

ITEM 1 COVER PAGE PART 2A FORM ADV FIRM BROCHURE

FIRM CRD/IARD#: 173163



Balance Investments LLC

Brochure Dated: March 10th, 2024

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Statesville, North Carolina 28677-8725**

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www.balance-investments.com

This brochure provides information about the qualifications and business practices of Balance Investments LLC ("Balance Investments"). If you have any questions about the contents of this brochure, please contact us at 980.949.1949. 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 Balance Investments is also available at the SEC's website at www.adviserinfo.sec.gov.

Balance Investments is referenced in this brochure as a Registered Investment Advisor. Such reference does not imply a certain level of skill or training.

Item 2 Material Changes

This Firm Brochure is our disclosure document prepared according to regulatory requirements and rules.

This Firm Brochure may be requested at any time by contacting Herman A. Brunson, Jr. at 980.949.1949 or herman@balance-investments.com. Additional information about Balance Investments is also available from the SEC’s website, www.adviserinfo.sec.gov. The website also provides information about any persons affiliated with Balance Investments who are registered or are required to be registered, as investment advisor representatives of Balance Investments.

Throughout this document Balance Investments LLC shall also be referred to by its marketing name “Balance Investments,” as well as “the Firm,” “Firm,” “our,” “we” or “us.” These terms are utilized for the reader’s ease of use while reviewing the brochure and are not meant to imply the Firm may be larger than it actually may be at the time of publication. The client or prospective client may be also referred to as “you,” “your,” etc., and refers to a client engagement involving a single person as well as two or more persons. The term “advisor” and “adviser” may be used interchangeably where accuracy in identification is necessary.

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Item 4 Advisory Business

Firm Description

Balance Investments is a full-service financial and investment management firm providing investment education, advice and management to individuals and businesses. Balance Investments has been in business since 2014. Herman A. Brunson, Jr. is the sole owner.

Types of Advisory Services

Balance Investments provides investment advisory services and financial planning which may include the management of some or all of a client's assets. Balance Investments recommends portfolios that may consist of exchange traded funds (ETFs), mutual funds, cash investments, stocks and bonds.

Financial planning advice is provided through consultation with the client and may include the following modules: determination of financial goals, identifying financial concerns and risks, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning and estate planning. Financial planning services may include consultations and/or written financial plans, which analyze a client's financial situation and makes appropriate recommendations for strategies and methods to implement the strategies. A comprehensive financial plan, including each aforementioned module, is generally recommended. However, each client and their situation are unique and each financial module is also available a la carte. While each client is unique, an illustration of each module, including descriptions of the service module and estimated number of hours each could take is provided below for guidance:

Financial Planning Module	Description	Est. No. of Hours
Establish Financial Goals	Data gathering, statement of SMART financial goals and objectives with current situation analysis.	1 to 2 hrs.
Identify Risks and Concerns	Statement of identified areas of financial risk and concern within current situation and if applicable, risks to achieving financial goals and objectives.	1 to 2 hrs.
Cash Flow Management	Includes preparation of itemized cash flow statement, net worth statement identifying assets and liabilities, recommendation of a spending and budgeting plan.	1 to 3 hrs.
Tax Planning	Analysis and review of current tax situation, providing a current tax situation summary and identification of tax management strategies.	2 to 4 hrs.
Insurance Review	Review of current insurance protection, including coverage types and costs, and protection gap and needs analysis.	1 to 2 hrs.
Investment Management	Research and review of current investment portfolio assets and allocation, risk tolerance profile, investment goals and objectives, investment time horizon, current analysis statement and provide investment portfolio recommendations.	2 to 6 hrs.
Education Funding	Analyze current education funding, review of education costs and education funding options; establish education funding goals and objectives.	1 to 2 hrs.
Retirement Planning	Identify retirement goals and current retirement funding situation, including income goals, sources of income, identifying and estimating retirement expenses and recommend an investment plan to achieve retirement goals.	2 to 4 hrs.

Estate Planning	Establish estate planning needs and wealth transfer objectives, review current estate plan including beneficiary reviews, trust account review and setup, charitable gifting strategies, identify areas of risk or concern and work with client's attorney on estate plan.	1 to 5 hrs.
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Balance Investments offers its financial planning services to all of its clients.

