that there is activity in a CX Institutional managed account (and no less frequently than quarterly); the client receives an account statement, from LPL and/or Ameritrade, showing account activity as well as positions held in the account at month end. Additionally, the client receives a confirmation of each transaction that occurs within the account unless the transaction is the result of a systematic purchase, redemption or exchange. All account data and statements are also generally available on-line through the account view portal provided by their custodian. In addition, CX Institutional may provide newsletters covering general financial planning and investment topics.

Client Referrals and Other Compensation (ADV Part 2A, Item 14)

Research and Additional Benefits

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, CX Institutional receives from LPL and/or TD Ameritrade (or another broker-dealer/custodian, investment platform, unaffiliated investment manager, vendor, unaffiliated product/fund sponsor, or vendor) without cost (and/or at a discount) support services and/or products, certain of which assist CX Institutional to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by CX Institutional may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by CX Institutional in furtherance of its investment advisory business operations.

LPL makes available to CX Institutional various products and services designed to assist CX Institutional in managing and administering client accounts. Many of these products and services may be used to service all or a substantial number of CX Institutional's accounts, including accounts not

held with LPL. These include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution (and aggregation and allocation of trade orders for multiple client accounts); provide research, pricing information and other market data; facilitate payment of CX Institutional's fees from its clients' accounts; and assist with back-office functions; recordkeeping and client reporting.

LPL also makes available to CX Institutional other services intended to help CX Institutional manage and further develop its business. Some of these services assist CX Institutional to better monitor and service program accounts maintained at LPL, however, many of these services benefit only CX Institutional, for example, services that assist CX Institutional in growing its business. These support services and/or products may be provided without cost, at a discount, and/or at a negotiated rate, and include practice management-related publications; consulting services; attendance at conferences and seminars, meetings, and other educational and/or social events; marketing support; and other products and services used by CX Institutional in furtherance of the operation and development of its investment advisory business.

The products and services described above are provided to CX Institutional as part of its overall relationship with LPL. While as a fiduciary CX Institutional must always act in its clients' best interests, the receipt of these benefits creates a conflict of interest because CX Institutional's recommendation that client's custody their assets at LPL may be based in part on the benefit to CX Institutional of the availability of the foregoing products and services and not solely on the nature, cost or quality of custody or brokerage services provided by LPL Financial. CX Institutional's receipt of some of these benefits may be based on the amount of advisory assets custodied on the LPL platform.

As indicated above, certain of the support services and/or products that may be received may assist CX Institutional in managing and administering client accounts. Others do not directly provide such assistance, but rather assist CX Institutional to manage and further develop its business enterprise.

There is no corresponding commitment made by CX Institutional to LPL and/or Ameritrade or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

CX Institutional also receives certain additional economic benefits ("Additional Services") that may or may not be offered to any other independent investment advisors. Specifically, the Additional Services include payment to third party vendors toward the cost of holding marketing events attended by CX Institutional's principals and certain of its clients; and/or CX Institutional employee events. Over last year, the following entities (each, a "Contributing Entity" and collectively, the "Contributing Entities") attended and contributed the following approximate amounts toward the costs of such events: Lord Abbett: \$557.20, Blackrock: \$2,500, State Street: \$3,000, Wisdom Tree: \$3,000, Alliance Bernstein: \$2,500, and John Hancock: \$1,000 All of these Additional Services are non-recurring and individually negotiated. CX Institutional does not expect to receive these Additional Services again; however, CX Institutional reserves the right to negotiate for these Additional Services in the future. The Contributing Entities provide the Additional Services to CX Institutional in their respective sole discretion and at their respective own expense. CX Institutional does not pay any fees or agree to any express reciprocation benefitting any Contributing Entity for the Additional Services. CX Institutional and the Contributing Entities have not entered into any written agreement to govern the Additional Services.

CX Institutional's receipt of Additional Services raises conflicts of interest. In providing Additional Services to CX Institutional, the Contributing Entities most likely consider the amount and profitability

of the assets in, and trades placed for, CX Institutional's client accounts to determine if they want to provide the Additional Services moving forward. Each Contributing Entity has the sole discretion to not offer these Additional Services in the future. Consequently, in order to be able to negotiate for these Additional Services, CX Institutional may have an incentive to recommend to its Clients that they invest in products and/or utilize the services offered by the Contributing Entities. However, CX Institutional's receipt of Additional Services does not diminish its duty to act in the best interests of its clients, including seeking best execution of trades for client accounts. CX Institutional therefore reminds its clients that they may receive similar products and/or services from other entities besides the Contributing Entities.

TD Ameritrade Institutional

CX Institutional participates in the Institutional Advisor Program (the "TD Program") offered by TD Ameritrade Institutional, which is a division of TD Ameritrade. Registrant receives some benefits from TD Ameritrade through its participation in the TD Program. There is no direct link between CX Institutional's participation in the TD Program and the investment advice it gives to its clients, although CX Institutional receives economic benefits through its participation in the TD Program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving CX Institutional participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to CX Institutional by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by CX Institutional's related persons ("Transition Benefits"). Some of the products and services made available by TD Ameritrade through the program may benefit CX Institutional but may not benefit its client accounts. These products or services may assist CX Institutional in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help CX Institutional manage and further develop its business enterprise. The benefits received by CX Institutional or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade.

As part of its fiduciary duties to clients, CX Institutional endeavors at all times to put client interests ahead of the interest of CX Institutional and its related persons. However, economic benefits received by CX Institutional or its related persons in and of itself creates a conflict of interest and may indirectly influence CX Institutional's choice of TD Ameritrade for custody and brokerage services.

