

# Item 1: Cover Page



Balanced Capital Investments LLC dba Balanced Capital  
2158 S 60 E  
Heber City, UT 84032  
Phone: (435) 200-3050  
[www.balanced-capital.com](http://www.balanced-capital.com)

## **Form ADV Part 2A – Firm Brochure**

(435) 200-3050

Dated May 1, 2024

This Brochure provides information about the qualifications and business practices of Balanced Capital Investments LLC. If you have any questions about the contents of this Brochure, please contact us at (435) 200-3050. 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.

Balanced Capital Investments LLC is registered as an Investment Adviser with the State of Utah. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Balanced Capital Investments LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the firm's identification number 314531.

## Item 2: Material Changes

### Item 4: Advisory Business

Balanced Capital Investments LLC reports \$19,560,000 in discretionary assets under management as of 3/4/2024.

### Item 10: Other Financial Industry Activities and Affiliations

Corey Noyes is also the owner of Heber City Tax Prep LLC, which provides income tax preparation services for individuals.

As this service is not directly investment related it does not create a direct conflict of interest. To ensure that no conflict of interest is formed, clients of Balanced Capital LLC will receive no preferential treatment or discounted pricing if they choose to utilize the services of Heber City Tax Prep LLC. Corey Noyes spends an average of 10 hours a week in this business from January through April.

Corey Noyes no longer owns or operates Red Arch Insurance LLC

### Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Balanced Capital Investments LLC.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 314531. You may also request a copy of this Disclosure Brochure at any time, by contacting us at (435) 200-3050.

# Item 3: Table of Contents

Item 1: Cover Page	1
Item 2: Material Changes	2
Item 3: Table of Contents	3
Item 4: Advisory Business	4
Item 5: Fees and Compensation	7
Item 6: Performance-Based Fees and Side-By-Side Management	10
Item 7: Types of Clients	11
Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss	12
Item 9: Disciplinary Information	16
Item 10: Other Financial Industry Activities and Affiliations	17
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	19
Item 12: Brokerage Practices	21
Item 13: Review of Accounts	22
Item 14: Client Referrals and Other Compensation	23
Item 15: Custody	24
Item 16: Investment Discretion	25
Item 17: Voting Client Shares	26
Item 18: Financial Information	27
Item 19: Requirements for State Registered Advisors	28
Form ADV Part 2B – Brochure Supplement	29

# Item 4: Advisory Business

## Description of Advisory Firm

Balanced Capital Investments LLC dba Balanced Capital is registered as an investment advisor with the state of Utah. We were founded in May of 2021. Corey Noyes is the principal owner of Balanced Capital Investments LLC dba Balanced Capital and holds 100% of the ownership shares.

Balanced Capital Investments LLC reports \$19,560,000 in discretionary assets under management as of 1/3/2022.

## Types of Advisory Services

### Financial Planning

All investment management clients of Balanced Capital Investments LLC dba Balanced Capital are offered financial planning services at no additional charge or fee. These financial planning services are provided as part of our due diligence in selecting investments and providing management services.

Balanced capital Investments LLC will review all aspects of the Client's finances to prepare a written financial plan that makes comprehensive recommendations to help the Client meet their financial objectives. These areas of analysis include: overall asset allocation, securities recommendations, insurance needs, mortgage planning, consumer debt, retirement planning, college planning, trust & estate planning, savings & budgeting, and tax planning.

While our client onboarding process includes a financial plan design, clients are under no obligation to continue to use this service. For clients who wish to continue to engage with financial planning, Balanced Capital Investments LLC will review their plan annually. This review will in many cases be to update information, and make appropriate changes, and monitor progress toward the client's financial goals. Clients will receive updated plans annually, as well as online access to their planning information.

At any time clients may engage our planning services in response to life changing events, financial questions, or any other matter that may arise.

Project-Based Financial Planning engagements are offered to non-investment management clients at an hourly rate of \$150 per hour. The fee is due upon completion of the engagement. In the event of early termination by the Client, any fees for the hours already worked will be due. Fees for this service may be paid by electronic funds transfer or check.