Client-Tailored Services and Client-Imposed Restrictions

Balance Investments customizes and personalizes its advice to the unique needs and goals of each client beginning with an initial consultation, which may be in person or by telephone, to discover a client's individual financial situation and objectives. A written evaluation of each client's situation is generally provided to the client as part of the initial consultation. Regular, periodic reviews are also recommended in order to provide reminders and/or make adjustments to the specific actions to be taken. Each client's account is managed on the basis of the client's individual financial situation and investment objectives and in accordance with any reasonable restrictions imposed by the client on the management of the account. Clients may impose restrictions on investing in certain securities or types of securities.

Wrap-Fee Programs

Balance Investments does not participate in wrap fee programs. (Wrap fee programs offer services for one all-inclusive fee.)

Assets

Balance Investments manages \$1,600,000 on a discretionary basis as of December 31st, 2023.

Item 5 Fees and Compensation

Compensation For Advisory Services Fees

Balance Investments investment advisory services may include the management of some or all of a client's assets.

Assets are typically invested in exchange traded funds, mutual funds, individual stocks and bonds. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Brokerage firms may charge a transaction fee for the purchase of some securities. Custodians may charge fees including, but not limited to, management fees, custodial fees, taxes and transfer fees. Clients are always free to use a brokerage service of their choice. Balance Investments does not charge securities sales commissions.

Advisory services fees are not negotiable.

Balance Investments advisory services fee is calculated on the first day of the month, based on the aggregate market value of the assets managed for the client on the last business day of the previous month, multiplied by one-twelfth of the corresponding annual fee rate (i.e., $2.0\% \div 12 = 0.167\%$).

The investment advisory services fee tiers are as follows:

Assets Managed	Monthly Fee Rate	Corresponding Annual Fee Rate
Up to \$250,000.....	0.167%	2.00%
\$250,001 to \$750,000.....	0.146%	1.75%
\$750,001 to \$1,500,000.....	0.125%	1.50%
\$1,500,001 to \$2,500,000.....	0.104%	1.25%
\$2,500,001 to \$5,000,000.....	0.083%	1.00%
Over \$5,000,000.....	0.063%	0.75%

Balance Investments offers comprehensive and modular financial planning and asset management services.

A written financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including a review of asset allocation and repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if needed; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations. Detailed investment advice and specific recommendations are provided as part of the financial plan.

The fee for a financial plan is based on a combination of flat fees for meetings and an hourly fee for planning work with a \$600 minimum. The first and second appointments are billed at a flat \$250 combined, with all other financial planning work billed at \$175 per hour. The typical first year, written financial plan fee ranges from \$600 to \$2,100 and may take from 1.5 to 12 hours to prepare, depending upon the complexity of a client's financial situation and whether a client has selected a comprehensive financial plan or an a la carte selection of financial plan modules as described in Item 4 Advisory Business.

At the end of the first meeting, total financial planning fee estimates are given. Non-refundable payment of one-third (1/3) of the total financial planning fee estimate may be required before work begins with the remaining two-thirds (2/3) or total amount due upon presentation of the plan. The criteria for determining the financial planning fee estimates are based on the level of financial planning service selected by the client (i.e. comprehensive or modular, and the number of and specific modules selected) in combination with the complexity of the client's financial situation (including, but not limited to, the number of existing accounts to be reviewed, account types, asset types, existing plans and stated and disclosed financial needs and objectives of the client). Since financial planning relies in part on a discovery process, situations occur where a client is unaware of certain financial exposures or predicaments. In the event that a client's situation is significantly different than disclosed at the initial meeting, a revised fee estimate will be provided for mutual agreement. Subsequent work, including reviews, will be billed at \$175 per hour.

The outstanding total amount of financial planning fee is due upon presentation of the plan.

Financial planning fees are not negotiable.

