



REAL PLANNING FOR REAL LIFE™

Form ADV – Part 2A

Dated: 3-26-2021

Intrinsic Wealth Counsel, Inc.

(also known as “Intrinsic Wealth” or “IWC, Inc.”)

1255 W. Rio Salado Parkway #115

Tempe, AZ 85281

Phone: (480) 924-5613

Fax: (480) 924-8062

Email: info@IntrinsicWC.com

Website: www.IntrinsicWealthCounsel.com

This brochure provides information about the qualifications and business practices of Intrinsic Wealth. If you have any questions about the contents of this brochure, please contact us at (480) 924-5613 or email us at: info@IntrinsicWC.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Intrinsic Wealth is also available on the SEC’s website at www.adviserinfo.sec.gov.

Summary of Material Changes

The last update to this brochure was filed by Intrinsic Wealth on 3-20-2020.

Since the 3-20-2020 update, there were no material changes.

You may request our entire updated brochure. Please call us at (480) 924-5613, or view it on our website at www.IntrinsicWealthCounsel.com.

Table of Contents

Summary of Material Changes	2
Advisory Business & History	4
Fees & Compensation	6
Performance-Based Fees and Side-by-Side Management	8
Types of Clients	8
Methods of Analysis, Investment Strategies, and Risk of Loss.....	8
Disciplinary History	10
Other Financial Industry Activities and Affiliations	10
Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading	11
Brokerage Practices	11
Review of Accounts	13
Client Referrals and Other Compensation	14
Custody	14
Investment Discretion	14
Voting Client Securities	14
Financial Information.....	15
Privacy Policy	16

Advisory Business & History

Intrinsic Wealth Counsel, Inc. and its predecessors have been providing personal financial planning and investment advisory wealth management services since 1984.

Aspirations

Intrinsic Wealth Counsel, Inc. speaks to what we aspire. We co-create plans around your **Intrinsic** motivations, and manage your life savings based on the **Intrinsic** value of investments. When it comes to life planning, **Wealth** is far more than money. We believe that intrinsic motivations are far more powerful a force for life goal achievement than extrinsic motivations. We also believe there are few, if any, who enjoy being “managed”— however, most of us recognize the need and benefits of seeking **Counsel** from a trusted advisor or friend. We aspire to be both.

We firmly believe that personal life planning is a gift you give yourself. It is often one of the few times in one’s busy life where the purpose and focus is to honor your own dreams, and by intent, create life plans to live the life you’ve imagined. This gift enables you to enjoy the journey as well as the destination.

The world isn’t getting any simpler, and what you need and want is simplicity on the other side of complexity. You want to live your life with ease in a world of dis-ease; to build or secure your future on your terms, and find and/or create the space and place that you and your loved ones call: happiness, peace of mind, love, and your heart’s home.

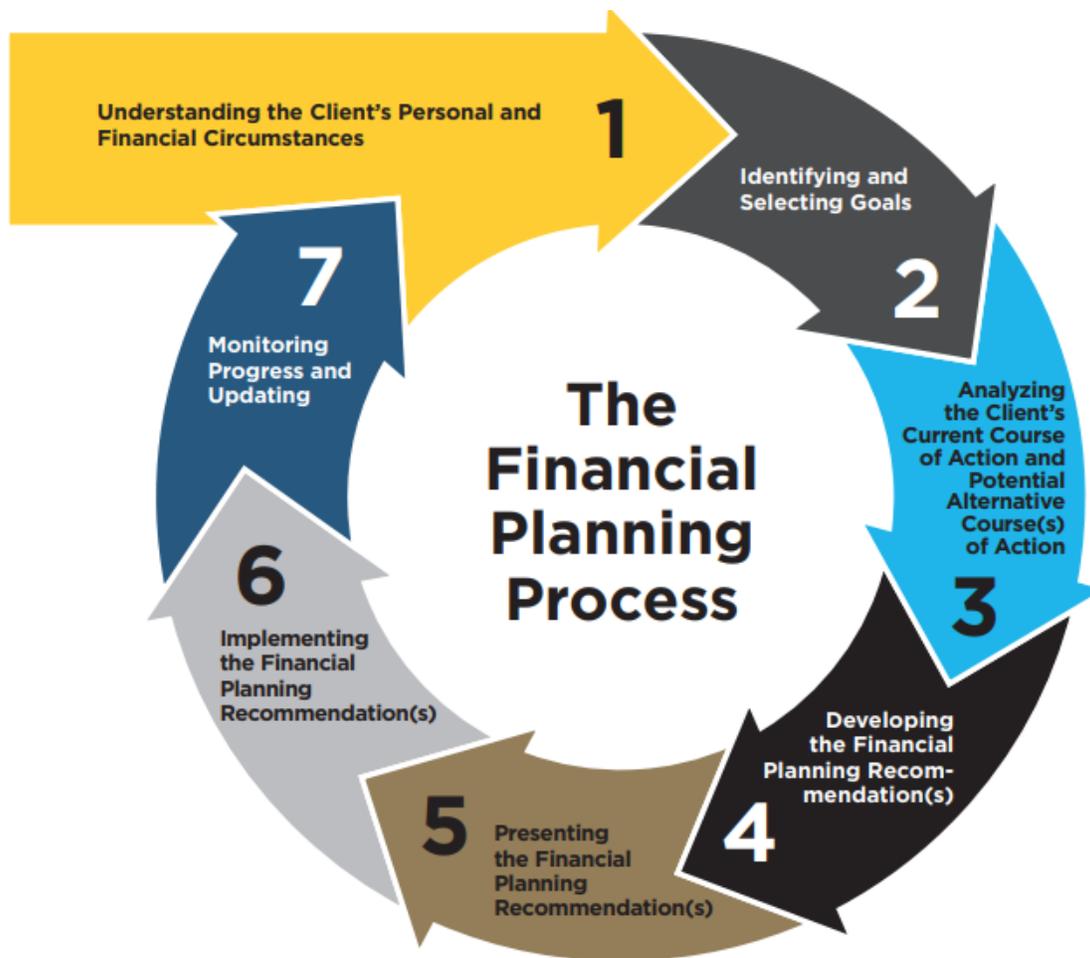
At Intrinsic Wealth, we uphold and honor a fiduciary standard of care, which means we strive to provide advice that is in your best interests and will help you clarify and achieve your goals. We can neither predict nor guarantee human behavior or the future. We cannot guarantee rates of return or how long you will live; we do aspire to collaborate with you to get a return on life, and to find workable solutions when problems arise.

