

**PART 2B OF FORM ADV: BROCHURE SUPPLEMENT**

**Peter William Krull, CSRIC™**

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**This brochure supplement provides information about Peter William Krull 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 Peter William Krull is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

Peter William Krull, Born 1969

### **Education Background**

Bethany College, Bachelor of Science, Communication, 1994

### **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, Chief Executive Officer, 08/2014 to 03/2023;

Minerva Planning Group, Investment Advisor Representative, 03/2010 to 01/2017;

### **Designation:**

#### **Chartered SRI Counselor™ (CSRIC™), 2019**

The CHARTERED SRI COUNSELOR™, CSRIC™ 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**

Peter William Krull has no legal or disciplinary events to report.

## **Other Business Activities**

### **Other**

Prime Capital Investment Advisors, LLC is 100% owned by CHHSZ Holdings, LLC. Peter William Krull 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, Peter William Krull 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 Peter William Krull 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 Peter William Krull. Anthony Woodard can be contacted by phone at (913) 491-6226.