Paid Registration and Complimentary Seminars and Webinars

Balance Investments conducts both complimentary and paid registration financial education seminars and webinars. The fee for paid registration seminars and webinars varies per event and the registration fee is always made public and paid in advance of the event. Complimentary events are offered at no cost. All seminars and webinars are open to the public, including current clients. Clients are allowed to attend all events at no cost.

Unless a client has received the Firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees.

Payment of Investment Advisory Service Fees

Investment advisory service fees will be deducted directly from managed accounts by the qualified, independent custodian holding funds and securities. Investment advisory service fees, with the exception of college savings accounts, are charged monthly, at the beginning of each month, in arrears, for the previous month. Investment advisory service fees for college savings accounts will be calculated monthly, in arrears, for the previous month, and charged on a quarterly basis. Fees are deducted from client accounts.

Non-refundable financial planning fee payments of one-third (1/3) of the total financial planning fee estimate may be required before work begins with the remaining two-thirds (2/3) due or total amount due upon presentation of the plan. Financial planning fees may be paid by check, money order, debit card, credit card or bank draft. Cash payments are not accepted. Fees are generally due upon receipt of estimate as outlined above and/or in full by final invoice.

Payment of Other Types of Fees or Expenses

Fees paid by invoice are due within 7 days of the invoice date. A late fee of \$75 will be added to unpaid invoices within the 7 day allowance. Fees unpaid by invoice may be deducted from client accounts.

Per account termination fee or per account transfer out fee is \$75 per account terminated or per account transferred out.

Fees from third party advisors may be withdrawn directly from the client's accounts with the client written authorization. Fees withdrawn will vary depending on the third party advisor. Clients should review the ADV Part 2A of the third party advisor for additional information.

Prepayment of Investment Advisory Fees

Balance Investments may charge non-refundable financial planning fee payments of one-third (1/3) of the total financial planning fee estimate before financial planning work begins. Balance Investments does not charge any other investment advisory fees in advance.

Outside Compensation for the Sale of Securities to Clients

Balance Investments and any associated persons are not paid any sales, service or administrative fees for the sale of mutual funds or any other investment products with respect to managed advisory assets. However, associated persons of Balance Investments may be licensed to sell insurance and annuity products through various independent insurance companies. These associated persons, in their capacity as independent insurance agents, may sell insurance products to advisory clients. These individuals will receive normal and customary commissions as a result of selling insurance as well as advisory fees for providing advisory services through Balance Investments. Clients are hereby advised that such commissions and advisory fees are separate and apart from the fees charged by the Firm.

Clients are under no obligation, contractually or otherwise, to purchase insurance or annuity products or receive investment advice through these associated persons in their separate capacities as insurance agents and/or advisory representatives of Balance Investments. However, if the client freely chooses to implement the plan through such individuals, the investment adviser used will be Balance Investments and commissions/fees will be earned in addition to any fees paid for advisory services provided by the Firm.

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

Balance Investments does not charge fees based on a share of capital gains or the capital appreciation of the assets held in client accounts.

Item 7 Types of Clients

Balance Investments provides financial and investment advice to individuals, high net worth individuals and businesses.

Client relationships vary in scope and length of service.

Although minimum dollar amounts for accounts and minimum annual fees for accounts are not imposed, Balance Investments does not accept all accounts. Suitability of client accounts to be managed is determined on a client by client basis. Our Firm also reserves the right to decline services to any client or prospective client for any non-discriminatory reason.

Clients are expected to provide an adequate level of information and supporting documentation to Balance Investments throughout the engagement. This allows the Firm to determine the appropriateness of its financial planning or investment management strategy for the client or account, the client's source of funds and/or income levels, the client's or legal agent's authority to act on behalf of the account, among other matters.

It is also very important that clients keep the Firm informed on significant changes that may call for an update to their financial and investment plans. Events such as job changes, retirement, a windfall, marriage or divorce, or the purchase or sale of a home or business can have a large impact on client circumstances and needs. The Firm needs to be aware of such events so that adequate adjustments may be made to client financial plans in order to keep on track toward financial goals.

Balance Investments reserves the right to waive or reduce certain fees based on unique individual circumstances, special arrangements or existing relationships.