We offer to provide personal financial planning and wealth management.

Real Planning for Real Life™ means dealing with money and the human experience. Serving clients over the last 30 plus years, we have found this means integrating your money life with your real life, finding practical solutions when challenges and opportunities arise, and giving your money meaning and purpose that honors your life goals and values.

Financial Life Planning Process:

Each client situation is unique and thus each plan requires attention specific to your needs, concerns, and goals. Likewise, as fiduciaries, it is our obligation to tell you what you need to know in addition to what you want to know. The Certified Financial Planner Board of Standards illustration on the following page outlines the seven steps of the financial planning process.



The initial financial planning process can take anywhere from two to four months involving three to six meetings. Meetings range from three hours (first meeting) to one hour (plan presentation meeting). Meetings can be in-office, video conference or by phone.

The planning process can include, but is not limited to:

- Exploration of your perceived needs and concerns from a holistic point of view
- Life goals discovery and incorporation into financial planning models
- Net Worth Statement and Statement of Liabilities
- Income and Expense Projections
- Income tax planning in coordination with your tax counsel
- Strategies for managing your current cashflow and spending habits
- Retirement and other Capital Needs analyses to meet projected expenses
 - Integration of specific spending goals throughout all years
 - Capital needs scenario planning, worst case scenario planning
- Risk Management, Insurances Review
- Estate Planning documents review (no legal counsel provided)
- Estimated Estate Tax analysis in coordination with legal counsel (if applicable)
- Estimated Emergency Funds needs analysis
- Estimated Education Funding analysis (if applicable)
- Important document back-up copies stored electronically
- Other specifically requested planning topics

The plan will consider the effects of inflation, income tax, cash reserves for contingencies, and other relevant issues, and could be limited in scope based upon your specific needs. We generally present reports in meetings with you, and with your other advisors if requested. Also, we can present reports by mail and coordinated conference calls if so desired. Furthermore, you may require an oral report in lieu of, or in addition to any written reports.

We can help you implement the financial planning recommendations. However, we recognize we can't actually force you to make the recommended changes. To give a few examples, we can't force you to contact an attorney to update your estate plans, or make changes to your insurances, or refinance your mortgage, or save and invest more capital.

Perfection and procrastination are the enemy of the good. What we do is help you get stuff done!

Wealth Management

For over 30 years, clients have relied on us to achieve their growth, income, and liquidity needs and goals for themselves and future generations. We do so by creating customized and diversified equity and income portfolios with access to institutional class securities. Keeping costs low while tax-efficiently investing in undervalued areas of the markets are paramount to better risk/reward outcomes for your wealth. When it comes to investing, we at IWC eat our own cooking. In other words, we hold the same securities in our own portfolios as we use in yours. In that spirit, we end each of our quarterly letters to our clients with the following:

Our success is aligned with yours, and you have our absolute best efforts in fulfilling your long-term planning and portfolio goals. On behalf of your financial life planning team at IWC, thank you for allowing us to serve and be a part of your lives.

Assets Under Management (AUM)

As of December 31, 2020, our assets under management were approximately \$198.6 million. Approximately 99% of the assets under management are considered discretionary. In addition, we also provide investment analysis and recommendations for some clients with assets held in their retirement plans, 529 plans, and variable annuities.

Fees & Compensation

Our definition of a fair fee is one that is willingly paid and accepted with neither party losing gratitude.

Fee Schedule

We offer to provide financial planning and wealth management services. We bill for these ongoing services a fee based on a percentage of the Assets Under Management (AUM).

The minimum quarterly fee is \$1,250 (annual \$5,000). The minimum AUM is \$500,000.

Our fee schedule is tiered, with reductions at the following breakpoints:

- Assets below \$1 million = 1.00%
- Assets between \$1 million and below \$3 million = 0.70%
- Assets between \$3 million and below \$5 million = 0.50%
- Assets over \$5 million = Negotiable

Fees may be negotiated for special situations.

We apply the fee schedule to assets under management at the end of each calendar quarter. One-fourth (1/4) of the annual rate is payable at the end of that quarter. We bill fees in arrears, and deduct them from the account after we send the billing statement to the client. Clients may choose to pay quarterly fees by separate check. Fees paid by check are due no later than 15 days following receipt of billing. Most clients choose to have fees deducted from their accounts. We assess pro-rated fees for accounts starting before quarter end. Clients may terminate our services with written notice at any time.

Broker dealers customarily charge commissions. Broker dealers may also charge custodial fees. Mutual funds and exchange traded funds may also charge investment management fees. Any such additional fees are charged to the client. *We do not receive any portion of or participate in these fees.* Selected mutual funds will be no-load funds or fee-waived funds. We emphasize the unrestricted rights of the client to choose any broker dealer or insurance company rather than one suggested by us.

