

**Aurora Strategic Advisors, LLC  
Form ADV Part 2A  
Investment Adviser Brochure**

**April 1st, 2022**

This brochure provides information about the qualifications and business practices of Aurora Strategic Advisors, LLC. If you have any questions about the contents of this brochure, please contact Darek W. Hunt, Principal Member and Chief Compliance Officer at 910.887.2119 or [darek@aurorastrategicadvisors.com](mailto:darek@aurorastrategicadvisors.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Aurora Strategic Advisors, LLC and is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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Business Hours: Monday through Friday 8:30 -5:00

**Full Brochure Available  
Annual Update**

We will provide you with a new Brochure as necessary based on changes or new information at any time, without charge. Client will be provided with a summary of new or updated material information within 120 days of the close of our fiscal year (Dec 31). Aurora Strategic Advisors Brochure may be requested by contacting Darek W. Hunt at 910-887-2119 or [darek@aurorastrategicadvisors.com](mailto:darek@aurorastrategicadvisors.com). Additional information about ASA is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Material Changes since last update:**

Opened second office Jan 1<sup>st</sup>, 2022, 109 Hay Street Suite 202, Fayetteville, NC 28301

5% ownership in Aurora Strategic Advisors by Amy Barker Capra

Converted individual insurance license into agency license under the name of Aurora Insurance Agency which is wholly owned by Darek Hunt. New services included now include Property & Casualty.

The SEC's web site also provides information about any persons affiliated with ASA who are registered, or are required to be registered, as investment adviser representatives of ASA

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#### Item 4 Advisory Business

##### **Firm Description and Types of Advisory Services**

ASA is an investment adviser providing investment advisory services as well as financial planning services to individuals, businesses, estates, and corporate retirement plans. In addition, ASA provides consulting services to "participant directed" defined contribution retirement plans including 401(k) and 403(b) plans. As part of our services, we can help plan sponsors in comparing plans, fees as well as providing education to employees. ASA was founded in 2015.

##### **Principal Owner**

ASA is Limited Liability Corporation incorporated in North Carolina. The Principal Member is Darek W. Hunt.

##### **Investment Advisory Services**

ASA generally advises clients on their portfolios on a non-discretionary basis. Through personal interviews, ASA gathers information about client assets, liabilities, investment goals, objectives and time horizon. ASA creates customized, structured portfolios, tailored to each client's individual risk tolerance. Asset allocation mix may fluctuate and vary depending on ASA's recommendations and market conditions. ASA may provide a detailed financial plan consistent with a client's financial status, investment objectives and constraints, risk tolerance and tax status. The financial plan may include the following areas of concern: personal, retirement, investments, tax and cash flow, and death and disability. The financial plan may also include generic recommendations as to general types of investment products or specific securities that may be appropriate for the client to purchase given his or her financial situation and objectives.

##### **Financial Planning**

ASA offers financial planning services to clients for which it provides Investment Advisory Services. Financial planning services may include a review of all aspects of a client's current financial situation, including the following components: cash management, risk management, insurance, education funding, goal setting, retirement planning, estate and charitable giving planning, tax planning, and capital needs planning. ASA may meet with the client to review risk tolerance, financial goals and objectives, and time horizons and may prepare a written financial plan. Financial planning services are based on the client's financial situation at the time and are based on financial information disclosed by the client to ASA. Certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. ASA does not offer any guarantees or promises that client's financial goals and objectives will be met. Clients should notify ASA promptly of any changes to the client's financial goals, objectives or financial situation as such changes may require a review of the plan and changes to recommendations.

**Tailored Relationships**

ASA tailors' investment advisory services to the individual needs of the client. The goals and objectives for each client are documented in our client relationship management system. Client Profiles are created that reflect the stated goals and objective. ASA clients are allowed to impose restrictions on the investments in their account. All limitations and restrictions placed on accounts must be presented to ASA in writing.

**Types of Agreements**

The following agreements define the typical client relationship that ASA is engaged. Client Agreements may not be assigned by us without prior client consent.

**Wrap Fee Programs**

ASA does not participate in a Wrap Fee Program.

## Item 5 Fees and Compensation

### Compensation

ASA bases its fees on a percentage of assets under management. ASA's fee schedules are described below.

#### Compensation – Investment Advisory Services

For investment advisory services, the client will pay annualized advisory fees as follows.