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

Balance Investments incorporates a client's age and life stage, financial needs, investment goals, time horizon and risk tolerance to set an effective investment strategy. Each client's portfolio is then tailored to this investment strategy using a mix of investments that may include exchange traded funds, mutual funds, cash investments, stocks and bonds.

Methods of Analysis

Balance Investments uses a combination of fundamental and technical analysis techniques to gather information and guide investment decisions.

Fundamental analysis considers: economic conditions, earnings, cash flow, book value projections, industry outlook, policies (as it relates to investments), historical data, price-earnings ratios, dividends, general level of interest rates, company management, debt ratios and tax benefits.

Technical analysis utilizes current and historical pricing information to help us identify trends in the broader domestic and foreign equity and fixed income markets, and in the underlying assets. This analysis involves the use of various technical indicators, such as moving averages and trend lines, among others.

Important additional sources of information include financial websites, newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the SEC and company press releases. Other sources of information may include software such as Morningstar, mutual funds websites, etc.

Investment Strategies

Balance Investments' primary investment strategy is a strategic allocation using a core-satellite approach. This approach uses a combination of core exchange traded funds and mutual funds, and when suitable and appropriate, complements this core with alternative or tactical strategies, comprised of exchange traded funds, mutual funds or individual stocks and bonds. Portfolios are globally diversified to control the risk associated with over-concentration in domestic markets.

This primary investment strategy seeks a long term, buy-and-hold core investment portfolio with an emphasis on proper rebalancing.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Alternative strategies may involve frequent trading which can affect investment performance through increased transaction costs and/or taxes.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Balance Investments' approach continually keeps the risk of loss in mind.

Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9 Disciplinary Information

Balance Investments and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10 Other Financial Industry Activities and Affiliations

Registration as a Broker-Dealer or Broker-Dealer Representative

Balance Investments is not registered as a broker-dealer and does not have an application to register pending.

Futures or Commodity Registration

Balance Investments is not registered as a commodity firm, futures commission merchant, commodity pool operator or commodity trading advisor and does not have an application to register pending.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Herman A. Brunson, Jr. is licensed to sell insurance and annuity products through various independent insurance companies. Herman A. Brunson, Jr., in his capacity as an independent insurance agent, may sell insurance and annuity products to advisory clients. He will receive normal and customary commissions as a result of selling insurance and annuities, as well as advisory fees for providing advisory services through Balance Investments. Clients are hereby advised that such commissions and advisory fees are separate and apart from the fees charged by Balance Investments.

Clients are under no obligation, contractually or otherwise, to purchase insurance or annuity products or receive investment advice through Herman A. Brunson, Jr. in his separate capacities as an insurance agent and/or advisory representatives of Balance Investments. However, if the client freely chooses to implement the plan through such individual, the investment adviser used will be Balance Investments, and commissions/fees will be earned in addition to any fees paid for advisory services provided by Balance Investments.

Recommendation or Selection of Other Investment Advisors and Conflicts of Interest

Balance Investments may direct clients to third party advisers or sub-advisers. Clients will pay a separate fee to the third party advisers through a sub-advisory agreement or dual contract relationship. In the dual contract relationship, the advisory client will have one contract with Balance Investments and a separate contract directly with the other adviser. Under this arrangement, Balance Investments will serve as Adviser and client relationship manager and the other adviser will provide investment and administrative services.

Fees will be disclosed in each agreement between Balance Investments and the client and each third party adviser and the client. The combined fees will not exceed any limit imposed by any regulatory agency. Fees will vary depending on the third party advisor. Clients should review the ADV Part 2A of the third party adviser for additional information. Balance Investments will always act in the best interests of the client, including when determining which third party adviser to recommend to clients.

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

Code of Ethics

Balance Investments has a duty to render continuous, unbiased financial and investment advice and at all times act in a client's best interest. The Code of Ethics establishes the fundamental principles of conduct and professionalism expected by each employee of Balance Investments in their duties. It is designed to deter inappropriate behavior and heighten awareness as to what is right for the client, fair, just and good by promoting:

- Honest and ethical conduct.
- Full, fair and accurate disclosure.
- Compliance with applicable rules and regulations.
- Reporting of any violation of the Code.
- Accountability.

