DIVERSIFY
ADVISORY SERVICES

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Form ADV Part 2B
Brochure Supplement

Haddy Homampour
CRD# 5436620
Supplement Date: January 3, 2024

Item 1 – Cover Page Information

This Brochure Supplement provides information about Haddy Homampour that supplements the Diversify Advisory Services, LLC ("Diversify" or "DAS") brochure. You should have previously received a copy of that brochure. Please call 801.890.7577 if you have not received the DAS brochure or if you have any questions about the contents of this supplement.

The information in this Brochure Supplement has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Please note that such registration is not meant to imply a certain level of skill or training. Additional information about the supervised person contained in this supplement may also be available on the Investment Adviser Public Disclosure at https://adviserinfo.sec.gov/. Mr. Homampour's CRD number is 5436620.

Item 2 – Educational Background and Business Experience

Supervised Person's Name: Haddy Homampour
Position: Investment Adviser Representative
Office Location: One Park Plaza, Suite 600, Irvine, CA 92614

Born 1982

Formal Education:

Bachelor of Science, Hotel & Restaurant Management, California State Polytechnic University Pomona, 2006

Business Background:

Diversify Advisory Services, LLC, Investment Adviser Representative	*12/2023 – Present*
DFPG Investments, LLC, Investment Adviser Representative	*11/2022 – 12/2023*
SureVest, Inc. dba SureVest Wealth management, Associate Advisor	*10/2018-02/2020*
Unemployed	*08/2017-01/2018*
Wells Fargo Advisors Financial Network, LLC, Registered Representative	*09/2016-08/2017*
UBS Financial Services Inc., CSA	*08/2008-09/2016*

Professional Designations:

Certified Financial Planner™ Professional

Mr. Homampour is a certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and he may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP®

certification at www.CFP.net.

CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – *Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirements through other qualifying credentials. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course.*
- **Examination** – *Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.*
- **Experience** – *Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.*
- **Ethics** – *Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.*

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – *Commit to complying with CFP Board's Code and Standards. This includes a commitment to the CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.*
- **Continuing Education** – *Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.*

Item 3 – Disciplinary Information

Diversify Advisory Services is not aware of any disciplinary events or any personal legal disclosure events regarding Mr. Homampour that would be material to a Client's evaluation of his past or potential business performance or to the evaluation of his character.

Item 4 – Other Business Activities

Mr. Homampour is also the President and CEO of Parkview Comprehensive Planning Consultants whereby he provides financial planning education and training to other registered investment advisers and their representatives, accountants, attorneys, and family offices. He earns a separate engagement fee based on the engagement's complexity and time spent consulting and training.

Item 5 – Additional Compensation

Mr. Homampour does not receive any economic benefit for providing advisory services other than the contractually agreed-upon advisory fees which are paid to him by the Clients of Diversify Advisory Services. It should be noted, however, that Mr. Homampour may receive economic benefits such as business dinners and compensation for educational meetings. We believe that the benefits realized are negligible and do not present a significant conflict of interest.

Item 6 – Supervision

Diversify Advisory Services is regulated by the Securities and Exchange Commission ("SEC") and is also subject to state jurisdiction where the firm notice files. DAS has adopted policies and procedures designed to prevent, detect and correct violations of securities laws. The Firm

has also implemented a Code of Ethics ("Code") governing the conduct of Access Persons affiliated with DAS. The Code includes certain requirements for disclosure and oversight of personal trading accounts, trading activity, political contributions, and outside business activities as well as initial and ongoing training regarding fiduciary responsibility. The Firm's CCO Janice Powell is responsible for the monitoring and oversight of activities to ensure compliance with the Firm's fiduciary duty and securities rules and regulations.

Mr. Homampour's activities are supervised by Jason Anderson. Mr. Anderson can be reached at 801-890-7577 or janderson@diversify.com.