Portfolio Value	Equity/Balanced	Fixed Income
First \$650,000	1.50%	1.25%
Next \$650,001	1.25%	.85%
Over 1.5 million-1.99 million	.90%	.70%
Over 2 million	.75%	.60%

A new client's initial account fee is paid quarterly in advance and is pro-rated for the remainder of the first quarter. The fee is based on the initial value of the account on the day the client agreement is signed, and ASA begins providing professional services. Subsequently after the first quarter, like existing clients, quarterly fees are due and will be assessed at the beginning of each quarter based on the value of the account assets under management as of the close of business on the last business day of the preceding quarter. Clients can elect to be invoiced directly for fees and pay by check or to authorize ASA to directly debit fees from client accounts. The client must consent verbally or by email in advance to debiting their investment account.

Upon termination of any account, since ASA collects some fees in advance, the firm will return any unearned fees paid to client within 30 days. The advisory fee will be payable when the account is established, pro-rated for the first partial quarter.

#### Compensation – Financial Planning

A fee for financial planning is provided in writing separately. Should a client engage ASA for financial planning, the fee is estimated depending upon the complexity of the client's particular situation and potential services needed. The minimum fee is \$1,000 with half due upon engagement and the balance due upon the completion of the plan. Should a client want to engage ASA's advisory services after a financial plan is created, any fees that were paid will be applied against the advisory schedule listed in the compensation area.

#### Hourly Planning Engagement

Aurora may provide an hourly planning service for specific investment analysis service of an existing portfolio or retirement program at an hourly rate of \$175.00 an hour. The rate like our fees is negotiable taking into consideration time and the length of duration.

Should ASA be retained as a financial consultant, for a duration of at least 12 months, client will be placed on an annual rate and billed quarterly in advanced.

### **Agreement Terms**

A client or ASA may terminate the client agreement at any time by notifying in writing the other party. Termination will be effective at the end of month following notice to the other party. At termination, fees will be billed by Aurora Strategic Advisors, LLC on a pro rata basis for the portion the quarter completed. Aurora Strategic Advisors, LLC reserve the right to suspend work on any act that is more than 60 days over-due. ASA also has the right to terminate any financial planning engagement where client is not providing relevant information as requested or is preventing ASA from collecting material information to provide the proper foundation to client.

If client made an advance payment, ASA would refund any unearned portion of that advanced payment in 30 days with the exemption to financial planning fees.

### **General Information on Compensation**

In certain circumstances, fees, retainer fees, hourly billing as well as account minimums and payment terms are **negotiable** depending on client's unique situation – such as the size of the aggregate related party portfolio size, family holdings, low cost basis securities, or certain passively advised investments and pre-existing relationships with clients. Certain clients may pay more or less than others depending on the amount of assets, type of portfolio, or the time involved, the degree of responsibility assumed, complexity of the engagement, special skills needed to solve problems, the application of experience and knowledge of the client's situation. Lower fees for comparable services may be available from other sources.

ASA may absorb, at its discretion, some or all of the transaction fees (including postage) related to a client portfolio.

ASA's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and variable annuity sub-account fees and expenses are described in each fund's or sub account's prospectus. These fees will generally include a management fee, other expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. Apart from the personal client service provided directly by ASA, services identical to ASA's may be provided by other investment advisers for advisory fees that may be greater than or less than the advisory fees charged by ASA.

Item 6      *Performance-Based Fees and Side-By-Side Management*

Neither ASA nor any of its Supervised Persons (employees) accepts performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). ASA does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Item 7      *Types of Clients*

**Types of Clients**

As described in Item 4, ASA's clients include individuals, businesses and profit sharing plans, trusts, estates and corporations

**Account Minimums**

The minimum portfolio size is \$150,000 for investment advisory clients, although this may be negotiable under certain circumstances. Waivers or exceptions may be granted at the exclusive discretion of ASA. ASA may group certain related client accounts for the purposes of achieving the minimum account size.

**Methods of Analysis**

ASA may employ the following security analysis methods: Fundamental analysis; charting /technical analysis; and cyclical analysis.

**Fundamental Analysis**

ASA attempts to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself) to determine if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell). Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

**Charting/Technical Analysis**

The terms "charting" and "technical" analysis are generally used synonymously and therefore, for the purpose of this document, the term, "technical analysis" will be used. ASA analyzes past market movements as well as uses research from third parties firms (Merrill Lynch, Goldman Sach etc) and applies that analysis to the present in an attempt to recognize recurring patterns of investor behavior and potentially predict future price movement. Technical analysis does not consider the underlying financial condition of a company. This presents a risk in that a poorly-managed or financially unsound company may underperform regardless of market movement.

**Cyclical Analysis**

In this type of technical analysis, ASA measures the movements of a particular stock against the overall market in an attempt to predict the price movement of the security.

**Investment Strategies**

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes a Client Profile that documents their objectives and their desired investment strategy.

