

PART 2B OF FORM ADV: BROCHURE SUPPLEMENT

Kerry Grace Keihn, CSRIC™ ABFPSM

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03/31/2023

This brochure supplement provides information about Kerry Grace Keihn that supplements Prime Capital Investment Advisors LLC's brochure. You should have received a copy of that brochure. Please contact Anthony Woodard at (913) 491-6226 if you did not receive Prime Capital Investment Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Kerry Grace Keihn is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Kerry Grace Keihn, Born 1990

Education Background

University of Virginia, Bachelor of Arts, Drama, 2012

Business Background:

CHHSZ Holdings, LLC, Member, 01/2023 to current;

Prime Capital Investment Advisors, LLC, Investment Advisor Representative, 01/2023 to current;

Earth Equity Advisors, LLC, Investment Advisor Representative, 08/2017 to 03/2023;

Earth Equity Advisors, LLC, Director of Client Service & Operations, 06/2015 to 01/2023;

Shenandoah Alliance for Shelter, Programs Administrator & Certified Counselor, 01/2012 to 05/2015;

Designation:

Accredited Behavioral Finance ProfessionalSM (ABFPSM), 2021

As the first advisor-focused behavioral finance designation from an accredited college or university, the Accredited Behavioral Finance ProfessionalSM or ABFPSM program, is a unique program that enhances advisors' emotional competencies, client interactions, and financial planning advice through a thorough understanding of psychological explanations for economic behavior and hands-on practice of knowledge. Designed for mid-career and advanced career financial professionals, the ABFPSM program brings together comprehensive research and trends from leaders and experts in the area of behavioral finance with engaging, in-class activities.

Chartered SRI CounselorTM (CSRICTM), 2020

The CHARTERED SRI COUNSELORTM, CSRICTM program is administered by the College For Financial Planning. Individuals who hold the CSRIC designation have completed a course of study encompassing the history, definitions, trends, portfolio construction principles, fiduciary responsibilities, and best practices for sustainable, responsible, and impact (SRI) investing. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. The program was developed in partnership with US SIF, the Forum for Sustainable and Responsible Investment; the leading voice advancing sustainable, responsible, and impact investing across all asset classes in the United States. Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional conduct and complying with self-disclosure requirements.

Disciplinary Information

Kerry Grace Keihn has no legal or disciplinary events to report.

Other Business Activities

Other

Prime Capital Investment Advisors, LLC is 100% owned by CHHSZ Holdings, LLC. Kerry Grace Keihn is a member of CHHSZ Holdings, LLC and as such is entitled to receive a share of the company's profits.

Additional Compensation

As an investment adviser representative of PCIA, Kerry Grace Keihn may indirectly receive additional benefits when certain product sponsors provide PCIA with economic benefits as a result of PCIA's or its investment advisor representatives' recommendation or sale of the product sponsors' investments. Such economic benefits received by PCIA from product sponsors can include but are not limited to, approved financial assistance with or the sponsorship of meetings and client events, marketing support, approved reimbursement or payment of travel expenses, and tools to assist PCIA and its investment advisor representatives in providing various services to clients. Although PCIA and its investment advisor representatives endeavor at all times to put the interest of their clients ahead of their own interests or those of the firm's officers, directors, or representatives ("affiliated persons"), these arrangements present a conflict of interest and can affect the judgment of PCIA and of those investment advisor representatives that materially benefited from such arrangements when recommending investment products. We attempt to control for this conflict by always basing investment decisions on the individual needs of our clients and by providing disclosure to our clients. Please note Kerry Grace Keihn does not individually solicit additional benefits from product sponsors.

Supervision

Anthony Woodard is the Chief Compliance Officer of Prime Capital Investment Advisors, LLC. 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 the firm and its representatives, including Kerry Grace Keihn. Anthony Woodard can be contacted by phone at (913) 491-6226.