We do not (nor do any of our registered investment advisor representatives) hold any licensure that would enable us to “sell” any investment products for a commission.

We do not pay nor accept referral fees.

We do not participate in Wrap Fee programs.

Grandfathering of Minimum Fee Requirements

Pre-existing advisory clients are subject to our minimum advisory fees, zero minimum fees, or hourly rates in effect at the time the client entered into the advisory relationship. Therefore, our minimum fee requirements will differ among clients.

Financial Planning Fee Schedule

There is no separate fee for financial planning services, however we reserve the right to engage in hourly planning services in certain cases. In those cases, we will bill an hourly rate of \$250 under separate contract. An initial retainer of \$1,200 may be required when services are expected to be rendered within 90 days of contract date. The client is responsible for those hours billed prior to our receipt of any termination notice. Any fees paid in advance are refundable in full within five (5) business days’ notice.

For advisory clients who satisfy our current minimums, we do not bill for financial planning services.

Either party may terminate the financial planning agreement with written notice at any time.

Performance-Based Fees and Side-by-Side Management

We do not charge any performance-based fees for our asset management or financial planning services. Therefore, we do not have any side-by-side management issues to disclose.

Types of Clients

We provide financial planning and wealth management services to individuals, couples, pension and profit-sharing plans, trusts, estates, and corporations or business entities other than listed above. The minimum account size for asset management is \$500,000.

Methods of Analysis, Investment Strategies and Risk of Loss

Our wealth management objective is to achieve your growth, income and liquidity needs by managing customized equity and income portfolios. Where and when appropriate, we use securities such as individual stocks, equity and income mutual funds, exchange-traded funds (“ETFs”), Treasuries, CDs, corporate notes and bonds, and preferred stock. We primarily invest in mutual funds and ETFs.

Investment Philosophy: Value Investors, Diversified, Customized

With over 30 years of investing on behalf of our clients, and backed by scientific research, we’ve earned the wisdom to apply three core tenets to our investment strategy that combine to accomplish your goals:

1. We are “*Value Investors*” at heart. This means consciously investing in undervalued or lower-priced securities (and selling when they are not so undervalued), whether they be stocks, bonds, preferred stocks, etc., to enhance returns over time.
2. We are *Diversified*. Applying what is known as Modern Portfolio Theory. Utilizing a wide opportunity set, from U.S. small stocks to emerging market bonds, achieving returns over the long-term from multiple sources can lower volatility without sacrificing returns.
3. We are *Customized*. Your life and goals are unique, and your portfolio should be tax-aware, reflect your financial plans, your cash needs, and your targeted growth rate.

We use a combination of equity and fixed income funds, as well as individual securities such as stocks, bonds, and preferred stocks, and options, on occasion. We are cost conscious and keep expenses lower by using funds with lower internal expenses. We also use the lowest cost institutional share class of funds whenever available and appropriate. Institutional shares are typically not available to retail investors.

Another critical criterion for inclusion in our investment selection process is whether the fund manager(s) has their own money in the fund. As you know, we at Intrinsic Wealth own the same holdings as our clients. Research has shown that fund managers who eat their own investment cooking perform better than those who have no personal money at risk.

Sources of Information

We attain the information necessary for our research through a multitude of sources, including but not limited to: company websites, SEC filings, various investment research subscriptions, resources made available to us through Schwab and TD Ameritrade ISG's, and Mergent's Intrinsic Research System.

Clients' Portfolios

We title and structure a client's portfolio in light of the client's current tax situation, estate plan and financial objectives.

We use this information along with any other verbal or written information provided by the client to manage their portfolio. It is also possible that we will design the portfolio under management in light of the client's portfolio not under our direct supervision. In all instances, it does remain the client's responsibility to advise us if there is any change in the client circumstances.

We tailor each client's portfolio to the objectives of that particular client. Examples of investment objectives include:

- Growth, Growth & Income
- Income & Growth
- Capital Preservation

These are described further below.

Growth, Growth and Income: Seeks growth through capital gains, dividends and interest with no recurring cash withdrawal needs for at least the next two to three years. A growth and income objective assumes there are no withdrawal requirements. In other words, you are not taking monies out to satisfy your current lifestyle expenses. These strategies typically have higher allocations to equities.

Income and Growth: Seeks income and growth through dividends, interest, and capital gains to satisfy current and future planned withdrawal needs in conjunction with portfolio growth. This strategy typically uses equities and income generating securities, and sets aside enough cash and/or short-term bond fund monies to satisfy your income distribution needs for the next 1 to 5 years. We use a "sleep well at night" test to determine how much we set aside. In other words, how much of your expected income needs, in years, should we keep extra liquid to make sure you sleep well at night?

Capital Preservation: Seeks preservation of capital through the use of cash, money market funds, certificates of deposit, and/or U.S. government securities. In certain cases, short and

intermediate-term bond funds may be used. This strategy generally protects your money on the downside and is most likely to garner very low rates of return or upside. In other words, the portfolio is not likely to decline in value, and if it does, the decline should be very modest. Moreover, the portfolio will likely show only modest increases in value. Typically, this strategy can underperform during times of higher inflation resulting in a loss of purchasing power.

Note that with any investment approach, there is always risk involved when investing. Clients must be prepared to bear the loss of investment dollars. We make no promises or guarantees that any of our services will result in a profit to the client or will not result in a loss to the client.

Material Risks Associated with Our Method of Analysis and Investment Strategies

Investing in any security involves risk of one sort or another. Whether the investment style is based on value investing, growth or momentum, etc., there is risk of loss should our analysis of the issuers of the securities be flawed or incorrect, or should the price of the issuers' securities drop for fundamental reasons, general financial market trends, or any of the factors discussed below. Our securities analysis methods rely on the assumption that the companies whose securities we buy and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data.