TD Ameritrade Additional Services

CX Institutional also receives from TD Ameritrade certain additional economic benefits ("Additional Services") that may or may not be offered to any other independent investment Advisors participating in the program. Specifically, the Additional Services include payment to eligible third-party vendors such as Salesforce, Box, Bloomberg Finance and Orion Advisor Services for services rendered to CX Institutional in connection with the its transfer to TD Ameritrade. TD Ameritrade provides the Additional Services to CX Institutional in its sole discretion and at its own expense, and CX Institutional does not pay any fees to TD Ameritrade for the Additional Services. CX Institutional and TD Ameritrade have entered into a separate agreement ("Transition Agreement") to govern the terms of the provision of the Additional Services.

CX Institutional's receipt of Additional Services raises conflicts of interest. In providing Additional Services to CX Institutional, TD Ameritrade most likely considers the amount and profitability to TD Ameritrade of the assets in, and trades placed for CX Institutional's client accounts maintained with TD Ameritrade. TD Ameritrade has the right to terminate the Transition Agreement with CX Institutional, provided certain conditions are met. Consequently, in order to continue to obtain the Additional Services from TD Ameritrade, CX Institutional may have an incentive to recommend to its clients that the assets under management by CX Institutional be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade. CX Institutional's receipt of Additional Services does not diminish its duty to act in the best interests of its clients, including to seek best execution of trades for client accounts.

Transition Assistance Benefits

LPL provided various benefits and payments to previously Dually Registered Persons that were new to the LPL platform to assist with the costs (including foregone revenues during account transition) associated with transitioning their business to the LPL (collectively referred to as "Transition Assistance"). The proceeds of such Transition Assistance payments were intended to be used for a variety of purposes, including but not necessarily limited to, providing working capital to assist in funding the Dually Registered Person's business, satisfying any outstanding debt owed to the Dually Registered Person's prior firm, offsetting account transfer fees (ACATs) payable to LPL as a result of the Dually Registered Person's clients transitioning to LPL's custodial platform, technology set-up fees, marketing and mailing costs, stationary and licensure transfer fees, moving expenses, office space expenses, staffing support and termination fees associated with moving accounts. The amount of the Transition Assistance payments was often significant in relation to the overall revenue earned or compensation received by the Dually Registered Person at their prior firm. Such payments were generally based on the size of the Dually Registered Person's business established at their prior firm and/or assets under custody with LPL. Please refer to the relevant Part 2B brochure supplement for more information about the specific Transition Payments your representative receives. Transition Assistance payments and other benefits were provided to associated persons of CX Institutional in their former capacity as registered representatives of LPL. The receipt of Transition Assistance by these individuals created conflicts of interest relating to CX Institutional's advisory business because it created a financial incentive for CX Institutional's representatives to recommend that its clients maintain their accounts with LPL. In certain instances, the receipt of such benefits was dependent on a Dually Registered Person maintaining their clients' assets with LPL and therefore CX Institutional had an incentive to recommend that clients maintain their account with LPL in order to generate such benefits. As CX Institutional's related persons are no longer registered representatives of LPL, none of our representatives are Dually Registered Persons and therefore LPL will no longer offer Transition Assistance to our related persons. CX Institutional considers the full range of broker-dealer services, including the value of research provided, execution capability, commission rates, and responsiveness when determining to recommend any broker dealer/custodian, including LPL. However, clients should be aware of this conflict and take it into consideration in making a decision whether to custody their assets in a brokerage account at LPL.

CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding conflict of interest such arrangement may create.

CX Institutional does not compensate, directly or indirectly, any person, other than its representatives, for client referrals.

Financial Information (ADV Part 2A, Item 18)

CX Institutional does not solicit fees of more than \$1,200, per client, six months or more in advance.

CX Institutional is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.

CX Institutional has not been the subject of a bankruptcy petition.

CX Institutional's Chief Compliance Officer, Scott Bradtmiller, remains available to address any questions that a client or prospective client may have regarding the above disclosures and arrangements.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

David W. Hefty, Chief Executive Officer, Investment Advisor Representative and Investment Policy Committee Member

Item 1 – Cover Page

This brochure supplement provides information about David Hefty that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about David Hefty is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 01/1977

Education Background:

Bachelor of Science – Agriculture Economics, Purdue University, 1999

Business Background & Other Business Activity:

CX Institutional CEO & Investment Adviser Representative 03/2018 – Present;
LPL Financial Corporation, Registered Representative 09/2002 – 09/2020;
Hefty Wealth Partners, Inc. (formerly known as Cornerstone Wealth Management, LLC) CEO,
12/2006 – 03/2018 President and Chief Compliance Officer & Investment Advisor Representative;
Cornerstone Wealth Management, LLC (formerly Cornerstone Financial Services, LLC), CEO,
06/2000 – 12/2006.

Mr. Hefty holds the designation of CERTIFIED FINANCIAL PLANNER™.

Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 – Disciplinary Information

Mr. Hefty has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Hefty is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Hefty will receive commissions for selling insurance and annuity products. Mr. Hefty may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of CX Institutional’ investment advisor representatives when recommending products to its clients. While Mr. Hefty endeavors at all times to put the interest of his clients first as a part of CX Institutional’ overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest.

