



Form ADV Part 2B—Individual Disclosure Brochure

Russ Adams

Financial Advisor

Dated: March 25, 2024

This brochure supplement provides information about Russ Adams that supplements the Falcon Investment Strategies, LLC doing business as (DBA) Falcon Financial’s brochure. You should have received a copy of that brochure. Please contact Russ Adams if you did not receive the Falcon Financial brochure or if you have any questions about the contents of this supplement. Additional information about Russ Adams is available on the SEC’s website at www.adviserinfo.sec.gov, using his identification number 7615011.

Falcon Financial
200 Statesville Blvd #1001
Salisbury, NC 28144
(704) 603-4177

Item 2: Educational Background and Business Experience

Name: Russ Moore Adams

Born: 1980

Education

2013 - Bachelor of Science, Communications Studies, University of North Carolina, Chapel Hill

Business Background

- 08/2022-Present, Financial Advisor, Falcon Investment Strategies, LLC d/b/a Falcon Financial
- 05/2021-Present, Insurance Agent, Independent Insurance Agent
- 01/2019-05/2021, Realtor, Yancey Realty

Item 3: Disciplinary Information

Russ Adams does not have any reportable disciplinary disclosures.

Item 4: Other Business Activities

Russ Adams is a licensed insurance agent. As such, Russ Adams, in his separate capacity as an insurance agent, will be able to purchase insurance and insurance-related investment products (insurance) for your account, for which he will receive separate and customary compensation. While Russ Adams endeavors at all times to put the interest of our clients first as part of our firm's fiduciary duty, you should be aware that the receipt of additional compensation itself creates a conflict of interest and may affect their judgment when making recommendations. This activity accounts for approximately 80 hours a month, about 4 hours a day during trading hours.

Russ Adams also works for Trident Property Group, LLC, a real estate holding company. He devotes about 6 hours a month to this endeavor, occasionally during trading hours.

Additionally, Russ Adams works for AGWW&T, a real estate holding company. He devotes about 2% of his time daily on this endeavor, none during trading hours.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Russ Adams does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Falcon Investments.

Item 6: Supervision

S. Michael Gegorek II, as the Chief Compliance Officer of Falcon Financial, is responsible for supervision. He may be contacted at the phone number on the cover page of this brochure.

Item 7: Requirements for State Registered Advisers

Russ Adams does not have, or has ever had, any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization proceeding or administrative proceeding, and has not been the subject of a bankruptcy petition.

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