**Risk of Loss**

Investing in securities involves risk of loss that clients should be prepared to bear. All investment programs have certain risks that are borne by the investor. ASA's investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their values to decline.

- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar next year will not buy as much as a dollar today, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

ASA reserves the right to advise clients on any other type of investment that it deems appropriate based on the client's stated goals and objectives. ASA may also provide advice on any type of investment held in a client's portfolio at the inception of the advisory relationship or on any investment on which the client requests advice.

Item 9      Disciplinary Information

**Legal and Disciplinary**

We have determined that our firm has no legal or Disciplinary actions. The principal, Darek W. Hunt does have two complaints which are located on the ADV Part 2 form.

Item 10      Other Financial Industry Activities and Affiliations

**Financial Industry Activities and Affiliations**

ASA is not registered as a broker-dealer, and none of its management persons are registered representatives of a broker-dealer. Neither ASA nor any of its management persons is registered as (or associated with) a futures commissions merchant, commodity pool operator, or a commodity trading advisor.

Neither ASA nor any of its management persons have a material relationship or arrangement with any related person or financial industry entities, other than as described above.

**Other Affiliations –none**

**Other Investment Advisors**

ASA does not recommend or select other investment advisors for its clients.

### **Code of Ethics**

ASA employees must comply with a Code of Ethics and Statement for Insider Trading. The Code describes the Firms' high standard of business conduct, and fiduciary duty to its clients. The Code's key provisions include:

- Statement of General Principles
- Policy on and reporting of Personal Securities Transactions
- A prohibition on Insider Trading
- Restrictions on the acceptance of significant gifts
- Procedures to detect and deter misconduct and violations
- Requirement to maintain confidentiality of client information

Darek W. Hunt, Principal Member reviews all employee trades each quarter. These reviews ensure that personal trading does not affect the markets, and that clients of ASA receive preferential treatment. ASA's employees must acknowledge the terms of the Code of Ethics at least annually. Any individual not in compliance with the Code of Ethics may be subject to termination. Clients and prospective clients can obtain a copy of ASA's Code of Ethics by contacting Darek W. Hunt, at 910.536.1637.

### **Participation or Interest in Client Transactions – Financial Interest and Principal/Agency Cross**

ASA and its employees do not recommend to client s, or buy or sell for client accounts, securities in which they have a material financial interest. It is ASA's policy that the Firm will not affect any principal or agency cross securities transactions for client accounts. ASA will also not cross trades between client accounts.

### **Participation or Interest in Client Transactions – Personal Securities Transactions**

ASA and its employees may buy or sell securities identical to those recommended to clients for their personal accounts. The Code of Ethics, described above, is designed to assure that the personal securities transactions, activities and interests of the employees of ASA will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities, primarily mutual funds, have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of ASA's clients. In addition, the Code requires pre-clearance of many transactions. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and designed to reasonably prevent conflicts of interest between ASA and its clients.

**Participation or Interest in Client Transactions – Aggregation**

ASA and its employees may trade in the same securities with client accounts on an aggregated basis when consistent with ASA's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. ASA will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the order.

**Item 12      Brokerage Practices****Research and Other Soft Dollar Benefits**

ASA does not receive formal soft dollar benefits other than execution from broker/dealers in connection with client securities transactions. See disclosure below in "Directed Brokerage – Other Economic Benefits".

**Brokerage for Client Referrals**

ASA does not receive client referrals from broker/dealers.

Item 13      Review of Accounts

**Reviews**

The day-to-day supervision of the portfolios is the responsibility of Darek W. Hunt, Principal Member. Investment portfolios are continuously reviewed and monitored. Factors that may trigger more frequent reviews include material market events or changes in a client's personal situation. In addition, each client portfolio is reviewed periodically for compliance with the investment policies, suitability of investments and client investment objectives. Darek W. Hunt is responsible for overseeing all reviews.

**Review Triggers**

Other conditions that may trigger a review are changes in market, political or economic conditions, tax laws, new investment information, and changes in a client's own situation.

**Reporting**

Clients receive monthly statements and periodic confirmations from their broker/dealers, mutual fund companies and/or custodians, as applicable.

**Financial Planning**

Financial Planning clients will be reviewed as contracted for at the inception of the engagement. Financial Planning clients receive reports as contracted for at the inception of the engagement.

Item 14      *Client Referrals and Other Compensation*

**Compensation – Client Referrals – Solicitation Arrangement**

ASA has not entered into any client referral or solicitation arrangements.

Item 15      *Custody*

Aurora Strategic Advisors does not have custody of client assets. All assets are held by a qualified custodian. Under no circumstance will Aurora take custody of assets. Any stock certificates would have to be mailed directly to client at address of record from the custodian.

