



**Thomas Wayne Davis Jr.
2911 Tennyson Ave Ste. 301
Eugene, OR 97408**

Phone: 541.342.2224

Integrity Alliance
4135 NW Urbandale Dr.
Urbandale, IA 50322
(877) 886-1939

November 3rd, 2025

This Brochure Supplement provides information about Thomas Wayne Davis Jr. that supplements the Integrity Alliance, LLC Brochure. You should have received a copy of that Brochure. Please contact Advisor Services at 877-886-1939 if you did not receive Integrity Alliance, LLC Brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

Born: 1979

Formal Education after High School

- University of Oregon; Business 1999

Business Experience

- Finley Davis Financial Group - Owner (02/2003 – Present)
- Lion Street Financial – Registered Rep (02/2020 – Present)
- Lion Street Advisors – Investment Advisor (02/2020 – Present)
- Lion Street Insurance – Insurance Agent (02/2020 – Present)
- American Independent Securities Group – Registered Rep (11/2013 – 02/2020)
- Royal Alliance Associates – Registered Rep (03/2008 – 11/2013)

Professional Licenses/Designations

Series 7 - General Securities Representative Exam (Stockbroker)

To obtain the Series 7 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirements include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer-based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Series 63 - Uniform Securities Agent State Law Exam

To obtain the Series 63 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirements include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer-based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Series 65 – Uniform Registered Investment Adviser Law Exam (RIA)

To obtain the Series 65 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirements include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer-based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Chartered Financial Consultant®

The CHFC® program is administered by the American College. This designation has the same core curriculum as the CFP® designation, plus two or three additional elective courses that focus on various areas of personal financial planning. In addition to successful completion of an exam on areas of financial planning, including income tax, insurance, investment, and estate planning, candidates are required to have a minimum of three (3) years of experience in a financial industry position.

Certified Exit Planning Advisor (CEPA)

A Certified Exit Planning Advisor (CEPA) specializes in helping business owners develop and execute a plan to exit their business. The CEPA designation is awarded by the Exit Planning Institute after completing a rigorous training program and passing an exam. The program covers everything from business valuations, estate planning, tax planning, financial planning, and other relevant topics. Their course helps them evaluate and develop a comprehensive exit strategy for business owners that takes into

account their personal and financial goals and the needs of the business. A CEPA is also responsible for bringing together a team of professionals to facilitate the exit process including accountants, attorneys, and financial brokers, among others. The CEPA coordinates the efforts of the team to ensure a smooth exit and is the main point of contact for the business owner. The criteria to pursue the CEPA designation are having 5 years of relevant professional experience, an undergraduate degree from a qualified university or equivalent work experience, and being an exit planning member in good standing. After taking a 5-day course, there is an exam. Another test is required every 3 years to keep the designation.

Accredited Estate Planner (AEP)

The Accredited Estate Planner designation is a professional credential for individuals who specialize in estate planning services. Someone who holds an accredited estate planner designation is recognized to have the expertise and knowledge required to advise clients on estate planning. Being an AEP is a way for estate planning specialists to set themselves apart from other financial professionals who offer estate planning services.

Item 3: Disciplinary Information

There are no legal or disciplinary events to disclose.

Clients and prospective clients are encouraged to view the registration records for Thomas Wayne Davis Jr. through the SEC's Investment Advisor Public Disclosure (IAPD) website at www.advisorinfo.sec.gov or FINRA's Broker Check database at www.finra.org/brokercheck

Item 4: Other Business Activities

The IAR is engaged in the following non-investment-related business activities:

Thomas Wayne Davis Jr. is the owner of Finely Davis Financial Group which sells Long Term Care, Life Insurance, & Fixed Annuities. Thomas Wayne Davis Jr. is also licensed as an insurance agent and may offer fixed and variable life insurance products for typical commissions as a result of such transactions. IAR may also receive other compensation such as fixed or variable life renewals from insurance carriers. Therefore, the IAR has a financial incentive to recommend insurance based on the compensation to be received rather than on the client's needs. The client is under no obligation to purchase insurance through IAR. To the extent the client does elect to purchase insurance through IAR, disclosure is made as to the nature of the relationship, services and any compensation to be received by the registered representative at the time of the transaction.

Thomas Wayne Davis Jr. is a Board Member of the PeaceHealth Sacred Heart Medical Center Foundation, a non-profit healthcare system that owns and operates ten hospitals and numerous clinics. Thomas Wayne Davis Jr. does not receive any compensation for this position.

Item 5: Additional Compensation

Thomas Wayne Davis Jr. may receive cash and non-cash compensation from certain third-party product sponsors as permitted by industry rules. For example, product sponsors and other companies may reimburse IAR up to 100% of the cost of due diligence, training, and education/joint marketing meetings.

In addition, sales by IARs may qualify them for additional compensation, including support for their business activities, attendance at seminars, and entertainment.

Thomas Wayne Davis Jr. will also receive compensation from third-party investment advisors for referring client accounts to a third party for account management. The third-party will pay the IAR a solicitation fee for the referral. The IAR may also serve as the registered representative of record on the assets managed by the third-party investment advisor. When this is the case, the IAR will receive normal and customary compensation (e.g., commissions, 12b-1 fees, trails) for the purchase of the investments. This compensation is in addition to the referral fee paid by the third-party advisor.

