



Tyler Lively

Disclosure Brochure Supplement
Part 2B, Form ADV

SPG Advisors LLC

11411 NE 124th St, Suite 255
Kirkland, WA 98034

Phone (425) 821-9442
tyler@myspg.com

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This brochure supplement provides information about Tyler Lively and supplements the SPG Advisors LLC's brochure. You should have received a copy of that brochure. Please contact Mr. Lively if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Tyler Lively (CRD# 6487814) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Tyler Lively
Year of Birth: 1989

Educational Background:

Brigham Young University, Bachelor of Science, Business Management –
Entrepreneurship; 2013

Business Experience:

- SPG Advisors LLC; Director of Financial Planning, Investment Advisor Representative; 06/2023 - Present
- Sound Planning Group, Inc; Insurance Agent; 06/2023 to Present
- The Retirement Solution, Inc; Investment Advisor Representative, Insurance Agent; 08/2015 to 05/2023
- The Retirement Income Solutions, Inc; Insurance Agent; 08/2015 - 12/2017
- National Security Agency; Business Manager; 07/2013 - 07/2015

Professional Designations:

- Certified Financial Planner (CFP®)¹
- Registered Investment Advisor Representative (IAR)

Item 3 - Disciplinary Information

Criminal or Civil Action: None to report
Administrative Proceeding: None to report
Self-Regulatory Proceeding: None to report

Item 4 - Other Business Activities

Tyler Lively is an insurance agent (License #902083) with Sound Planning Group, Inc and spends less than 30% of his time in this capacity. From time to time, he may offer clients products and/or services from these activities.

This practice presents a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the client's best interest first. The clients are informed that the advisor representative receives a commission on the sale of an insurance product that is paid directly by the insurance company and not from the client's insurance assets. The clients are not required to purchase any products or services. Clients have the option to purchase these products or services through the insurance agent or agency of their choosing, including those unaffiliated with SPG Advisors LLC and Sound Planning Group, Inc.

Item 5 - Additional Compensation

Tyler Lively may receive additional compensation in his capacity as an insurance agent but he does not receive any performance based fees. He does not receive any additional compensation for performing advisory services other than what is disclosed in Item 5 of Part 2A.

Item 6 - Supervision

Tyler Lively is supervised by Justin Lohman, Chief Compliance Officer. Mr. Lohman reviews Tyler Lively's work through client account reviews, quarterly personal transaction reports as well as face-to-face and phone interactions.

Justin Lohman can be reached by telephone at 425-821-9442 or by email at Justin@SPGadvisors.com.

¹ I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.CFP.net. CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics.

To become a CFP® professional, an individual must fulfill the following requirements:

- Education – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations. Experience – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- Ethics – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.
- Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:
 - Ethics – Commit to complying with CFP Board's Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
 - Continuing Education – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

A CFP is a certified financial planner that has a proficiency in risk management, investment, tax, retirement, income and estate planning. They can provide comprehensive services across a broad spectrum of financial planning concerns. The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.CFP.net.