Material risks are involved when investing in securities. Risks include company, economic, political, market, interest rate, inflation, liquidity, tax, fraud, and geopolitical risk. For example, company risk could include bad news about a company's product or service. Economic risk could include that consumers can no longer afford the company's product or service, or the multitude of risks exposed during the "Great Recession" that began in 2007 and ended in June of 2009. We also now know that commercial and residential real estate prices can decline dramatically. More recently, the Covid-19 global pandemic provides ample evidence of market volatility and risk to stocks, bonds, employment, and businesses big and small. Regulatory risk could include new laws banning the company's product or service. Market risk could include any particular day that a large shareholder may sell their stock and depress the price of the company's stock.

Disciplinary History

We have no legal or disciplinary history to disclose under this item.

Other Financial Industry Activities and Affiliations

We have no other financial industry activities or affiliations to disclose under this item.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

As a fiduciary, we have a duty of utmost good faith to act solely in the best interests of each of our clients. Our clients entrust us with their funds, which in turn places a high standard on our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity in all of our dealings. This fiduciary duty is the core principle underlying our Code of Ethics and Personal Trading Policy, and represents the expected basis of all of our dealings with our clients. A full and complete copy of our Code of Ethics and Personal Trading Policy is available upon request.

Our employees may purchase or sell the same types of securities as we recommend to our clients. As these situations can represent a conflict of interest, we have instituted the following restrictions in accordance with the Code of Ethics Section of our Compliance Policies and Procedures Manual:

- None of our employees shall buy or sell a security for their personal portfolio when the decision to do so is derived in whole or in part by reason of his or her employment unless the information is also available to the investing public via reasonable research and/or inquiry;
- None of our employees shall put his/her interest before the interest of any client.

We and our related persons may hold a position in the same security as our clients, and we and our related persons may participate in block trades with clients, therefore receiving the same transactional price as our clients. We believe in “*eating our own cooking*” and so our teammates (employees) own many of the same securities as our clients.

In addition, we maintain a list of all securities holdings and transactions for anyone directly associated with our firm. These holdings and transactions are reviewed regularly by Neal Van Zutphen, President and CCO, and Casey Van Zutphen, Portfolio Manager.

Brokerage Practices

We participate in two Institutional Service Groups programs (ISG Programs) with the following firms:

- Charles Schwab & Co., Inc., a FINRA-registered broker dealer, member SIPC (“Schwab”) and
- TD Ameritrade, a FINRA-registered broker dealer, member SIPC (“TD Ameritrade”)
Note: Schwab has acquired TD Ameritrade, merger pending

Both ISG Programs are used to establish brokerage accounts, maintain custody of clients' assets, and to effect trades for client's accounts. The ISG Programs provide us with access to institutional trading and custody services, which are typically not available to retail investors.

We are an independently-owned and operated firm, and are not affiliated with the registered broker-dealers offering the ISG Programs.

The services provided by the ISG Programs generally are available to independent investment advisors on an unsolicited basis, at no charge to them so long as they meet minimum asset requirements.

While there is no direct link between the investment advice we provide to our clients and their participation in the ISG Programs, we receive economic benefits from Schwab and TD Ameritrade that we would not ordinarily receive if we did not give investment advice to clients utilizing their ISG Programs. These benefits and services include: brokerage, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

With regard to client assets that are maintained in custody by Schwab and TD Ameritrade, the ISG Programs generally do not charge separately for custody services, but the firms are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through the ISG Programs or that settle into the ISG Program accounts.

The ISG Programs also make available to us other products and services that benefit us but may not directly benefit our clients' accounts. Some of these other products and services assist us in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts); access to a trading desk serving Financial Advisor Service Participants exclusively; provide research, pricing information and other market data; facilitate payment of our asset management fees from our clients' accounts; and assist with back-office functions, recordkeeping, client reporting; and access to an electronic communications network for client order entry and account information. Many of these services generally may be used to service all or a substantial number of our clients' accounts, including accounts not maintained at the ISG Programs.

The ISG Programs also make available to us other services intended to help us manage and further develop our business enterprise. These services may include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, the ISG Programs may make available, arrange and/or pay for these types of services rendered to us by independent third parties. The ISG Programs may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to us.

As a fiduciary, we endeavor to act in our clients' best interest. However, our recommendation that our clients maintain their assets in accounts at the ISG Programs may be based in part on the benefit to our firm of the availability of some of the foregoing products and services and not solely on the nature, reputation, financial strength and stability, prior service to us and our clients and cost or quality of custody and brokerage services provided by the ISG Programs to the clients. This may create a potential conflict of interest.

The benefits we receive through participation in the ISG Programs do not depend upon the amount of transactions or business (assets in custody or trading) directed to Schwab or TD Ameritrade.

We offer clients the option to open an account with either Schwab or TD Ameritrade. We do not exercise a formal procedure to sway a client's decision to use a particular broker-dealer. We have chosen Schwab and TD Ameritrade because each offers the client and us flexibility of choice and lower transactions costs than many "retail" brokerage services. However, if the client prefers to use another broker dealer, we will do our best to contract with that broker dealer.

We have negotiated commissions for our clients with each of Schwab and TD Ameritrade. However, note that lower fees for comparable services may be available from other sources. Our negotiated rates at Schwab are for "call in trades", and clients who choose Electronic Delivery of their statements and trade confirms get lower rates than "call in trades". We place 95 to 100% of our trades electronically in order to get reduced ticket charges. We encourage all clients to sign up for e-Delivery of trade confirms and statements at Schwab and TD Ameritrade.