Clients are never obligated or required to purchase insurance products from or through Mr. Hefty and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4 above, certain product sponsors may provide Mr. Hefty with other economic benefits as a result of Mr. Hefty’s recommendation or sale of the product sponsors’ investments. The economic benefits received by Mr. Hefty from CX Institutional and product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Mr. Hefty in providing various services to clients. Although CX Institutional and LPL Financial endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives, these arrangements present a conflict of interest that may affect the judgment of Mr. Hefty.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Hefty. Investment accounts and the advice provided by Mr. Hefty are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Stacy E. Hefty, President and Investment Advisor Representative Item 1 –

Cover Page

This brochure supplement provides information about Stacy Hefty that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Stacy Hefty is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 10/1976

Education Background:

Bachelor of Science – Agriculture Economics, Purdue University, 1999

Business Background & Other Business Activity:

CX Institutional, President & Investment Adviser Representative 03/2018 – Present;

LPL Financial Corporation, Registered Representative/ Investment Advisor Representative, 09/2002 – 09/2020;

Hefty Wealth Partners, Inc. (formerly known as Cornerstone Wealth Management, LLC), President, Vice President, Secretary, & Treasurer, 12/2006 – Present; Investment Advisor Representative, 07/2010 – 03/2018;

Cornerstone Wealth Management, LLC (formerly Cornerstone Financial Services, LLC), President, Vice President, Secretary, & Treasurer, 06/2000 – 12/2006.

Item 3 – Disciplinary Information

Ms. Hefty has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Ms. Hefty is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Ms. Hefty will receive commissions for selling insurance and annuity products. Ms. Hefty may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of CX Institutional’ investment advisor representatives when recommending products to its clients. While Ms. Hefty endeavors at all times to put the interest of her clients first as a part of CX Institutional’ overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest.

Clients are never obligated or required to purchase insurance products from or through Ms. Hefty and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4 above, certain product sponsors may provide Ms. Hefty with other economic benefits as a result of Ms. Hefty’s recommendation or sale of the product sponsors’ investments. The economic benefits received by Ms. Hefty from CX Institutional and product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Ms. Hefty in providing various services to clients. Although CX Institutional and LPL Financial endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives, these arrangements present a conflict of interest that may affect the judgment of Ms. Hefty.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Ms. Hefty. Investment accounts and the advice provided by Ms. Hefty are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Douglas E. Lockwood, Investment Advisor Representative, Wealth Partner and Investment Policy Committee Member

Item 1 – Cover Page

This brochure supplement provides information about Doug Lockwood that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Doug Lockwood is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 – Educational Background and Business Experience

Born 09/1965

Education Background:

Bachelor of Arts – Economics, Wabash College, 1988
Master of Business Administration, Anderson University, 2000

Business Background & Other Business Activity:

CX Institutional, Branch Officer & Investment Adviser Representative 03/2018 – Present;
LPL Financial Corporation, Registered Representative/ Investment Advisor Representative, 10/2005 – 09/2020;
Hefty Wealth Partners, Inc. (formerly known as Cornerstone Wealth Management, LLC), Employee, 12/2006 - 03/2018; Chief Investment Officer 11/2008 – 12/11, Branch President January 1/12 - Present & Investment Advisor Representative, 07/2010 – Present;
Cornerstone Wealth Management, LLC (formerly Cornerstone Financial Services, LLC), Employee, 09/2005 – 12/2006;
AMI Investment Management, LLC, Investment Advisor Representative, 10/1999 – 8/2005.

Mr. Lockwood holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints

Item 3 – Disciplinary Information

Mr. Lockwood has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Lockwood is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Lockwood can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Lockwood are paid to David Hefty thus reducing Mr. Lockwood’s incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Lockwood and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Lockwood. Investment accounts and the advice provided by Mr. Lockwood are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Edison Byzyka, Chief Investment Officer, Investment Policy Committee Member

Item 1 – Cover Page

This brochure supplement provides information about Edison Byzyka that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Edison Byzyka is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 09/1988

Education Background:

Bachelor of Science – Corporate Finance with Economics Minor, Indiana University, 2011

Business Background & Other Business Activity:

CX Institutional, Chief Investment Officer & Investment Adviser Representative 03/2018 – Present;
CXI Advisors, Chief Investment Officer & Investment Adviser Representative, 05/2019 – 09/2020;
LPL Financial Corporation, Registered Representative, 01/2013 – 09/2020;
Hefty Wealth Partners, Inc., Chief Investment Officer & Investment Adviser Representative 01/2013 – 03/2018;
Tower Financial Corporation, Investments Research Analyst, 01/2011 – 01/2013;
Navistar, LLC, Analyst, 08/2009 – 01/2011.

Mr. Byzyka holds the designation of CFA® Charter Holder. CFA® designates an international professional certificate that is offered by the CFA Institute.

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 154,000 CFA charter holders working in 165 countries. To earn the CFA charter, candidates must: (1) pass three sequential, six-hour examinations; (2) have at least four years of qualified professional investment experience; (3) join CFA Institute as members; and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in 23 countries/territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Item 3 – Disciplinary Information

Mr. Byzyka has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 – Additional Compensation

None

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Byzyka. Investment accounts and the advice provided by Mr. Byzyka are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Brian David Neal, Investment Advisor Representative and Wealth Partner

Item 1 – Cover Page

This brochure supplement provides information about Brian Neal that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Brian Neal is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 09/1974

Education Background:

Attended Ball State University 1993-1995

Attended Purdue University of Fort Wayne 2005-2007

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative 03/2018 – Present;

LPL Financial Corporation, Registered Representative, 01/2013 – 09/2020;

Hefty Wealth Partners, Inc., Investment Advisor Representative, 02/2013 – 03/2018;

Edward Jones, Financial Advisor, 06/2007 – 01/2013.