Clients receive at least monthly statements from the custodian, bank or broker dealers that hold and maintain client's investment assets. ASA, urges clients to carefully review such statements and compare such official custodial records to the account statements or other reports that ASA provides. ASA statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities

Item 16      *Investment Discretion*

ASA does have discretionary authority to make changes to client holdings such as decrease or increasing cash balances, re-balancing portfolios over a quarterly or yearly basis and moving in or out a various investments ensuring clients' needs and concerns are constantly being met.

Item 17      Voting *Client* Securities

ASA does not vote proxies on behalf of advisory clients. Proxies are delivered directly to clients by custodian and the client retains the responsibility for receiving and voting proxies.

If requested by client, ASA may provide advice regarding the clients voting of proxies.

Item 18      Financial Information

ASA has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding. ASA is not required to provide a balance sheet; ASA does not require prepayment of fees of more than \$500 per client, and six months or more in advance. All accounts are billed quarterly in advance.

Direct Billing means ASA will invoice a client for our advisory fees by arranging for payment by check or with the client's verbal or e-mail consent to collect fees from the custodian of the client account.

Item 19      Requirements for State-Registered Advisers

See ADV Part 2B for Darek W. Hunt for background and Experience

**Part 2B of Form ADV: *Brochure Supplement:*** *Here we provide information about advisory personnel on whom you rely for investment advice. We must provide this supervised person's supplement to you, our client initially at or before the time when that specific person begins to provide you with advisory services*

**Item 1 Cover Page**

This brochure supplement provides information about Darek W. Hunt that supplements the Aurora Strategic Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Darek Hunt at 910-887-2119 or Email: [darek@aurorastrategicadvisors.com](mailto:darek@aurorastrategicadvisors.com) if you did not receive Aurora Strategic Advisors, LLC.'s brochure or if you have any questions about the contents of this supplement. Additional information about Darek Hunt is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Darek W. Hunt,**  
MPA,  
Born 1965  
Principal Member

## Item 2 Educational Background and Business Experience

Darek W. Hunt received his Bachelor of Arts from Rutgers University with a degree in Political Science and minor in International Business. He completed his Masters in Public Administration and Policy. Currently, he is enrolled with Walden University for his PhD in Health Care Administration and Health Policy.

### Employment History

Darek Hunt has sold securities and insurance products for commission in various capacities from 1989 through November of 2006.

11/2021- Present	
Aurora Insurance Agency	Owner/Principal
09/2018 – Present	
UNCP Business School/Incubator	Consultant/Lecturer
05/2015 – Present	
Aurora Strategic Advisors, LLC	Principal Founder/Investment Advisor Rep
05/2012 – Present	
University North Carolina-Pembroke	Director/Economic and Professional Development
11/2007 – 11/2012	
FedEx Corporation	Corporate Account Executive
04/2005 – 11/2007	
Aurora Strategic Advisors/NJ	General Partner
2/2005 – 12/2007	
PHH Home Loans	Mortgage Consultant
10/2005 – 12/2006	
Verizon Informational Services	Account Executive
08/2003 - 05/2005	
CITIGROUP GLOBAL MARKETS	Vice-President Investments
06/2000 - 12/2003	
PAINEWEBBER INCORPORATED	Vice-President Investment
03/1997 - 07/2000	
INVESTMENT ADVISORS & CONS	Investment Advisor
09/1992 -07/1997	

### **Principal/ Supervisory Exam General Industry/ Product Exam**

Investment Company Products/Variable Contracts Representative Examination

Series 6

09/04/1992

General Securities Representative Examination

Series 7

04/24/1997

### **State Securities Law Exam**

Uniform Securities Agent State Law Examination

Series 63

07/13/1993

Uniform Investment Adviser Law Examination

Series 65

11/14/2006

07/29/2015

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**Item 3 Disciplinary Information**

Are you, any advisory affiliate, or any management person currently the subject of, or have you, any advisory affiliate, or any management person been the subject of, an arbitration claim alleging damages

Arbitration claim in 4/19/2002 for \$ 1,454

Arbitration claim/award 11/4/2002 for \$65,000

Item 4 Other Business Activities

Darek Hunt is a licensed Insurance producer/agent in North Carolina. As of October 2021, Darek formed Aurora Insurance Agency to handle Life, Health and Property & Casualty Insurance.

Item 5 Additional Compensation

Darek Hunt can receive compensation as an insurance producer/agent from third party insurance companies.

Item 6 Supervision

Darek Hunt is the Principal Member and Chief Compliance Officer of Aurora Strategic Advisors and is responsible for providing supervisory oversight to the firm and investment process. Darek can be reached at 910-887-2119