Thomas Wayne Davis Jr. has a financial industry affiliated business as an insurance agent. These practices represent conflicts of interest because they give the IAR an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the client's interest first and clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Item 6: Supervision

We have adopted a system of compliance and supervision we believe is reasonably designed to oversee the activities of our Advisors in accordance with applicable law. We assign supervisors to oversee the activities of our Advisors conducted throughout our company. The designated supervisor of an Advisor may vary from time to time. If you have any questions or concerns, please contact our compliance department at 877-886-1939.



Nichole Renee Zahner
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This Brochure Supplement provides information about Nichole Zahner that supplements the Integrity Alliance, LLC Brochure. You should have received a copy of that Brochure. Please contact Advisor Services at 877-886-1939 if you did not receive Integrity Alliance, LLC Brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

Born: 1988

Formal Education after High School

- University of Oregon – B.S. Psychology- 2011

Business Experience

- Finley Davis Financial Group – Vice President (09/2023 – Present)
- Lion Street Financial – Registered Rep (02/2020 – Present)
- Lion Street Advisors – Investment Advisor (02/2020 – Present)
- Lion Street Insurance – Insurance Agent (02/2020 – Present)
- Finley Davis Financial Group – Registered Rep (02/2003 – 9/2023)
- American Independent Securities Group – Registered Rep (05/2018 – 02/2020)
- Finely Davis Financial – Assistant – (12/2014 – 05/2018)

Professional Licenses/Designations

Series 7 - General Securities Representative Exam (Stockbroker)

To obtain the Series 7 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirements include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer-based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Series 66 - Uniform Investment Adviser, Combined State Laws Exam 66

To obtain the Series 66, an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirements include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer-based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Certified Financial Planner (CFP®)

Important Information About the Certified Financial Planner (CFP®) Designation: The Certified Financial Planner (CFP®) certification represents proven expertise within the financial planning profession and possession of a bachelor's degree from an accredited college or university. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates for the CFP® designation must pass a certification exam administered by the Certified Financial Planner Board of Standards Inc. that focuses on over 100 topics of concern to the financial planning field, such as retirement, estate, and investment planning. In addition to passing the CFP® certification exam, candidates must also complete qualifying work experience (three years full-time or equivalent part-time experience in the financial planning field) and agree to adhere to the CFP® Board's code of ethics and professional responsibility and financial planning standards.

Item 3: Disciplinary Information

Nichole Zahner does not have disciplinary history. Client and prospective clients are encouraged to view the registration records for REGISTERED REP through the SEC's Investment Advisor Public Disclosure (IAPD) website at www.advisorinfo.sec.gov or FINRA's Broker Check database at www.finra.org/brokercheck.

Item 4: Other Business Activities

The IAR is engaged in the following non-investment-related business activities:

Nichole Zahner is a registered representative of Lion Street Financial, LLC, ("LSF") a registered broker/dealer, and member of the Financial Industry Regulatory Authority ("FINRA"). As such, IAR may sell securities through LSF and receive normal and customary commissions as a result of such transactions. IAR may also receive other compensation such as mutual fund 12b-1 fees and variable annuity trails from product sponsors. Therefore, the IAR has a financial incentive to recommend securities based on the compensation to be received rather than on the client's needs. The client is under no obligation to buy or sell securities through IAR. To the extent client does elect to open a brokerage account through LSF, disclosure is made as to the nature of the relationship, services and any compensation to be received by the registered representative at the time the account is established.

Nichole Zahner is also licensed as an insurance agent and may offer fixed and variable life insurance products for typical commissions as a result of such transactions. IAR may also receive other compensation such as fixed or variable life renewals from insurance carriers. Therefore, the IAR has a financial incentive to recommend insurance based on the compensation to be received rather than on the client's needs. The client is under no obligation to purchase insurance through IAR. To the extent the client does elect to purchase insurance through IAR, disclosure is made as to the nature of the relationship, services and any compensation to be received by the registered representative at the time of the transaction.

Item 5: Additional Compensation

Nichole Zahner may receive cash and non-cash compensation from certain third-party product sponsors as permitted by industry rules. For example, product sponsors and other companies may reimburse IAR up to 100% of the cost of due diligence, training, and education/joint marketing meetings. In addition, sales by IARs may qualify them for additional compensation, including support for their business activities, attendance at seminars, and entertainment.

Nichole Zahner will also receive compensation from third-party investment advisors for referring client accounts to the third party for account management. The third-party will pay the IAR a solicitation fee for the referral. The IAR may also serve as the registered representative of record on the assets managed by the third-party investment advisor. When this is the case, the IAR will receive normal and customary compensation (e.g., commissions, 12b-1 fees, trails) for the purchase of the investments. This compensation is in addition to the referral fee paid by the third-party advisor.

Nichole Zahner has a financial industry affiliated business as an insurance agent. These practices represent conflicts of interest because it gives the IAR an incentive to recommend products based on the

commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the client's interest first and clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Item 6: Supervision

We have adopted a system of compliance and supervision we believe is reasonably designed to oversee the activities of our Advisors in accordance with applicable law. We assign supervisors to oversee the activities of our Advisors conducted throughout our company. The designated supervisor of an Advisor may vary from time to time. If you have any questions or concerns, please contact our compliance department at 877-886-1939.