## Investment Management Services

Balanced Capital Investments LLC begins any client engagement with a free initial consultation. We use the initial consultation to introduce a potential client to our firm and determine if we will be a good fit for each other. This consultation will be conducted prior to Balanced Capital Investments LLC making any specific recommendations to a client. If a client decided to move forward with investment management they will be required to sign Balanced Capital Investments LLC's Investment Advisory Agreement, which serves as the contract between the client and Balanced Capital Investments LLC.

Through personal discussion, we establish the needs, goals, and risk tolerance, time horizon, and liquidity needs of each client. Using this information we recommend a model portfolio to a client with an asset allocation that meets their needs and goals. Balanced Capital Investments LLC maintains two main sets of model portfolios. The first set uses fundamental investment analysis to identify the securities to be included the model, these are referred to as our "traditional models". The second set of model portfolios uses the same fundamental investment analysis, and includes the addition of various environmental factors that are taken into consideration when selecting securities. These models are referred to as the "Green Series".

**Traditional Models:** The traditional model portfolios are constructed using fundamental investment analysis and ratios to identify securities. These models are constructed primarily of exchange traded funds and individual stocks. The main objective of the model is to identify quality diversified funds and blend them in such a way to match a client's risk tolerance and investment objective. The model does not include the use of options, derivatives, leveraged, or inverse investments.

**Green Series Models:** The green series of models uses the same fundamental analysis as the traditional models to identify securities. In addition to fundamental analysis Balanced Capital Investments LLC also does an analysis on environmental factors including, carbon emissions, resource use, alternative energy usage, overall waste production, waste recycling, and various other metrics. The models are constructed by combining fundamental investment analysis, with our environmental analysis, and selecting a blend of exchange traded funds and individual stocks. The model does not include the use of options, derivatives, leveraged, or inverse investments.

All of our investment models are monitored on a daily basis and updates are made as needed. There is no preferential treatment given to either set of models, all clients will receive the same level of care regardless of which model is chosen.

Balanced Capital Investments LLC's will provide ongoing recommendations involving: exchange listed stocks, bonds, mutual funds and exchange traded funds (ETFs). Given that the value of these securities changes daily, Balanced Capital Investments LLC will monitor client accounts on a daily basis and make any necessary adjustments to the model portfolios.

Account supervision is guided by the stated objectives of the client (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations.

Fees pertaining to this service are outlined in Item 5 of this brochure.

## Investment Restrictions

Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors.

Clients have the ability to alter our model portfolios to add specific securities or to restrict specific securities or types of securities, creating a custom portfolio for themselves. However, if the restrictions prevent Balanced Capital Investments LLC from properly servicing the client account, or if the restrictions would require Balanced Capital Investments LLC to deviate from its standard suite of services, Balanced Capital Investments LLC reserves the right to end the relationship.

## Wrap Fee Programs

We do not offer or participate in wrap fee programs.

## Investment Discretion

Balanced Capital Investments LLC manages all client accounts on a discretionary basis. We do not offer accounts on a non-discretionary basis.

Balanced Capital Investments LLC requires the client grant discretionary authority so that it may execute recommendations in a timely fashion, but Clients should always review their brokerage account statements to verify the trading activity and withdrawals that occur in their account(s).

Because all of our clients participate in discretionary portfolio management services, we require you to grant our firm discretionary authority to manage your account. Discretionary authorization will allow us to determine the specific securities and the amount of securities to be purchased or sold for your account without your approval prior to each transaction. Discretionary authority is typically granted by the investment advisory agreement you sign with our firm and the appropriate trading authorization forms.

Because Balanced Capital Investments LLC does not offer non-discretionary account we report no non-discretionary assets under management.

# Item 5: Fees and Compensation

## Financial Planning Fees

Balanced Capital Investments LLC does not have any fees or costs associated specifically with financial planning. The service is offered only to investment management clients.

## Advisory Fees

Please note, 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. Please review the fee and compensation information below.