Item 3 – Disciplinary Information

Mr. Neal has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Neal is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Neal can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Neal are paid to David Hefty thus reducing Mr. Neal's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Neal and may choose

any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Neal. Investment accounts and the advice provided by Mr. Neal are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Erik M. Herstad, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Erik Herstad that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Erik Herstad is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 09/1977

Education Background:

Bachelor of Arts – Business Administration, Indiana Wesleyan University, 2011 Master of Business Administration, Indiana Wesleyan University, 2013

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative 03/2018 – Present;
CXI Advisors, Investment Adviser Representative, 05/2019 – 09/2020;
LPL Financial Corporation, Registered Representative, 01/2016 – 09/2020;
Hefty Wealth Partners, Inc., Investment Advisor Representative, 01/2016 – 03/2018;
Mariner Finance, LLC, Branch Manager, 10/2015 – 12/2015;
ProEquities, LLC, Registered Representative, 05/2014 – 10/2015;
Everence Trust Company, Investment Advisor Representative, 03/2014 – 10/2015;
Everence Financial Advisors, Financial Representative, 09/2013 – 10/2015;
Everence Securities, Employee – Insurance Agent, 09/2013 – 10/2015;
Springleaf Financial Services, Branch Manager, 09/2001 – 06/2013.

Item 3 – Disciplinary Information

Mr. Herstad has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Herstad is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Herstad can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Herstad are paid to David Hefty thus reducing Mr. Herstad's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Herstad and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Herstad. Investment accounts and the advice provided by Mr. Herstad are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Angela Marie Lockwood, Wealth Partner and Chief Operating Officer

Item 1 – Cover Page

This brochure supplement provides information about Angela Lockwood that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Angela Lockwood is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 06/1966

Education Background:

Bachelor of Science – Accounting, Butler University, 1988

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative 03/2018 – Present;
LPL Financial Corporation, Registered Representative, 01/2017 – 09/2020;
Hefty Wealth Partners, Inc., Chief Operations Officer & Investment Advisor Representative, 09/2013 – 03/2018;
DeKalb County Central United School District, Chief Financial Officer, 08/1998 – 08/2013.

Item 3 – Disciplinary Information

Ms. Lockwood has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Ms. Lockwood. Investment accounts and the advice provided by Ms. Lockwood are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Brian A. James, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Brian James that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Brian James is available on the SEC's website at
www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 10/1968

Education Background:

Bachelor of Arts – Business Management and Development, Spring Arbor University, 2012

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative, 03/2018 – Present;
LPL Financial Corporation, Registered Representative, 12/2017 – 09/2020;
Oak Point Wealth Management, Administrative Associate, 11/2017– 03/2018;
Sprint, Account Executive, 01/2017 -- 12/2017;
ADT Security, Account Executive, 01/2016 – 01/2017;
International Paper, Manufacturing Employee 11/2005 – 01/2016.

Item 3 – Disciplinary Information

Mr. James has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. James is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. James can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. James are paid to David Hefty thus reducing Mr. James's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. James and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. James. Investment accounts and the advice provided by Mr. James are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

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Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
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John T. Knowlton, Jr., Director of Corporate Development and Wealth Partner

Item 1 – Cover Page

This brochure supplement provides information about John Knowlton that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about John Knowlton is available on the SEC's website at
www.adviserinfo.sec.gov

Item 2 – Educational Background and Business Experience

Born 06/1969

Education Background:

Bachelor of Science—Earth Science and Political Science, Central Michigan University, 1992

Business Background & Other Business Activity:

CX Institutional, Director of Corporate Development & Investment Adviser Representative 03/2018 – Present;
LPL Financial Corporation, Registered Representative/ Investment Advisor Representative, 10/2009 – 09/2020;
Oak Point Wealth Management, Chief Compliance Officer & Financial Advisor 03/2017 – 03/2018; Oak
Point Financial Group, President & Chief Compliance Officer 11/2010 – 03/2018.

Mr. Knowlton holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP® marks"). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor's Degree from an accredited college or university. CFP Board's financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct*, which put clients' interest first; acknowledge CFP Board's right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual's background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual's employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board's Code of Ethics and Standards of Conduct and to acknowledge CFP Board's right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints

Item 3 – Disciplinary Information

Mr. Knowlton has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Knowlton is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Knowlton can receive commissions for selling

insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Knowlton are paid to David Hefty thus reducing Mr. Knowlton's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Knowlton and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Knowlton. Investment accounts and the advice provided by Mr. Knowlton are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Thomas D. Kehoe, Managing Director and Wealth Partner

Item 1 – Cover Page

This brochure supplement provides information about Thomas Kehoe that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

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

Item 2 – Educational Background and Business Experience

Born 05/1969

Education Background:

Associates Degree–Tool, Die & Mold Design, Lake Michigan College, 1993

Business Background & Other Business Activity:

CX Institutional, Managing Director, Wealth Partner & Investment Adviser Representative 03/2018 – Present;
LPL Financial Corporation, Registered Representative/ Investment Adviser Representative, 10/2009 – 09/2020;
Oak Point Wealth Management, Financial Advisor 01/2017 – 03/2018;
Oak Point Financial Group, Member and Financial Advisor 10/2010 – 03/2018.

Mr. Kehoe has held the designation of Chartered Retirement Planning Counselor (CRPC®). The College of Financial Planning® awards the CRPC® designation to applicants who complete the CRPC® professional education program, pass a final examination, commit to a code of ethics and agree to pursue continuing education. Continued use of the CRPC® designation is subject to ongoing renewal requirements. Every two (2) years the designee must renew their right to continue using the CRPC® designation by completing 16 hours of continuing education and reaffirming to abide by the Standards of Professional Conduct.

Item 3 – Disciplinary Information

Mr. Kehoe has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Kehoe is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Kehoe can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Kehoe are paid to David Hefty thus reducing Mr. Kehoe's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Kehoe and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Kehoe. Investment accounts and the advice provided by Mr. Kehoe are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

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Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
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260-927-1830
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Layton D. Ginder, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Layton Ginder that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Layton Ginder is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 – Educational Background and Business Experience

Born 07/1993

Education Background:

Bachelor of Science –Financial Counseling and Planning, Purdue University, 2016

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative 07/2018 – Present;
LPL Financial Corporation, Registered Representative 07/2018– 09/2020;
Raymond James Financial Services, Inc., Investment Adviser Representative 03/2017 –07/2018;
Midwestern Securities Trading Co., Financial Advisor in training 06/2016 –01/2017.

