

This brochure supplement provides information about Benjamin Hunter Lott that supplements the Simpli-FI Alpha LLC brochure. You should have received a copy of that brochure. Please contact Benjamin Hunter Lott 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 Benjamin Hunter Lott 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

Benjamin Hunter Lott

Personal CRD Number: 7367983

Investment Adviser Representative

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

UPDATED: 10/16/2025

Item 2: Educational Background and Business Experience

Name: Benjamin Hunter Lott **Born:** 1983

Educational Background and Professional Designations:

Education:

Bachelor of Science Emergency Administration and Planning, University of North Texas - 2011

Associates of Applied Sciences Paramedicine, North Central Texas College - 2010

Business Background:

04/2024 - Present Managing Partner and Chief Compliance Officer
Simpli-FI Alpha LLC

01/2010 - Present Captain
Denton Fire Department

10/2021 - 08/2022 Investment Adviser Representative
Primerica Advisors

01/2014 - 01/2022 Captain
United States Marine Corps

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

Benjamin Hunter Lott is a part owner of SimpliFi-Legacy LLC. SimpliFi-Legacy LLC is the name and entity of what will eventually become the Lott Family Office for Hunter Lott and his family. SimpliFi-Legacy is not intended to be a public facing company and does not intend to ever have any clients. SimpliFi-Legacy LLC is for personal use only.

Item 5: Additional Compensation

Benjamin Hunter Lott 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 the Chief Compliance Officer of Simpli-FI Alpha LLC, Benjamin Hunter Lott supervises all activities of the firm. Benjamin Hunter Lott's contact information is on the cover page of this disclosure document. Benjamin Hunter Lott adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

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. Benjamin Hunter Lott 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. Benjamin Hunter Lott has NOT been the subject of a bankruptcy.