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10/30/2022

Centennial, CO 80112

www.geneoswealth.com

3037858470

Jeff Helms

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St Augustine, FL 32084

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INVESTMENT ADVISOR
REPRESENTATIVE
BROCHURE SUPPLEMENT

This brochure supplement provides information about Jeff Helms that supplements the Geneos Wealth Management, Inc. Investment Advisor Disclosure Brochure. You should have received a copy of that brochure. Please contact the Geneos Advisory Services Department if you did not receive Geneos Wealth Management, Inc. Investment Advisor Disclosure Brochure or if you have any questions about the contents of this supplement.

Additional information about Geneos and this Investment Advisor Representative is available on the SEC's website at www.adviserinfo.sec.gov.

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EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Jeff Helms, CFA

Born in 1960, Jeff received a Bachelor of Arts in Psychology from the University of Maryland. He is the President of First Coast Wealth Advisors, LLC and has been a Registered Representative and Investment Advisor Representative with Geneos Wealth Management, Inc. since 2004.

CFA®

Chartered Financial Analyst® (CFA®) is a charter that is globally recognized graduate level curriculum that provides proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. It also emphasizes the highest ethical and professional standards. To earn the CFA charter the candidate must have four years of qualified investment work experience; and must become a member of CFA Institute (the global association of investment professionals that administers the CFA charter), pledging to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct on an annual basis; the candidate must apply for membership to a local CFA member society; and must complete three exams, spending an average of 300 hours of study per exam.

DISCIPLINARY INFORMATION

Jeff Helms has no disciplinary information to disclose.

OTHER BUSINESS ACTIVITIES

Jeff Helms is also a registered representative of Geneos in its capacity as a brokerdealer. If you elect to have Jeff Helms implement the advice provided as part of the financial planning or consulting services, this is done in his separate capacity as a registered representative of a brokerdealer. Jeff Helms could receive fees for the advice and could also receive commissions, including 12b1, annual marketing and distribution fees for implementing the recommendations in this separate capacity. It provides incentive to recommend investment products based on the compensation received, rather than on your needs. You are not obligated to implement the advice provided by Jeff Helms or to implement transactions through us as a brokerdealer. You are free to select any brokerdealer or registered representative to implement the recommendations provided by Jeff Helms.

Jeff Helms is also an independently licensed insurance agent. If you elect to purchase insurance products through Jeff Helms in this separate capacity, he earns commissions. Jeff Helms could receive fees for the advice and also receive commissions for implementing insurance transactions. You are not obligated to implement the advice provided by Jeff Helms or to implement transactions through him in his separate capacity as an insurance agent.

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Jeff Helms engages in the following investment related activities outside of his relationship with Geneos, which presents a conflict of interest: Jeff is a Board Member with the Board of Trustees for the St Augustine General Employees' Pension. He spends approximately 2 hours per quarter reviewing the investment managers' performance for the plan. Jeff is an Industry Arbitration Panelist for FINRA, the Financial Industry Regulatory Authority, Inc. Jeff is an Industry Expert Witness. He provides testimony for divorce attorneys related to investments of their clients divorcing.

If you elect to implement Jeff Helms's advice, he has the ability to waive or reduce the financial planning or consulting fees as a result of asset management fees, securities commissions and/or insurance commissions that he receives in his separate capacities.

ADDITIONAL COMPENSATION

Geneos has established relationships with other, nonaffiliated investment advisors through which we will act as a promotor and Jeff Helms has the ability to refer you to the other investment advisors' management programs. When acting in this promotor capacity, we receive a portion of the fee you pay to the other investment advisors.

When referring clients to third party money managers, Geneos receives a portion of the fees generated from the referral. Since each money manager has a separate agreement with Geneos, each agreement will have a different percentage of the fee paid to us. That fee is shared with your representative. This provides an incentive for representatives to recommend one money manager over another one.

Certain product sponsors provide Jeff Helms with other economic benefits as a result of him recommending or selling the product sponsors' investments. The economic benefits he receives from product sponsors can include, but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist him in providing various services to clients.

SUPERVISION

Dean Rager is the Chief Compliance Officer of Geneos in its capacity as a registered investment advisor. He is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by Geneos and its investment advisor representatives. He can be contacted at 3037858470 x121. Jen Schuette is the Assistant Compliance Officer for Geneos in its capacity as a registered investment advisor. She assists Mr. Rager with development, oversight and enforcement of the firm's compliance programs. She can be contacted at 3037858470 x148. Lois Piccolotti is the Branch Manager for Jeff Helms. She is responsible for monitoring and supervising the activities and services provided by Jeff Helms, in his capacity as an investment advisor representative and a registered representative. She may be contacted

at 3037858470 x133.