Mr. Ginder holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP® marks"). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor's Degree from an accredited college or university. CFP Board's financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct*, which put clients' interest first; acknowledge CFP Board's right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual's background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual's employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board's Code of Ethics and Standards of Conduct and to acknowledge CFP Board's right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 – Disciplinary Information

Mr. Ginder has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Ginder is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Ginder will receive commissions for selling insurance and annuity products. Mr. Ginder may also receive other incentive awards for the recommendation/sale

of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of CX Institutional' investment advisor representatives when recommending products to its clients. While Mr. Ginder endeavors at all times to put the interest of his clients first as a part of CX Institutional' overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest.

Clients are never obligated or required to purchase insurance products from or through Mr. Ginder and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Ginder. Investment accounts and the advice provided by Mr. Ginder are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Justin S. Guess, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Justin Guess that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Justin Guess is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 11/1989

Education Background:

Bachelor of Science – Personal Financial Planning, Texas Tech University, 2017

Business Background & Other Business Activity:

CX Institutional, Wealth Partner & Investment Adviser Representative, 10/2018 – Present;
CXI Advisors, Investment Adviser Representative, 05/2019 – 09/2020;
LPL Financial Corporation, Registered Representative, 02/2018 – 09/2020;
Evensky & Katz, Foldes Financial Summer Associate 05/2016-08/2016;
United States Navy, Submarine Force, 2008-2013.

Mr. Guess holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP® marks"). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor's Degree from an accredited college or university. CFP Board's financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct*, which put clients' interest first; acknowledge CFP Board's right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual's background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual's employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board's Code of Ethics and Standards of Conduct and to acknowledge CFP Board's right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 – Disciplinary Information

Mr. Guess has never been subject to a legal or disciplinary event required to be reported by the Form.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Guess is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Guess can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products

sold by Mr. Guess are paid to David Hefty thus reducing Mr. Guess' incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Guess and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4 above, certain product sponsors may provide Mr. Guess with other economic benefits as a result of Mr. Guess' recommendation or sale of the product sponsors' investments. The economic benefits received by Mr. Guess from CX Institutional and product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Mr. Guess in providing various services to clients. Although CX Institutional and LPL Financial endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives, these arrangements present a conflict of interest that may affect the judgment of Mr. Guess.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Guess. Investment accounts and the advice provided by Mr. Guess are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Thomas A. Knippa, Wealth Partner and Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Thomas Knippa that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Thomas Knippa is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 06/1962

Education Background:

University of Dallas, Master of Business Administration, 1996

University of Houston, Bachelors of Business Administration, 1989

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative 10/2018 – Present;

CXI Advisors, Investment Adviser Representative, 05/2019 – 09/2020;

LPL Financial Corporation, Registered Representative, 06/2002 – 09/2020;

CPF Texas, Investment Advisor Representative, 10/2002 – 10/2018;

LPL Financial Corporation, Investment Advisor Representative, 06/2002 – 07/2015

Mr. Knippa has the designation of Certified Fund Specialist - CFS Institute of Business & Finance 01/2008. Prerequisites/Experience Required: Candidate must meet one of the following requirements: A bachelor's degree, or 1 year of financial services work experience. Educational Requirements: Candidate must complete Self Study Program (6 modules). Continuing Education: 30 hours every two years.

Mr. Knippa also holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 – Disciplinary Information

Mr. Knippa has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Knippa is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Knippa can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Knippa are paid to David Hefty thus reducing Mr. Knippa’s incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Knippa and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Knippa. Investment accounts and the advice provided by Mr. Knippa are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Adam B. Spence, Wealth Partner and Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Adam Spence that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Adam Spence is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 08/1978

Education Background:

Baylor University, Bachelors of Business Administration, 2001

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative 10/2018 – Present;
CXI Advisors, Investment Adviser Representative, 05/2019 – 09/2020;
LPL Financial Corporation, Registered Representative Investment Advisor Representative, 12/2004 – 10/2018;
CPF Texas, Investment Advisor Representative, 12/2014 – 10/2018;
CPF Texas, Client Advisor, 02/2014 – 11/2014;
CPF Texas, Investment Operations, 08/2001 – 01/2006;

Mr. Spence holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP® marks"). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 – Disciplinary Information

Mr. Spence has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Spence is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Spence can receive commissions for selling

insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Spence are paid to David Hefty thus reducing Mr. Spence's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Spence and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Spence. Investment accounts and the advice provided by Mr. Spence are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Christopher J. Lipper, Wealth Partner and Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Christopher Lipper that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Christopher Lipper is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 02/1969

Education Background:

Baylor University, Masters of Business Administration, 1991-1993

Baylor University, Bachelors of Arts, 1988-1991

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative, 10/2018 – Present;

CXI Advisors, Investment Adviser Representative, 05/2019 – 09/2020;

LPL Financial Corporation, Registered Representative, 12/2004 – 10/2018;

CPF Texas, Chief Compliance Officer, 03/2018 – 10/2018;

CPF Texas, Investment Advisor Representative, 01/2005 – 10/2018;

CPF Texas, Chief Investment Officer, 02/2008 – 10/2018;

CPF Texas, President, 02/2007 – 10/2018;

CPF Texas, Senior Client Advisor, 03/2003 – 01/2007;

LPL Financial Corporation, Investment Adviser Representative, 02/2003 – 07/2015;

Mr. Lipper holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Mr. Lipper also holds the designation of Chartered Financial Consultant® - ChFC® from the American College 01/2008

Prerequisites/Experience: Required: 3 years of full-time business experience within the five years preceding the awarding of the designation. Educational Requirements: 7 core and 2 elective courses. Continuing Education: 30 CE credits every 2 years.