Referrals of clients from Broker-Dealers

We do not accept referrals of clients from broker-dealers.

Directed Brokerage

We do not routinely recommend, request or require that a client direct us to execute transactions through a specified broker-dealer. If the client wishes us to effect transactions at a directed broker other than the broker-dealers we currently recommend (i.e. Schwab & TD Ameritrade), then the client should be aware that their request may not be achievable. By directing brokerage, the client may be unable to achieve most favorable execution of transactions, and this practice may cost the client more money.

Review of Accounts

There are three reviewers by our registered investment advisor representatives: Cornelius (Neal) H. Van Zutphen, Jr., Cornelius (Casey) H. Van Zutphen, III, and Charles (Chuck) T. Autrey. Asset management accounts are reviewed monthly or more often if conditions warrant. Such conditions include major economic news, company news or political events and custodial pricing concerns.

We distribute performance reports quarterly. We may report on a monthly basis, depending on client circumstances. We encourage client meetings, calls and interaction.

At the end of each quarter, the client will receive (digital or physical):

- 1) An inventory of assets under our management showing cost basis, current market value, unrealized gains losses and current dividend yield, and

- 2) A performance summary from account inception-to-date and year-to-date performance. The summary shows performance net of fees. Gross performance is shown only for those clients who pay our management fees by separate check.

Client Referrals and Other Compensation

We do not participate in arrangements whereby non-clients provide economic benefits to us for providing investment advice or other advisory services to our clients. We do not accept nor pay referral fees. However, we welcome referrals from clients and allied professionals.

Custody

Client assets are held in custody by unaffiliated qualified custodians. The qualified custodian sends each client a statement every quarter (at a minimum). We urge our clients to compare the statements they receive from the qualified custodian with the statements they receive from us.

Under new custody rules interpretations, IWC is deemed to have custody of certain client assets, however we are not subject to annual surprise accountant audits because we follow the guidance provided by the SEC.

Investment Discretion

We accept discretionary authority to manage securities accounts of our clients. Prior to assuming discretion in managing a client's assets, we enter into an agreement that sets forth the scope of our discretion. This includes a limited power of attorney which enables us to effect securities transactions without having to obtain client consent. However, we are not permitted to withdraw, disburse, or wire funds without client consent, and then only for the client's benefit, with the exception of collecting payment of our management fee.

Voting Client Securities

In accordance with our fiduciary duty to clients and Rule 206(4)-6 of the Investment Advisers Act, we have adopted and implemented written policies and procedures governing the voting of client securities. All proxies that we receive will be treated in accordance with these policies and procedures.

IWC has engaged the services of Broadridge's ProxyEdge platform to assist in voting and maintaining records of all proxies. We strive to vote all proxies in the best economic interests of our clients, and use ProxyEdge's research when applicable.

With the exception of proxies for clients who have informed us that they wish to vote their own proxies, we will vote all proxies. Clients cannot direct us to vote proxies in a specified

manner. However, clients may vote their own proxies. Clients wishing to vote for themselves should inform us in a timely manner, and we will arrange to have proxies sent to the client.

Our complete proxy voting policy, procedures, and those of its proxy voting service providers, are available for client review. In addition, our complete proxy voting record is available to our clients, and only to our clients.

In addition, we have also contracted with Broadridge as provider to file Class Actions "Proof of Claim" forms. Occasionally, securities held in the accounts of clients will be the subject of class action lawsuits. We have retained the services of Broadridge to provide a comprehensive review of our clients' possible claims to a settlement throughout the class action lawsuit process. Broadridge actively seeks out any open and eligible class action lawsuits. Additionally, Broadridge files, monitors and expedites the distribution of settlement proceeds in compliance with SEC guidelines on behalf of our clients.

Financial Information

We do not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet in this item. Also, there is no financial condition that is reasonably likely to impair our ability to meet our contractual commitments to our clients. Lastly, we have never been the subject of a bankruptcy petition.

Privacy Policy

OUR COMMITMENT TO PRIVACY

This information is being provided on behalf of Intrinsic Wealth Counsel, Inc. (IWC, Inc.)

IWC, Inc. is committed to safeguarding the confidential information of its clients. We hold all personal information provided to us in the strictest confidence. These records include all personal information that we collect from you in connection with any of the services provided by IWC, Inc. We only disclose information to nonaffiliated third parties as permitted by law. As you know, we use health and/or financial information that you provide to us to help you meet your personal financial goals while guarding against any real or perceived infringements of your rights of privacy. Our policy with respect to personal information about you is listed below.

- **How We Protect Personal Information.** We limit employee and contractor (for example, technical support) access to information only to those who have a business or professional reason for knowing, and only to nonaffiliated parties as permitted by law. (For example, federal regulations permit us to share a limited amount of information about you with our clearing agents in order to execute securities transactions on your behalf, or so that we can discuss your financial situation with your accountant, attorney and other designated professionals.) IWC, Inc. maintains physical, electronic and procedural safeguards to protect the security and confidentiality of your information.
- **Types of Information We Collect.** The categories of nonpublic personal information that we collect from your account applications or other forms, in interviews, or by other means depends upon the scope of the client engagement. It will include information about your personal finances and profile (social security number, annual income and net worth, investment experience), information about your health to the extent that it is needed for the planning process, and information about transactions between you and third parties (trading history and account balances).

Revised 3-26-2021



REAL PLANNING FOR REAL LIFE™

Form ADV – Part 2B
Supplement
Dated: 3-26-2021

Intrinsic Wealth Counsel, Inc.

(also known as “Intrinsic Wealth” or “IWC, Inc.”)