Total Value of Accounts	Annual Management Fee	Monthly Management Fee
First \$1,000,000	1.00%	0.0833%
Next \$500,000	0.75%	0.0625%
Next \$500,000	0.50%	0.0416%
Amounts over \$2,000,000	0.25%	0.0208%

### Example: Client with total assets of \$2,340,000

Amount	Annual Fee		Amount	Monthly Fee	
\$1,000,000	x 1.00%	= \$10,000	\$1,000,000	x 0.0833%	= \$833.33
\$500,000	x 0.75%	= \$3,750	\$500,000	x 0.0625%	= \$312.50
\$500,000	x 0.50%	= \$2,500	\$500,000	x 0.0416%	= \$208.33
\$340,000	x 0.25%	= \$850	\$340,000	x 0.0208%	= \$70.83
<b>TOTAL</b>		<b>\$17,100</b>	<b>TOTAL</b>		<b>\$1,425</b>
<b>\$17,000</b>	/ \$2,340,000	= 0.73%	<b>\$1,425</b>	/ \$2,340,000	= 0.0608%

0.73% represents the average weighted annual fee associated with an account valued at \$2,340,000. 0.0608% represents the average weighted monthly fee.

Balanced Capital Investments LLC's assets under management fee schedule is charged through a blended fee schedule rather than a breakpoint fee schedule. A blended fee schedule results in higher compensation for the advisor.

Although new money, or increases in account value may be managed at lower rates, the total value of assets in earlier tiers continue to be managed at the initial higher rates.

Blended fee schedules represent a conflict of interest in that blended fee schedules result in higher fees for the advisor than are collected by advisors who use a breakpoint schedule for the

same or similar services. Fees that are charged through a blended schedule result in additional revenue for Balanced Capital Investments LLC as the value of accounts increases.

Balanced Capital Investments LLC charges the above management schedule at the end of each calendar month. As the management fees are charged in arrears, Balanced Capital Investments LLC does not offer refunds as services have already been performed. For the first month a client engages Balanced Capital Investments LLC or if a client terminates service during the month, the fee will be prorated to reflect only the days That Balanced Capital Investments LLC rendered its services.

Balanced Capital Investments LLC does not negotiate the fee structure but does offer discounts to select friends and family.

## Project-Based Financial Planning Fixed Fee

Project-Based Financial Planning engagements are offered to non-investment management clients at an hourly rate of \$150 per hour. The fee is due upon completion of the engagement. In the event of early termination by the Client, any fees for the hours already worked will be due. Fees for this service may be paid by electronic funds transfer or check.

## Fee Deduction

For clients that provide written authorization to their broker-dealer/custodian, Balanced Capital Investments LLC will arrange to have its management fee automatically deducted from the client's brokerage account. In this case, the client's broker-dealer/custodian will send statements, at least monthly to the Client that will reflect the advisory fee paid to Balanced Capital Investments LLC, but the Client should verify the accuracy of fees paid.

Balanced Capital Investments LLC requests all clients allow for the direct deduction of fees, but for those clients that do not, Balanced Capital Investments LLC will send directly to the client an invoice for fees. This invoice will require payment within thirty days after the mailing date on the invoice.

## Other Types of Fees and Expenses

Clients may incur certain charges imposed by custodians, brokers, and other third parties such as wire transfer and electronic fund fees. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions).



We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

## Advance Billing and Fees

Balanced Capital Investments LLC does not require that clients pay fees in advance. Clients are billed monthly at the end of the month. Because all fees are billed in arrears there are no refunds offered. If a client terminates service during the month, the fee will be prorated to reflect only the days That Balanced Capital Investments LLC rendered its services.

## Compensation for the Sale of Investment Products

Balanced Capital receives no compensation for the sale of investment products.

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

Balanced Capital Investments LLC does not charge performance-based fees (fees based on gains) and so none of its Clients' accounts will ever be managed side-by-side any performance-based accounts.