In addition to the aforementioned designations, Mr. Lipper holds the designation of Certified Investment Management Analyst - CIMA® Investment Management Consultants Association 12/2009

Prerequisites/Experience Required: Candidate must meet all of the following requirements: Three years of verifiable financial services experience and must answer no to all disclosure questions on Form U-4 that cover criminal and regulatory violations, civil judicial actions, customer complaints, etc., or else satisfactorily justify a yes answer. Educational Requirements: Candidate must complete the following: Self-study education (approximately 5 months) and one-week classroom education program provided by an AACSB accredited university business school.

Continuing Education: 40 hours every 2 years.

Item 3 – Disciplinary Information

Mr. Lipper has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Lipper is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Lipper can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Lipper are paid to David Hefty thus reducing Mr. Lipper's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Lipper and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Lipper. Investment accounts and the advice provided by Mr. Lipper are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Kentrina G. Mapes, Client Experience Manager

Item 1 – Cover Page

This brochure supplement provides information about Kentrina Mapes that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Kentrina Mapes is available on the SEC's website at
www.adviserinfo.sec.gov

Item 2 – Educational Background and Business Experience

Born 12/1975

Education Background:

Associates Degree, Organizational Leadership, Purdue University, Fort Wayne, 1997

Business Background & Other Business Activity:

CX Institutional, Client Experience Manager and Investment Adviser Representative 03/2018 – Present;
LPL Financial Corporation, Registered Representative, 01/2013 – 09/2020;
Hefty Wealth Partners, Inc., Client Experience Manager, Investment Adviser Representative 01/2008 – 03/2018

Ms. Mapes holds the designation of Financial Paraplanner Qualified Professional - FPQP from the
College of Financial Planning 02/2013

Educational Requirements: Completion of a 10-module course. Continuing Education: 16 CE credit
hours every 2 years.

Item 3 – Disciplinary Information

Ms. Mapes has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B –
Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or
occupations.

B. Insurance Agent. Ms. Mapes is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Ms. Mapes will receive commissions for selling insurance and annuity products. Ms. Mapes may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of CX Institutional' investment advisor representatives when recommending products to its clients. While Ms. Mapes endeavors at all times to put the interest of his clients first as a part of CX Institutional' overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest.

Clients are never obligated or required to purchase insurance products from or through Ms. Mapes and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Ms. Mapes. Investment accounts and the advice provided by Ms. Mapes are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Brian Alexander Remson, Wealth Partner and Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Brian Remson that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Brian Remson is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 06/1989

Education Background:

Baylor University, Bachelors of Business Administration, 2007-2011

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative, 02/2019 – Present;
LPL Financial Corporation, Registered Representative, 02/2019 – 09/2020;
9012 Perspective Financial Group, Support Company/DBA, Financial Advisor, 06/2018 –02/2019;
Raymond James Financial Services Advisors, Inc., Investment Advisor Representative, 10/2015 –02/2019;
Raymond James Financial Services Inc., Financial Advisor, 10/2015 –02/2019;
Ferguson-Davis Wealth Management Group, Support Company, Employee 10/2015 –06/2018;
Heart of Texas Aquatics Team, Swim Coach, 07/2016 –06/2018;
Wells Fargo Advisors Financial Services, Inc., Registered Representative, 04/2012 – 10/2015;

Mr. Remson holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints

Item 3 – Disciplinary Information

Mr. Remson has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Remson is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Remson can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Remson are paid to David Hefty thus reducing Mr. Remson's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Remson and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Remson. Investment accounts and the advice provided by Mr. Remson are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

ADV Part 2B, Brochure Supplement
Dated: November 11, 2020

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Brian Christopher Davis, Wealth Partner and Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Brian Davis that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Brian Davis is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 06/1972

Education Background:

Baylor University, Bachelors of Business Degree, 1990-1994

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative, 02/2019 – Present;
LPL Financial Corporation, Registered Representative, 02/2019 – 09/2020;
Raymond James Financial Services Advisors, Inc., Investment Advisor Representative, 09/2015 – 02/2019;
Raymond James Financial Services Inc., Financial Advisor, 09/2015 – 02/2019;
Heart of Texas Aquatics Team, Swim Coach, 07/2016 – 06/2018;
Wells Fargo Advisors Financial Network LLC, Registered Representative, 07/2011 – 10/2015;
Wachovia Securities LLC, Registered Representative, 01/2008 – 10/2011;

Mr. Davis holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP® marks"). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA’S BrokerCheck](#) and the [SEC’s Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 – Disciplinary Information

Mr. Davis has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Davis is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Davis can receive commissions for selling insurance

and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Davis are paid to David Hefty thus reducing Mr. Davis' incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Davis and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Davis. Investment accounts and the advice provided by Mr. Davis are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

**ADV Part 2B, Brochure Supplement Dated:
November 11, 2020**

Contact: Scott Bradtmiller, Chief Compliance Officer

112 East 7th Street
Auburn, IN 46706
260-927-1830

<http://www.credentwealth.com>

Ian A. Troutman, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Ian A. Troutman that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Ian A. Troutman is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 09/1995

Education Background:

Bachelor of Science in Financial Planning, Liberty University, 2018

Business Background & Other Business Activity:

CX Institutional, Financial Advisor, 7/2019 – Present;

LPL Financial, LLC, Administrative Associate, 6/2019 – 09/2020;