1255 W. Rio Salado Parkway #115

Tempe, AZ 85281

Phone: (480) 924-5613

Fax: (480) 924-8062

Email: info@IntrinsicWC.com

Website: www.IntrinsicWealthCounsel.com

This brochure supplement provides information about Intrinsic Wealth’s investment advisor representatives, Neal Van Zutphen, Casey Van Zutphen, Chuck Autrey and Daniela Jones, which supplements the Intrinsic Wealth brochure. You should have received a copy of that brochure. Please contact Cindy Wise if you did not receive Intrinsic Wealth’s brochure or if you have any questions about the contents of this Supplement.

Additional information about Neal Van Zutphen, Casey Van Zutphen, Chuck Autrey and Daniela Jones is available on the SEC’s website at www.adviserinfo.sec.gov.

Table of Contents

Neal Van Zutphen, M.S., CFP[®], FBS[®], CRPC[®] 3

Casey Van Zutphen, CFA[®], CFP[®] 7

Chuck Autrey 9

Daniela Jones, CFA[®], CFP[®] 11

Neal Van Zutphen, M.S., CFP[®], FBS[®], CRPC[®]

Educational Background and Business Experience

Name: Cornelius (Neal) H. Van Zutphen, Jr.

Neal is a CERTIFIED FINANCIAL PLANNER[™] practitioner. Neal began his financial services career in 1983. He is the majority owner and President of Intrinsic Wealth Counsel, Inc.

Memberships and Associations:

Financial Planning Association (FPA)

National Association of Personal Financial Advisors (NAPFA)

Financial Therapy Association (FTA)

Associate Member of the American Psychological Association (APA)

Neal adheres to the Code of Ethics of the Financial Planning Association and the National Association of Personal Financial Advisors.

Neal is a past President and Chairman of the Financial Planning Association of Greater Phoenix. In 2010, the FPA of Greater Phoenix Board of Directors nominated Neal for the Heart of Financial Planning Award. In September 2010, Neal was selected to serve a one (1) year term as the CFP Board Ambassador for the Phoenix metropolitan area. His continuing role as Ambassador is to promote the benefits of personal financial planning and encourage consumers to seek out CERTIFIED FINANCIAL PLANNER[™] Practitioners for personal financial planning.

Neal is a life-long learner and has (over the last two-year CFP continuing education reporting period) logged over 50 hours of continuing education credits. Neal is happily married, has three children and five grandchildren, and enjoys hiking, golf, reading and research.

Birth Date: February, 1957

Education

College for Financial Planning, Denver, CO, 2018, Chartered Retirement Planning Counselor, advanced studies in Retirement Planning

Creighton University Heider College of Business, Omaha, NE, 2016-2017, Certificate in Financial Psychology and Behavioral Finance

Kansas State University, Manhattan, KS, 2014-2016, Graduate Certificate in Financial Therapy

College for Financial Planning, Denver, CO, 2007-2011, Masters of Science in Financial Planning

University of Phoenix, Phoenix, AZ, 2003-2006, graduated with honors, B.S. in Business Management

College for Financial Planning, Denver, CO, 1984-1987, Studies in Financial Planning

Mesa Community College, Mesa, AZ, 1976-1986, A.A.S., Liberal Arts studies

Licenses and Professional Designations

CERTIFIED FINANCIAL PLANNER™ Practitioner, 1987 (see “Designation Disclosure” below)

Accredited Wealth Management AdvisorSM, 2009 (see “Designation Disclosure” below)

Series 65, 1995

Certified Financial Behavior Specialist™, 2016 (see “Designation Disclosure” below)

Chartered Retirement Planning CounselorSM, 2018 (see “Designation Disclosure” below)

Business Experience

President, Chief Compliance Officer, Intrinsic Wealth Counsel, Inc. 2017 - Present

President, Intrinsic Wealth Counsel, Inc. 2015-2016

President, Chief Compliance Officer, Intrinsic Wealth Counsel, Inc. 2013-2015

President, Intrinsic Wealth Counsel, Inc. 2012-2013

President, Delta Ventures Financial Counsel, Inc. 2011

Vice-President, Delta Ventures Financial Counsel, Inc. 1999-2010

Registered Investment Advisor 1994-Present

Sole-Proprietor, Van Zen Financial, Inc. 1984-1999

Publications

Van Zutphen, N., Book Review: The Seven Principles for Making Marriage Work, by John Gottman, PH.D & Nan Silver, 2nd Edition (2015). Pending Publication: *Journal of Financial Therapy*, Volume 7, Issue 2 (2017).

Klontz, B.T., Van Zutphen, N., & Fries, K. (2016). Financial Planner as Healer: Maximizing the Role of Financial Health Physician. *Journal of Financial Planning*. 29(12), 52-59.

Van Zutphen, N., If only...! Let’s Make a Plan. (2012).

Van Zutphen, N., A Visual Aid for Successful Financial Planning: The Happiness Risk / Reward Pyramid. *Journal of Financial Planning*, January 2010.

Van Zutphen, N. Interpersonal Communication Skills Matter More Than Technical Expertise. *Between the Issues, FPA Journal*, June 2007.