# Item 7: Types of Clients

Balanced Capital Investments LLC will provide advisory services to various types of clients including:

**Individuals:** The majority of Balanced Capital Investments LLCs clients will be individuals and families seeking financial planning and investment management services. Balanced Capital Investments LLC provides these services to all clients and does not have a minimum account size.

**Small Businesses:** Occasionally Balanced Capital Investments LLC will provide advisory services to small businesses seeking investment management or financial planning for their organizations interests.

**Non-Profits and Foundations:** Balanced Capital Investments LLC provides financial planning and investment management services to various non-profit groups as well as charitable foundations and organizations.

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

## Methods of Analysis and Investment Strategies

For financial planning services Balanced Capital Investments LLC analyzes the client's financial goals and objectives, income and spending, savings and assets, insurance needs, and tax implications. This analysis seeks to ensure that a client's needs are met and they are making progress towards their goals.

For investment management services Balanced Capital Investments LLC uses a strategy based on fundamental analysis and passive investing to construct model portfolios. Balanced Capital Investments LLC operates two sets of model portfolios; "Traditional" and the "Green Series". Both of these models employ various methods of fundamental analysis described below.

In fundamental analysis Balanced Capital Investments LLC seeks to determine the intrinsic value of equities based on various financial data available to the public. This data includes: financial statements, balance sheets, cashflow statements, earnings, dividends, management, competitive advantages, industry trends, and future outlook. In essence this form of analysis is seeking to evaluate the overall condition of the company (or group of companies in a mutual fund or ETF) to determine whether it is a sound investment. Despite this analysis, any investment in securities carries risk and investors may lose their principal investment.

Model Portfolios will be composed of individual equities and exchange traded funds. No models will include the use of options, derivatives, leveraged, or inverse funds.

For investment categories where individual security analysis is not possible, or feasible, Balanced Capital Investments LLC employs the use of passive investing strategies through the use of ETFs. Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark. Academic research indicates most active managers underperform the market.

Balanced Capital Investments LLC does not engage in day trading. The overall strategy of any of our models, is to use thorough analysis to select sound investments. We then employ constant oversight to both rebalance investment allocations and make adjustments to the security selection.

**Green Series Analysis:** In addition to all of the aforementioned fundamental analysis and security selection, the “Green Series” employs additional research into the environmental impact of the securities used in the model. The data taken into consideration includes, and is not limited to; greenhouse gas emissions, waste production, resource use, renewable energy usage, recycling of waste products, and recycled material usage.

Similar to the “Traditional” models the “Green Series” models are composed of individual equities and exchange traded funds. No models will include the use options, derivatives, leveraged, or inverse funds.

There are specific risks associated with investing in the “Green Series” model, as it falls under a relatively new category of investing referred to as ESG (Environmental, Social, Governance). These risks will be discussed further in the subsequent section on risk under the label “ESG Risk”.

## Risk of Loss

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment’s current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer’s operations or its financial condition.

**Strategy Risk:** The Adviser’s investment strategies and/or investment techniques may not work as intended.

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client’s portfolio.

**Limited Markets:** Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable, or find buyers at any price.

**Concentration Risk:** Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**ESG Risk:** ESG investing is a relatively new category of investing in which securities are screened for environmental, social, and governance factors. Any time an investor participates in a new category of investing there are inherent risks as the category does not have a sufficient track record to gather data from. In addition to the risk posed by the lack of historical data, ESG investing carries additional risk in that by restricting investment into only companies that meet the ESG criteria, the investments are often less diversified than their counterparts.

**Legal or Legislative Risk:** Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

**Inflation:** Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Commercial Paper is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

Common stocks may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

Corporate Bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on such factors as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

Bank Obligations including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

Municipal Bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored

status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

Exchange Traded Funds prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

**Investment Companies Risk.** When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which clients invest.

## Item 9: Disciplinary Information

Neither Balanced Capital Investments LLC nor any of its related persons (including management and IA Reps) have had any legal or disciplinary events in their past. Clients and prospective Clients can always view the CRD records (registration records) for Balanced Capital Investments LLC or any of its IA Reps through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Balanced Capital Investments LLC is 314531 and the CRD numbers for management and IA Reps are listed alongside their biographical information in the accompanying *BROCHURE SUPPLEMENT* document.