Secrest, Blakey & Associates, Associate Financial Planner, 7/2018 – 4/2019

Item 3 – Disciplinary Information

Mr. Troutman has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. **Insurance Agent.** Mr. Troutman is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Troutman can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Troutman are paid to David Hefty thus reducing Mr. Troutman’s incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Troutman and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Troutman. Investment accounts and the advice provided by Mr. Troutman are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

**ADV Part 2B, Brochure Supplement Dated:
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260-927-1830

<http://www.credentwealth.com>

Max Kramer, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Max Kramer that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Max Kramer is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 01/1996

Education Background:

Bachelor of Business Administration, Personal Financial Planning, Western Michigan University, 2018

Business Background & Other Business Activity:

CX Institutional, Financial Advisor, 10/2019 – Present;
LPL Financial, LLC, Administrative Associate, 10/2019 – 09/2020;
Kramer Asset Management, LLC, Managing Member, 9/2018 – 9/2019

Item 3 – Disciplinary Information

Mr. Kramer has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. **Insurance Agent.** Mr. Kramer is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Kramer can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Kramer are paid to David Hefty thus reducing Mr. Kramer's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Kramer and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Kramer. Investment accounts and the advice provided by Mr. Kramer are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Insitutional, LLC
SEC File # 801-112742

**ADV Part 2B, Brochure Supplement Dated:
November 11, 2020**

Contact: Scott Bradtmiller, Chief Compliance Officer

112 East 7th Street
Auburn, IN 46706
260-927-1830

<http://www.credentwealth.com>

Scott Bradtmiller, Chief Compliance Officer, Investment Advisor Representative

Item 1 – Cover Page

This brochure supplement provides information about Scott Bradtmiller that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Scott Bradtmiller is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 07/1971

Education Background:

Bachelor of Arts, Psychology, Purdue University, 1995

Juris Doctorate, Western Michigan University Cooley Law School, 2004

Business Background & Other Business Activity:

CX Institutional, Chief Compliance Officer, 01/2020 – Present;

CXI Advisors, Chief Compliance Officer, 01/2020 – Present;

LPL Financial, LLC, Administrative Associate, 01/2020– 09/2020;

3Rivers Federal Credit Union, registered representative, 08/2018 – 01/2020;

CUSO Financial Services, LP, registered representative, 08/2018 – 01/2020;

OneAmerica Securities, registered representative, 09/2015 – 08/2018;

America United Life, agent, 08/2015 – 08/2018;

First Federal Savings Bank, Branch Manager, 11/2014 – 09/2015

Item 3 – Disciplinary Information

Mr. Bradtmiller has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. Other Investment Adviser Firm. Mr. Bradtmiller, also serves as the Chief Compliance of CXI Advisors, an affiliated SEC registered investment advisor firm. Mr. Bradtmiller may refer certain clients to CX Institutional for advisory services. The recommendation by Mr. Bradtmiller that a client engage the investment advisory services of CXI Advisors presents a **conflict of interest**. Mr. Bradtmiller may receive a direct economic benefit from any such referral. No client is under any obligation to engage the services of CXI Advisors.

B. Insurance Agent. Mr. Bradtmiller is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Bradtmiller can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Bradtmiller are paid to David Hefty thus reducing Mr. Bradtmiller's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Bradtmiller and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Bradtmiller. Investment accounts and the advice provided by Mr. Bradtmiller are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

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Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Charles Hart, Investment Adviser Representative

Item 1 – Cover Page

This brochure supplement provides information about Charles Hart that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Charles Hart is available on the SEC’s website at
www.adviserinfo.sec.gov

Item 2 – Educational Background and Business Experience

Born 08/1949

Education Background:

Bachelor of Business Administration – Southwestern University, 1972

Business Background & Other Business Activity:

CX Institutional, Investment Adviser Representative, 08/2020 - Present
CXI Advisors, Investment Adviser Representative, 05/2019 – 09/2020;
LPL Financial Corporation, Registered Representative, 05/2019– 09/2020;
Ameriprise Financial Services, Inc., Registered Representative, 03/2012 – 05/2019;
Ameriprise Financial Services, Inc., Investment Adi Representative, 03/2012 – 05/2019

Mr. Hart has held the designation of Certified Public Accountant (“CPA”) since 1975. CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA’s Code of Professional Conduct within their state accountancy laws or have created their own.

In addition to the Code of Professional Conduct, AICPA members who provide personal financial planning services are required to follow the Statement on Standards in Personal Financial Planning Services (SSFPFS).

Mr. Hart also holds the designation of CERTIFIED FINANCIAL PLANNER™. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

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 86,000 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 a 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 or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, 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 – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements ; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

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 accepted by the CFP Board 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 – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

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.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function

will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Mr. Hart has held the designation of Personal Financial Specialist ("PFS") since 2005. The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, certificate, or permit, none of which are in inactive status; fulfill 3,000 hours of personal financial planning business experience; complete 75 hours of personal financial planning CPE credits; pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's Code of Professional Conduct and the Statement on Standards in Personal Financial Planning Services, when providing personal financial planning services⁴. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

Item 3 – Disciplinary Information

Mr. Hart has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. Insurance Agent. Mr. Hart is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Hart can receive commissions for selling insurance and annuity products. However, similar to business through LPL Financial, all commissions from insurance products sold by Mr. Hart are paid to David Hefty thus reducing Mr. Hart's incentive to recommend insurance products for the commissions received.

Clients are never obligated or required to purchase insurance products from or through Mr. Hart and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

None.