<https://www.onefpa.org/journal/Pages/Interpersonal%20Communication%20Skills%20Matter%20More%20than%20Technical%20Expertise.aspx>

Designation Disclosures

CFP[®], CERTIFIED FINANCIAL PLANNER[™] Practitioner

Minimum requirements to obtain and maintain:

- Bachelor's degree
- Equivalent of 15 credit hours of undergraduate level courses in the areas of budgeting, investments, tax planning, retirement planning, insurances and estate planning
- Passing a 6 hour exam taken on one day
- 3 years of full-time, relevant personal financial planning experience
- Agreement to adhere to CFP Board's *Code of Ethics and Professional Responsibility, Rules of Conduct* and *Financial Planning Practice Standards*. *This agreement must be renewed every 2 years*
- 30 hours of continuing education credit every 2 years

AWMA[®], Accredited Wealth Management AdvisorSM

Minimum requirements to obtain and maintain:

- Completion of the College for Financial Planning's Accredited Wealth Management Specialist educational program which involves 120 to 150 hours of graduate level study
- Passing a 4 hour exam
- Agreement to comply with the Standards of Professional Conduct and Terms and Conditions set forth by the College for Financial Planning
- 16 hours of continuing education every 2 years

FBS[®], Certified Financial Behavior Specialist[™]

Minimum requirements to obtain and maintain FBS[®] designation:

- Bachelor's degree or higher from a regionally accredited institute of higher learning
- License, registration, and/or certificate in financial planning, counseling, mental health, or a related field
- Completion of a Certificate in Financial Psychology & Behavioral Finance or related field*
- Adherence to a "fiduciary standard" in interactions with clients and to follow the ethics code of either the CFP Board and/or American Psychological Association, depending on profession
- 20 hours of CEUs in approved courses related to financial behavior every 2 years, either through the Financial Psychology Institute[™] or other approved providers

* The Certificate in Financial Psychology and Behavioral Finance educational program is designed to enhance the counseling skills of the practitioner. The coursework enables the practitioner to identify and intervene on financial beliefs and behaviors that are likely to adversely impact a client's financial health. The practitioner can facilitate financial health in clients, including developing a healthy relationship with money, helping clients overcome resistance to change and take positive actions, helping clients decrease financial stress, and increase their income and net worth. To earn the Certificate in Financial Psychology and Behavioral Finance, the student must complete the following courses:

- Introduction to Financial Psychology
- Applied Behavioral Finance

- Financial Psychology II: The Psychology of Personal Finances
- The Psychology of Family Finances
- Communication and Client Interviewing Skills

CRPC[®], Chartered Retirement Planning CounselorSM

Minimum requirements to obtain and maintain:

- Individuals who hold the CRPC[®] designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. The program is designed for approximately 120-150 hours of self-study.
- Passing a 4 hour exam
- Agreement to comply with the Standards of Professional Conduct and Terms and Conditions set forth by the College for Financial Planning
- 16 hours of continuing education every 2 years

Disciplinary Information

None

Other Business Activities

None

Additional Compensation

None

Supervision

Neal Van Zutphen, Chief Compliance Officer (CCO), is responsible for reviewing and monitoring all advisory activities of Intrinsic Wealth on a continual basis, including supervising the activities of Intrinsic Wealth's other advisers. Neal Van Zutphen's advisory activities are monitored by Casey Van Zutphen. Neal Van Zutphen or Casey Van Zutphen may be contacted at 1-866-543-4625.

Casey Van Zutphen, CFA[®], CFP[®]

Educational Background and Business Experience

Name: Cornelius (Casey) H. Van Zutphen, III

Casey is a CFA[®] charterholder and a CERTIFIED FINANCIAL PLANNER[™] professional. He is a minority owner of Intrinsic Wealth Counsel, and his focus for the firm is portfolio management and investment research.

He is a member of the Financial Planning Association of Orange County and the CFA Society of Orange County.

Casey graduated Magna Cum Laude from the University of Arizona with a B.S. in Biochemistry and Molecular Biophysics, and during such time completed 2 years of research in the area of neurophysiology. After university, Casey taught English in Japan. While traveling and enjoying the culture, he became fluent in Japanese, learned martial arts, and developed life-long relationships.

Casey enjoys spending time with his wife and two boys, coaching and serving on the board of their local Little League baseball league, and learning Japanese fencing and swordsmanship. He holds a fifth degree rank in Kendo and a first degree in Iaido.

Birth Date: February, 1982

Education

College for Financial Planning, Denver, CO, 2005-2007, Studies in Financial Planning

University of Arizona, Tucson, AZ, 2000-2004, graduated Magna Cum Laude, B.S. in Biochemistry and Molecular Biophysics

Licenses and Professional Designations

Chartered Financial Analyst[®], 2013 (see “Designation Disclosure” below)

CERTIFIED FINANCIAL PLANNER[™] Professional, 2009 (see “Designation Disclosure” below)
Series 65, 2007

Business

Partner, Portfolio Manager, Intrinsic Wealth Counsel, Inc. 2016 - Present
Portfolio Manager, Intrinsic Wealth Counsel, Inc. 2013-2015
Portfolio Manager, Chief Compliance Officer, Intrinsic Wealth Counsel, Inc. 2012-2013
Portfolio Manager, Chief Compliance Officer, Delta Ventures Financial Counsel, Inc. 2011
Financial Planner, Assistant Portfolio Manager, Delta Ventures Financial Counsel, Inc.
2006-2010

Designation Disclosures

CFA[®], Chartered Financial Analyst[®]

Minimum requirements to obtain and maintain:

- Roughly 750 to 900+ hours of graduate level study is needed covering the areas of accounting, economics, ethics, finance and mathematics
- Passing three 6 hour exams in succession
- Agreement to adhere to the CFA Institute's professional and ethical requirements

CFP[®], CERTIFIED FINANCIAL PLANNER[™] Professional

Minimum requirements to obtain and maintain:

- Bachelor's degree
- Equivalent of 15 credit hours of undergraduate level courses in the areas of budgeting, investments, tax planning, retirement planning, insurances and estate planning
- Passing a 6 hour exam taken on one day
- 3 years of full-time, relevant personal financial planning experience
- Agreement to adhere to CFP Board's *Code of Ethics and Professional Responsibility*, *Rules of Conduct* and *Financial Planning Practice Standards*
- 30 hours of continuing education credit every 2 years.