No associated persons of Balanced Capital Investments LLC have ever been involved in any criminal or civil action in a domestic, foreign, or military court.

No associated persons of Balanced Capital Investments LLC have ever been involved in any administrative proceedings before the SEC or any other federal, state, or foreign regulatory authority.

No associated persons of Balanced Capital Investments LLC have ever been involved in any proceedings with a self-regulatory organization.



# Item 10: Other Financial Industry Activities and Affiliations

No Balanced Capital Investments LLC employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer. No Balanced Capital Investments LLC employee has any material relationships or arrangements with these types of financial service providers.

No Balanced Capital Investments LLC employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor. No Balanced Capital Investments LLC employee has any material relationships or arrangements with these types of financial service providers.

Balanced Capital Investments LLC does not participate in any other financial industry activities and is not affiliated with other financial firms. Balanced Capital Investments LLC does not recommend or select other investment advisors for its clients.

Corey Noyes is also the owner of Heber City Tax Prep LLC, which provides income tax preparation services for individuals. As this service is not directly investment related it does not create a direct conflict of interest. To ensure that no conflict of interest is formed, clients of Balanced Capital LLC will receive no preferential treatment or discounted pricing if they choose to utilize the services of Heber City Tax Prep LLC. Corey Noyes spends an average of 10 hours a week in this business from January through April.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each client. Our clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings.

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory clients. A summary of the Code of Ethics' Principles is outlined below.

**Integrity:** Associated persons shall offer and provide professional services with integrity.

**Objectivity:** Associated persons shall be objective in providing professional services to clients.

**Competence:** Associated persons shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.

**Fairness:** Associated persons shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.

**Confidentiality:** Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal process, or as required by law.

**Professionalism:** Associated persons' conduct in all matter shall reflect credit of the profession.

**Diligence:** Associated persons shall act diligently in providing professional services. We will, upon request, promptly provide a complete code of ethics.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

Neither our firm, its associates or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Our firm and its "related persons" (associates, their immediate family members, etc.) may buy or sell securities the same as, similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a

recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time, however, will our firm or any related party receive preferential treatment over our clients. Balanced Capital Investments LLC does not recommend securities to clients in which the Adviser or a related person has material financial interest.

Additionally, IA Reps of Balanced Capital Investments LLC may have an interest in Client transactions insofar as they may personally invest in the same securities recommended to Advisory Clients. These transactions involve a conflict of interest as Balanced Capital Investments LLC or IA Reps may benefit from an increase in price from subsequent purchases by Advisory Clients. To address this conflict of interest, Balanced Capital Investments LLC and its IA Reps will adhere to the following procedures regarding their personal trading:

1. Client transactions will always be placed ahead of those for Balanced Capital Investments LLC, its management, and its IA Reps;
2. Balanced Capital Investments LLC and its IA Reps will recommend investments that are widely traded;
3. Neither Advisory Clients nor IA Reps will have enough funds invested in any given security to move the market in that particular security.

## Item 12: Brokerage Practices

Balanced Capital Investments LLC will recommend Altruist (CRD# 299274) to all Advisory clients. Balanced Capital Investments LLC recommends Altruist primarily for its relatively low transaction costs and Balanced Capital Investments LLC's familiarity with its trading platform.

Clients have no obligation to use Altruist for the broker-dealer and custodian, but if clients seek to have Balanced Capital Investments LLC manage their accounts on a discretionary basis, the client's chosen broker-dealer and custodian must allow Balanced Capital Investments LLC to have trading authority within the account.

