

This brochure supplement provides information about Colby Neal Ivey that supplements the Simpli-FI Alpha LLC brochure. You should have received a copy of that brochure. Please contact Colby Neal Ivey if you did not receive Simpli-FI Alpha LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Colby Neal Ivey is also available on the SEC's website at www.adviserinfo.sec.gov.

Simpli-FI Alpha LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Colby Neal Ivey

Personal CRD Number: 7931113

Investment Adviser Representative

Simpli-FI Alpha LLC
513 W Oak St
Denton, TX 76201
(214) 662-3294
colby.ivey@simpli-fi-alpha.com
www.simpli-fi-alpha.com

UPDATED: 10/16/2025

Item 2: Educational Background and Business Experience

Name: Colby Neal Ivey **Born:** 1983

Educational Background and Professional Designations:

Education:

Bachelor of Science Recreation, Park and Tourism Sciences, Texas A&M University - 2006

Business Background:

04/2024 - Present	Managing Partner and CIO Simpli-FI Alpha LLC
11/2013 - Present	Firefighter/Paramedic Coeur d'Alene Fire Department

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Colby Neal Ivey is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Colby Neal Ivey does not receive any economic benefit from any person, company, or organization, other than Simpli-FI Alpha LLC in exchange for providing clients advisory services through Simpli-FI Alpha LLC.

Item 6: Supervision

As a representative of Simpli-FI Alpha LLC, Colby Neal Ivey is supervised by Benjamin H Lott, the firm's Chief Compliance Officer. Benjamin H Lott is responsible for ensuring that Colby Neal Ivey adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Benjamin H Lott is (903) 780-9025.

Item 7: Requirements For State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

- A. Colby Neal Ivey has NOT been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
- B. Colby Neal Ivey has NOT been the subject of a bankruptcy.