A copy of our Code of Ethics is available for review upon request.

Participation or Interest in Client Transactions

Balance Investments and its employees may buy and sell securities that are also held by clients, however, employees may not trade with clients or a group of clients and may not trade their own securities ahead of clients.

Personal Trading

Balance Investments maintains the required personal securities transactions records of employees and reviews them on a monthly basis.

Item 12 Brokerage Practices

Balance Investments selects custodians based on a number of factors, including: low and competitive fees, technology, trade execution, reputation, dependability and quality of service.

Research and Other Soft Dollar Benefits

Soft dollars are revenue programs offered by broker-dealers where an advisor enters into an agreement to place security trades with the broker in exchange for research and other services. Balance Investments does not participate in soft dollar programs.

Brokerage for Client Referrals

Balance Investments has not selected a custodian on the basis that it will provide client referrals.

Directed Brokerage

Balance Investments does not recommend, request or require that clients direct the Firm to execute transactions through a specified broker-dealer. As an example, in a directed brokerage account, clients may not be able to achieve most favorable execution of transactions, may pay higher brokerage commissions and may receive less favorable prices. When referring clients to dealers, the Firm will only refer clients to dealers registered in states where the clients reside.

Item 13 Review of Accounts

Each investment account is reviewed internally on an ongoing basis to ensure that client needs and objectives are being met. All accounts are reviewed in the context of a client's stated investment objectives and guidelines. Cash needs will be adjusted as necessary. Clients will receive at least quarterly statements from the custodian. Each statement will summarize the specific investments currently held, the value of your portfolio and account transactions.

It is recommended that Balance Investments reviews client investment accounts and financial plans with them every six months and at least annually.

Material changes in a client's personal circumstances (i.e. marriage, child birth, death, retirement, job loss, physical moves or inheritance), changes in investment information, political events, the general economy or tax law changes can trigger more frequent reviews. It is the client's responsibility to communicate personal changes in order for the appropriate adjustments to be made.

Item 14 Client Referrals and Other Compensation

Referrals from clients, estate planning attorneys, accountants, employees and personal friends are critically important to the success of Balance Investments. Balance Investments does not accept referral fees from other professionals when a prospect or client is referred to them.

Item 15 Custody

All assets are held at qualified custodians. Balance Investments will monitor the holdings within a client's portfolio and trade the account based on stated investment objectives and guidelines. The custodian will send, at least quarterly, statement summarizing the specific investments held, the value of portfolio and account transactions.

Clients are encouraged to review their statements and verify activities and transactions in their account and compare them to any statements additionally provided by Balance Investments.

Item 16 Investment Discretion

Balance Investments manages assets on a discretionary basis with the client. The Firm's Investment Advisory Agreement sets forth the authority to buy and sell securities in whatever amounts are determined to be appropriate for the client's account and whether such transactions are with, or without, prior client approval. Clients may impose restrictions on investing in certain securities or types of securities. For accounts not held with Balance Investments, clients must sign a separate, limited power of attorney giving Balance Investments discretionary authority.

Item 17 Voting Client Securities

Balance Investments is expressly precluded from voting proxies. Clients understand and agree that they retain the right to vote all proxies, which are solicited for securities held in managed accounts. Any proxy solicitations received by the custodian will be immediately forward to clients to evaluate and vote.

Item 18 Financial Information

Balance Investments is not required to include financial information in the Disclosure Brochure since the Firm will not take custody of client funds or securities or bill client accounts six months or more in advance of \$500.

Neither Balance Investments nor its management has any financial conditions which are likely to reasonably impair our ability to meet contractual commitments to clients.

Neither Herman A. Brunson, Jr. nor Balance Investments LLC has ever filed bankruptcy.

Item 19 Requirements for State-Registered Advisors

Information of each of the Firm's Principals and management persons can be found in the attached Firm Brochure Form ADV Part 2B.

Information of each of the Firm's Principals and management persons outside business activities can be found in the attached Firm Brochure Form ADV Part 2B.

Performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client. None of the Firm's Principals or management persons receives performance-based compensation.

None of the Firm's Principal's or management persons has ever been involved in any of the events listed below:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices.