While not a factor in Balanced Capital Investments LLC's recommendation of Altruist, Altruist does offer proprietary research tools and publications created by Altruist to their account holders. Balanced Capital Investments LLC will have access to these research tools and publications, which may be considered "soft dollar benefits" and constitute a conflict of interest. As Balanced Capital Investments LLC and its IA Reps have accounts at Altruist, the benefits of the research tools and publications are already available to Balanced Capital Investments LLC regardless of the client's decision to invest with Altruist. Balanced Capital Investments LLC will use Altruist's research tools and publications to service all advisory clients regardless of the broker-dealer/custodian they choose to use, but clients who invest with Altruist will also have their own access to the research tools and publications as Altruist account holders. Again, clients have no obligation to use Altruist for their broker-dealer and custodian.

Altruist does not charge commissions on trades, thus no soft dollar arrangements are contingent on client trades being directed through Altruist. Because there are no commissions or markups charged, no Balanced Capital Investments LLC employees, or related persons received any products or services as a result of client trading activity.

Balanced Capital Investments LLC does not receive client referrals from Altruist or any other third party.

Balanced Capital Investments LLC will rely on Altruist (or the broker-dealer/custodian selected by the client) for the execution of transactions and will not direct trades to specific brokers. As such, clients may not receive the lowest price possible if they were to have their trades directed to specific brokers.

Balanced Capital Investments LLC combines multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading or aggregating"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportional to the size of the account.

## Item 13: Review of Accounts

Corey Noyes, Principal and CCO, will monitor accounts on an ongoing basis and will conduct account reviews at least annually and/or upon your request to ensure that the advisory services provided to you are consistent with your stated investment needs and objectives. Additionally, reasonable client imposed restrictions will be reviewed to confirm that they are being enforced. Events that may trigger a special review would be unusual performance, addition or deletions of client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

In the absence of the special reviews mentioned above, client accounts will be reviewed on at least an annual basis. If a client wishes to engage inactive financial planning those plans will be reviewed at the same annual frequency, unless a need arises at another time based on life events.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

Balanced Capital Investments LLC will not provide written reports to Investment Management clients.

Clients who chose to engage in financial planning will have a report delivered to them annually.

# Item 14: Client Referrals and Other Compensation

As disclosed under Item 12, above, Balanced Capital Investments LLC has a relationship with Altruist and Balanced Capital Investments LLC may recommend Altruist to Clients for custody and brokerage services. There is no direct link between Balanced Capital Investments LLC's participation in the programs and the investment advice it gives to its clients, although Balanced Capital Investments LLC receives economic benefits through its participation in the programs that are typically not available to retail investors.

These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Advisor by third party vendors.

Some of the products and services made available by Altruist through the programs may benefit Balanced Capital Investments LLC but may not benefit its Client accounts. These products or services may assist Balanced Capital Investments LLC in managing and administering client accounts, including accounts not maintained at Altruist. Other services made available by Altruist are intended to help Balanced Capital Investments LLC manage and further develop its business enterprise.

The benefits received by Balanced Capital Investments LLC or its personnel through participation in the program do not depend on the number of brokerage transactions directed Altruist. As part of its fiduciary duties to clients, Balanced Capital Investments LLC endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Balanced Capital Investments LLC or its related persons in and of itself creates a potential conflict of interest.

Representatives of Balanced Capital Investments LLC are licensed insurance agents but they receive no economic benefits from the insurance carriers they represent.

Balanced Capital Investments LLC does not compensate solicitors or pay for client referrals.

# Item 15: Custody

Balanced Capital Investments LLC has limited custody solely due to the direct withdrawal of fees. We do not have physical custody of client assets or securities.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

For client accounts in which Balanced Capital Investments LLC directly debits their advisory fee:

1. Balanced Capital Investments LLC will send an invoice to the custodian.
2. The custodian will send at least quarterly statements to the client showing all disbursements for the account, including the amount of the advisory fee.
3. The client will provide written authorization to Balanced Capital Investments LLC, permitting them to be paid directly for their accounts held by the custodian.

## Item 16: Investment Discretion

For those client accounts where we provide investment management services, we maintain discretion over client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. You may specify investment objectives, guidelines, and/or impose certain conditions or investment parameters for your account(s). For example, you may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry or type. Investment discretion is explained to clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the client will execute a Limited Power of Attorney which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the client.



# Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## Item 18: Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.

We do not require any prepayment for our clients over who's accounts we have discretion.

Balanced Capital Investments LLC, nor its owner Corey Noyes have been the subject of a bankruptcy petition at any point in time.

# Item 19: Requirements for State Registered Advisors

Corey Noyes is the only principal executive officer of Balanced Capital Investments LLC. His biographical information is given on the attached *Brochure Supplement* document.

Balanced Capital Investments LLC is not actively engaged in any other Business.

Neither Corey Noyes, nor any supervised person are compensated with performance based fees.

Neither Corey Noyes, nor any management persons have any material events to disclose.

Balanced Capital Investments LLC, nor any of its management persons have any relationship or arrangement with any issuer of securities.

# BROCHURE SUPPLEMENT

## COREY NOYES



Balanced Capital Investments LLC

2158 S 60 E

Heber City, UT 84032

Phone: (435) 200-3050

[www.balanced-capital.com](http://www.balanced-capital.com)

May 1, 2024

### **PURPOSE OF THE BROCHURE SUPPLEMENT:**

This *BROCHURE SUPPLEMENT* provides information about Corey Noyes that supplements the Balanced Capital Investments LLC *FIRM BROCHURE* document. You should have received a copy of that *FIRM BROCHURE*. Please contact Corey Noyes if you did not receive Balanced Capital Investments LLC's *FIRM BROCHURE* or if you have any questions about the contents of this *BROCHURE SUPPLEMENT*.

Addition information about Corey Noyes is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) (the CRD number Corey Noyes is 6494689)

### **NOTE:**

While Balanced Capital Investments LLC may refer to itself as a "registered investment advisor" or "RIA" clients should be aware that registration itself does not imply any level or skill or training.

# Corey Noyes

Born 1991

## Educational Background

B.S. in Finance, Brigham Young University, 2015

## Professional Designations

Corey Noyes is 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](http://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.

## Work Experience

May 2021 – Current, Balanced Capital Investments LLC, Owner

May 2021 – April 2024, Red Arch Insurance LLC, Owner

February 2022 – Current, Heber City Tax Prep, Owner

June 2015 – May 2021, Edward D Jones, Financial Advisor

## Disciplinary Information

Corey Noyes has no disciplinary information to report

Corey Noyes has no criminal history to report

Corey Noyes has no legal events to report

Corey Noyes has never been involved with any proceedings with the SEC or any other governing or regulatory bodies.

## Other Business Activities

Corey Noyes is also the owner of Heber City Tax Prep LLC, which provides income tax preparation services for individuals.

As this service is not directly investment related it does not create a direct conflict of interest. To ensure that no conflict of interest is formed, clients of Balanced Capital LLC will receive no preferential treatment or discounted pricing if they choose to utilize the services of Heber City Tax Prep LLC. Corey Noyes spends an average of 10 hours a week in this business from January through April.

## Additional Compensation

Corey Noyes receives no additional compensation. All advisory compensation is paid directly by clients.

Corey Noyes receives no economic benefits in his capacity as an tax preparer.

## Supervision

Corey Noyes, as owner and chief compliance officer of Balanced Capital Investments LLC, is responsible for supervision. He may be contacted directly at (206) 719-4926.

## Requirements for State Registered Advisors

Corey Noyes has NOT been involved in any of the events listed below.

a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- i. An investment or an investment-related business or activity;
- ii. Fraud, false statements, or omissions;
- iii. Theft, embezzlement, or other wrongful taking of property;
- iv. Bribery, forgery, counterfeiting, or extortion; or
- v. Dishonest, unfair, or unethical practices.

b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- i. An investment or an investment-related business or activity;
- ii. Fraud, false statements, or omissions;
- iii. Theft, embezzlement, or other wrongful taking of property;
- iv. Bribery, forgery, counterfeiting, or extortion; or
- v. Dishonest, unfair, or unethical practices.

2. Corey Noyes has NOT been the subject of a bankruptcy petition at any time.