

Item 1 Cover Page

**SUPERVISED PERSON BROCHURE**  
FORM ADV PART 2B

Aaron J. Howard

**CLOUD INVESTMENTS, LLC**

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This brochure supplement provides information about Aaron J. Howard and supplements the Cloud Investments Financial Advisory, LLC's brochure. You should have received a copy of that brochure. Please contact Aaron J. Howard if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Aaron J. Howard (CRD#7050961) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**NOVEMBER 8, 2021**

## Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure

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### Principal Executive Officer

**Aaron J. Howard**

- Year of birth: 1994
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### Item 2 Educational Background and Business Experience

#### Educational Background:

- University of Alabama; Bachelor of Science in Finance; 05/2016

#### Business Experience:

01/2019 – Present	Cloud Financial, Inc. Insurance Agent
12/2018 – Present	Cloud Investments, LLC Investment Advisor Representative
09/2018 – 12/2018	Cloud Investments, LLC Administrative Staff
05/2018 – 08/2018	YUMM Server
06/2016 – 08/2018	Chick-fil-A Director
01/2016 – 05/2016	Another Broken Egg Server
08/2012 – 05/2016	University of Alabama Student
05/2012 – 12/2014	360 Grille Server
08/2008 – 05/2012	Deshler High School Student
05/2010 – 08/2010	Chuck E. Cheese's Cook

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### Item 3 Disciplinary Information

*Criminal or Civil Action:* None to report.

*Administrative Proceeding:* None to report.

*Self-Regulatory Proceeding:* None to report.

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### Item 4 Other Business Activities

Aaron Howard is also a licensed insurance agent. Approximately 50% of Mr. Howard's time is spent in his insurance practice. From time to time, he will offer clients products and/or services in this capacity.

This represents a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are

not required to purchase any products or services. Clients have the option to purchase these products or services through another insurance agent of their choosing.

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#### **Item 5 Additional Compensation**

Mr. Howard receives additional compensation in his capacity as an insurance agent, but he does not receive any performance-based fees.

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#### **Item 6 Supervision**

Aaron Howard is supervised by Lauren Borden, Chief Compliance Officer. Mrs. Borden reviews Mr. Howard's work through client account reviews and quarterly personal transaction reports, as well as face-to-face and phone interactions.

Mrs. Borden can be contacted at 256-715-0094 or by email at [Lauren@cloudfinancial.com](mailto:Lauren@cloudfinancial.com).