None of the Firm's Principal's or management persons has any relationship or arrangement with any issuer of securities that is not listed in Item 10.C of Part 2A.

Privacy Notice

Balance Investments LLC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this Privacy Notice to you annually, in writing.

Brochure Supplement (Part 2B of Form ADV)

Item 1 Cover Page

Herman A. Brunson, Jr., President
Balance Investments LLC
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Dated: March 10th, 2024

This brochure supplement provides information about Herman A. Brunson, Jr. that supplements the Balance Investments LLC brochure. You should have received a copy of that brochure. Please contact Herman A. Brunson, Jr. if you did not receive Balance Investments LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Herman A. Brunson, Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Herman A. Brunson, Jr.,
President, Balance Investments LLC
Year of Birth: 1974

Education

- MBA, Wake Forest University, Babcock Graduate School of Management, Winston-Salem, NC, 2003
- BS, Chemical Engineering, North Carolina Agricultural & Technical State University, Greensboro, NC, 1999

Business Background

- Balance Investments LLC, President, Sep 2014 to Present
- Northern Trust Securities, Inc., Officer, Sep 2011 to Sep 2014
- Edward Jones Investments, Financial Advisor, May 2009 – Sep 2011
- The JAY Group, Director, Apr 2006 – Mar 2009
- Sapient, Senior Analyst, Jun 2005 – Apr 2006
- Concinnity, Consultant, Jan 2004 – May 2005
- R. J. Reynolds Tobacco Co., Manager, Aug 1994 – Jan 2004

Item 3 Disciplinary Information

Mr. Brunson has no disciplinary disclosures related to any of the following:

- A. A criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which the supervised person:
 1. was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
 2. is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
 3. was found to have been involved in a violation of an investment-related statute or regulation; or
 4. was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order.
- B. An administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which the supervised person
 1. was found to have caused an investment-related business to lose its authorization to do business; or
 2. was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority
 - a. denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business;
 - b. barring or suspending the supervised person's association with an investment-related business;
 - c. otherwise significantly limiting the supervised person's investment-related activities; or
 - d. imposing a civil money penalty of more than \$2,500 on the supervised person.

- C. A self-regulatory organization (SRO) proceeding in which the supervised person
 - 1. was found to have caused an investment-related business to lose its authorization to do business; or
 - 2. was found to have been involved in a violation of the SRO 's rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500.
- D. Any other proceeding in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct. If the supervised person resigned (or otherwise relinquished his attainment, designation, or license) in anticipation of such a proceeding (and the adviser knows, or should have known, of such resignation or relinquishment), disclose the event.

Item 4 Other Business Activities

Licensed Insurance Agent: Mr. Brunson is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest as commissionable products can conflict with the fiduciary duties of a registered investment adviser.

Balance Investments always acts in the best interest of the client, including the sale of commissionable insurance and annuity products to advisory clients. Clients are in no way required to implement the plan through any representative of Balance Investments in their capacity as an insurance agent. Mr. Brunson spends approximately 20% of his time on these activities.

Item 5 Additional Compensation

Mr. Brunson does not have any additional compensation requiring disclosure.

Item 6 Supervision

Mr. Brunson serves as registered Investment Adviser Representative and Chief Compliance Officer of Balance Investments LLC. Mr. Brunson's contact information is included on the cover of this Brochure Supplement. Balance Investments has implemented a Code of Ethics and internal compliance controls that guide each employee in meeting their fiduciary obligations to clients in accordance with governing regulations.

The Firm maintains compliance policies and procedures, which are designed to prevent, detect and correct any violations of the securities regulations. Further, Balance Investments and its advisory persons are subject to regulatory oversight by various agencies, including the states of North Carolina and Illinois. These agencies require registration by Balance Investments and its advisory persons. As a registered entity, Balance Investments is subject to examinations by regulators, which may be announced or unannounced. Balance Investments and its advisory persons are required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of Balance Investments.

Item 7 Requirements for State-Registered Advisors

Mr. Brunson has never been involved in any of the events listed below:

- 1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or

- e. dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices.
 3. A bankruptcy petition