Disciplinary Information

None

Other Business Activities

None

Additional Compensation

None

Supervision

Neal Van Zutphen, Chief Compliance Officer (CCO), is responsible for reviewing and monitoring all advisory activities of Intrinsic Wealth on a continual basis including supervising Casey Van Zutphen's activities. Neal Van Zutphen may be contacted at 1-866-543-4625.

Chuck Autrey

Educational Background and Business Experience

Name: Charles (Chuck) T. Autrey

Chuck graduated with honors and High Distinction from the University of Arizona in 1969 with a B.S. in Business Administration. He is a retired United States Air Force officer and pilot who has lived in Arizona since 1978.

Chuck opened a brokerage firm in Mesa in 1983, became an SEC registered Investment Advisor in 1984, and formed Delta Ventures Financial Counsel, Inc., a FEE FOR SERVICE investment management and financial planning firm, in 1994. He has taught "Basic Investing and Financial Management" at the local community college. After almost 30 years, including more than a decade of successful business partnership with Neal Van Zutphen, Chuck transitioned from co-owner to now serving as Investment Committee Member of Intrinsic Wealth Counsel, Inc.

Chuck has two children, four grandchildren, and three great-grandchildren. Chuck and his lovely wife enjoy the solitude of desert living, hiking, flying his own antique airplane, and playing golf.

Birth Date: September, 1942

Education

University of Arizona, Tucson, AZ, 1967-1969, graduated with high distinction. B.S. in Business Administration (Majored in Production Management)

Licenses and Professional Designations

Series 65, 1995

Business Experience

Investment Committee Member, Intrinsic Wealth Counsel, Inc. 2014 - Present

Portfolio Manager, Intrinsic Wealth Counsel, Inc. 2013

Senior Portfolio Manager, Intrinsic Wealth Counsel, Inc. 2012

Senior Portfolio Manager, Delta Ventures Financial Counsel, Inc. 2011

Vice-President, Delta Ventures Financial Counsel Inc. 2010

President, Delta Ventures Financial Counsel, Inc. 1995-2010

Registered Investment Advisor 1984-1995

Adjunct Faculty, Mesa Community College, Mesa, AZ 1984-1985, "Basic Investing"

Securities Broker, Principal and Office Manager, First Allied Securities 1983-1994

USAF 1961-1983, retired in grade of Major

Disciplinary Information

None

Other Business Activities

None

Additional Compensation

None

Supervision

Neal Van Zutphen, Chief Compliance Officer (CCO), is responsible for reviewing and monitoring all advisory activities of Intrinsic Wealth on a continual basis including supervising Chuck Autrey's activities. Neal Van Zutphen may be contacted at 1-866-543-4625.

Daniela Jones, CFA[®], CFP[®]

Educational Background and Business Experience

Name: Daniela Urs Jones

As a CERTIFIED FINANCIAL PLANNER[™] professional and CFA[®] charterholder, Daniela's main focus is working with new and existing clients to achieve their financial planning and investment goals.

She is a member of the CFA Society Phoenix.

Daniela graduated Suma Cum Laude from Saint Mary's College, Notre Dame, Indiana, with a Bachelors of Business Administration and concentrations in Finance, Marketing, and International Business.

Prior to joining Intrinsic Wealth Counsel, Inc., she was a wealth manager with Barnes Investment Advisory, Inc., a Phoenix-based registered investment advisory firm. She was with Barnes Investment Advisory, Inc. from May 2005 through January 2017.

Daniela enjoys spending time with her husband and three children. She is an active member of her church and volunteers regularly in the children's nursery.

Birth Date: January, 1982

Education

Saint Mary's College, Notre Dame, IN, 2000-2004, graduated Suma Cum Laude, BBA

Licenses and Professional Designations

Chartered Financial Analyst[®], 2011 (*see "Designation Disclosure" below*)

CERTIFIED FINANCIAL PLANNER[™] Professional, 2007 (*see "Designation Disclosure" below*)

Business

Financial Planner, Intrinsic Wealth Counsel, Inc., 2018 - Present
Wealth Manager, Barnes Investment Advisory, Inc., 2011-2017
Junior Financial Planner, Barnes Investment Advisory, Inc., 2007-2011
Financial Planning Assistant, Barnes Investment Advisory, Inc., 2005-2007

Designation Disclosures

CFA[®], Chartered Financial Analyst[®]

Minimum requirements to obtain and maintain:

- Roughly 750 to 900+ hours of graduate level study is needed covering the areas of accounting, economics, ethics, finance and mathematics
- Passing three 6 hour exams in succession
- Agreement to adhere to the CFA Institute's professional and ethical requirements

CFP[®], CERTIFIED FINANCIAL PLANNER[™] professional

Minimum requirements to obtain and maintain:

- Bachelor's degree
- Equivalent of 15 credit hours of undergraduate level courses in the areas of budgeting, investments, tax planning, retirement planning, insurances and estate planning
- Passing a 6 hour exam taken on one day
- 3 years of full-time, relevant personal financial planning experience
- Agreement to adhere to CFP Board's *Code of Ethics and Professional Responsibility*, *Rules of Conduct* and *Financial Planning Practice Standards*
- 30 hours of continuing education credit every 2 years.

Disciplinary Information

None

Other Business Activities

None

Additional Compensation

None

Supervision

Neal Van Zutphen, Chief Compliance Officer (CCO), is responsible for reviewing and monitoring all advisory activities of Intrinsic Wealth on a continual basis including supervising Daniela Jones' activities. Neal Van Zutphen may be contacted at 1-866-543-4625.