



Part 2B of Form ADV: *Brochure Supplement*

KEVIN C SMEDLEY
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This brochure supplement provides information about KEVIN C SMEDLEY that supplements the IC Advisory Services, Inc. brochure. You should have received a copy of that brochure. Please contact Douglas A. Wright (908) 707-4422 if you did not receive IC Advisory Services, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about KEVIN C SMEDLEY is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Educational Background and Business Experience

Full Legal Name: KEVIN C SMEDLEY **Born:** 1966

Education

- LA SALLE UNIVERSITY; BS, ACCOUNTING; 1988

Business Experience

- ROSENFELT, SIEGEL, & GOLDBERG PC; CPA; from 03/01/1988 to Present
- THE INVESTMENT CENTER, INC.; REGISTERED REP; from 01/04/1999 to Present
- IC ADVISORY SERVICES, INC.; REPRESENTATIVE; from 10/22/2008 to PRESENT

Designations

KEVIN C SMEDLEY has earned the following designation(s) and is in good standing with the granting authority:

- CPA; COMMONWEALTH OF PA; 1991

Certified Public Accountant (CPA)

The requirements, which are set by each state board of accountancy, include: completing a program of study in accounting at a college or university, passing the Uniform CPA Exam, and obtaining a specific amount of professional work experience in public accounting (the required amount and type of experience varies according to licensing jurisdiction). Continuing Education requirements are 40 hours each year.

Item 3 Disciplinary Information

KEVIN C SMEDLEY has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. KEVIN C SMEDLEY is also engaged in the following investment-related activities:

Registered representative of a broker-dealer

Registered Representative of The Investment Center, Inc. Mr. Smedley is a registered representative of The Investment Center, Inc. (“*TIC*”), an SEC Registered and FINRA member broker-dealer. Clients may choose to engage Mr. Smedley in his individual capacity as a registered representative of *TIC*, to implement investment recommendations on a commission basis.

Conflict of Interest. The recommendation by Mr. Smedley that a client purchase a securities commission product presents a ***conflict of interest***, as the receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client’s need. No client is under any obligation to purchase any commission products from Mr. Smedley. Clients are reminded that they may purchase investment products recommended by Mr. Smedley through other, non-affiliated broker dealers. **The Registrant’s Chief Compliance Officer, Douglas A. Wright, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

2. KEVIN C SMEDLEY receives commissions, bonuses or other compensation on the sale of securities or other investment products.

Commissions. In the event the client chooses to purchase investment products through *TIC*, brokerage commissions will be charged by *TIC* to effect securities transactions, a portion of which commissions shall be paid by *TIC* to Mr. Smedley. The brokerage commissions charged by *TIC* may be higher or lower than those charged by other broker-dealers. In addition, *TIC*, as well as Mr. Smedley, relative to commission mutual fund purchases, may also receive additional ongoing 12b-1 trailing commission compensation directly from the mutual fund company during the period that the client maintains the mutual fund investment. The securities commission business conducted by Mr. Smedley is separate and apart from IC Advisory Services Inc.’s investment management services discussed in the Registrant’s *Brochure*.

B. Non Investment-Related Activities

KEVIN C SMEDLEY is involved in the following other business activities. The following list includes information regarding the percentage of time required as well as the nature of the activity.

- ROSENFELT, SIEGEL, & GOLDBERG PC, CPA, 100%, CPA FIRM

Item 5 Additional Compensation

KEVIN C SMEDLEY does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: MARC GOLDBERG

Title: BRANCH MANAGER

Phone Number: 610-668-1750

The supervisor listed above has the overall responsibility to oversee the activities of Mr. Smedley.

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Adviser's Act ("*Act*"). The Registrant's Chief Compliance Officer, Douglas A. Wright, is primarily responsible for the implementation of the Registrant's policies and procedures. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Wright at (908) 707-4422.