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Hart. Investment accounts and the advice provided by Mr. Hart are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

**ADV Part 2B, Brochure Supplement Dated:
November 11, 2020**

Contact: Scott Bradtmiller, Chief Compliance Officer
112 East 7th Street
Auburn, IN 46706
260-927-1830
<http://www.credentwealth.com>

Peter Kempf, Service Advisor

Item 1 – Cover Page

This brochure supplement provides information about Peter Kempf that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about Peter Kempf is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 08/1983

Education Background:

Bachelor of Arts, History, Education, Wabash College, 2006

Master of Business Administration, Health Care Management, Western Governors University, 2013

Business Background & Other Business Activity:

CX Institutional, Service Advisor, 06/2020 – Present;

DeKalb High School, CTE Director, Department Head, Head Football Coach, 08/2014 – 08/2020

East Noble High School, Teacher, Department Head, 08/2011 – 08/2014

Item 3 – Disciplinary Information

Mr. Kempf has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

- A. The supervised person is not actively engaged in any investment-related business or occupation for compensation.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 – Additional Compensation

None

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Mr. Kempf. Investment accounts and the advice provided by Mr. Kempf are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional, LLC
SEC File # 801-112742

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112 East 7th Street
Auburn, IN 46706
260-927-1830

<http://www.credentwealth.com>

McKenna Clifford, Client Relationship Associate

Item 1 – Cover Page

This brochure supplement provides information about McKenna Clifford that supplements the information previously provided in this brochure. Please contact our Chief Compliance Officer if you have any questions about the contents of this supplement.

Additional information about McKenna Clifford is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Born 09/1996

Education Background:

Bachelor of Science, Agricultural Business Management, Purdue University, 2018

Master of Science, Agricultura, Food, and Resources Economics, Michigan State University, 2020

Business Background & Other Business Activity:

CX Institutional, Client Relationship Associate, 07/2020 – Present;

Item 3 – Disciplinary Information

Ms. Clifford has never been subject to a legal or disciplinary event required to be reported by the Form ADV Part 2B – Brochure Supplement instructions.

Item 4 – Other Business Activities

- A. The supervised person is not actively engaged in any investment-related business or occupation for compensation.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 – Additional Compensation

None

Item 6 – Supervision

Scott Bradtmiller is the Chief Compliance Officer of CX Institutional and ultimately responsible for supervising activities and services provided by the Firm including the services provided by Ms. Clifford. Investment accounts and the advice provided by Ms. Clifford are reviewed as frequently as weekly by Mr. Bradtmiller. Mr. Bradtmiller can be contacted at 260-927-1830.

CX Institutional Relationship Summary

June 26, 2020

Item 1 – Introduction

CX Institutional, LLC (“we”, “us” or “our”) is registered with the U.S. Securities Exchange Commission (“SEC”) as an investment adviser. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences.

Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS.

The site also provides educational materials about broker-dealers, investment advisers and investing.

Item 2 – Relationships and Services

What investment services and advice can you provide me?

We provide investment advisory services, including discretionary and non-discretionary investment management and financial planning services to individuals, trusts and estates (our “retail investors”) on a wrap and non-wrap fee basis.

When a retail investor engages us to provide investment management services we shall monitor, on a continuous basis, the investments in the accounts over which we have authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your overall investment objective. Our authority over your account(s) shall continue until our engagement is terminated.

We may also be engaged to provide financial planning services on a separate fee basis. When we provide financial planning services, we rely upon the information provided by the client for our financial analysis and do not verify any such information while providing this service.

We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment.

Additional Information: For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please See Items 4 and 7 of our ADV Part 2A and Items 4 and 5 of our Appendix 1.

Given my financial situation, should I choose an investment advisory service? Why or why not?

How will you choose investments to recommend to me?

What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

What Fees will I pay?

When engaged to provide investment management services on either a wrap or non-wrap fee basis, we shall charge a fee calculated as a percentage of your assets under our management (our “AUM Fee”). Our annual AUM Fee is negotiable but does not exceed 2.50%. We, as well as third-party managers we utilize, generally require minimum account balances. These minimums vary based upon the service offering selected or the third-party manager(s) selected to manage all or a portion of your portfolio.

We typically deduct our AUM Fee from one or more of your accounts, in advance, on a quarterly basis. However, certain third-party managers may charge their fees quarterly in arrears. Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, the more you will pay us for our investment management services. Therefore, we have an incentive to encourage you to increase the assets maintained in accounts we manage.

We also offer our financial planning services on a stand-alone basis for a fixed fee, generally between \$3,750 and \$25,000. The fee for any subsequent work shall be agreed to prior to commencing the engagement.

Copies of our Part 2A and Appendix 1 are available at: <https://adviserinfo.sec.gov/firm/brochure/292627>

CX Institutional Relationship Summary

June 26, 2020

Other Fees and Costs: Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions or maintaining certain types of accounts. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses).

You will pay certain fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. Clients who engage us on a wrap fee basis shall not incur brokerage commissions and/or transaction fees in addition to our investment management fee.

Additional Information: For more detailed information about our fees and costs related to our management of your account, please See Item 5 in our ADV Part 2A and Item 4 of our Appendix 1.

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

What are your legal obligations to me when acting as my investment adviser?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. As an example, we may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account while a portion may be for the benefit of our firm.

How might your conflicts of interest affect me, and how will you address them?

Additional Information: For more detailed information about our conflicts of interest, please review our ADV Part 2A and our Appendix 1.

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis. However, certain of our financial professionals, based upon their individual professional ability, may receive a performance bonus from time-to-time. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

Yes.

We encourage you to visit www.Investor.gov/CRS to research our firm and our financial professionals.

Furthermore, we encourage you to ask your financial professional:

As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of our ADV Part 2 or our *relationship summary*.

Our Chief Compliance Officer may be reached by phone: 260-927-1830.

Who is my primary contact person?

Is he or she a representative of an investment adviser or broker-dealer?

Who can I talk to if I have concerns about how this person is treating me?

Copies of our Part 2A and Appendix 1 are available at: <https://adviserinfo.sec.gov/firm/brochure/292627>