

# Form ADV Part 2B Brochure Supplement

Nixon James

LexAurum Advisors, LLC

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This Brochure Supplement provides information about Nixon James that supplements the LexAurum Advisors, LLC (LexAurum) Brochure which you should have received. Please contact us at (913) 261-9316 if you did not receive the LexAurum Brochure or if you have any questions about it or the contents of this supplement.

Additional information about Mr. James is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2- Educational Background and Business Experience**

Nixon James, born in 1972, joined LexAurum in 2019 as an investment advisor representative. Prior to LexAurum he was a financial advisor (2019) for U.S. Bancorp Investments, Inc. Before U.S. Bancorp he was a financial advisor for Bank of America, N.A./Merrill Lynch from 2012 to 2019. Before that he was a financial advisor for Eagle Strategies (2010-2012) and NY Life Securities, LLC (2009-2012). Prior to working in finance, he served as a Principal Consultant with Blue Hammock from 2005 to 2008 and Walt Disney Studios from 2004 to 2006. Prior to that he did consulting for Rapidigm from 2002 to 2004 and Connaissance Consulting from 1997 to 2002.

Mr. James graduated from Loyola College with a bachelor's degree and master's degree in Mathematics in 1992 and 1994, respectively. He later completed a post graduate program in Business Administration (AIIMS) in 1998.

## **Item 3- Disciplinary Information**

Mr. James is currently not subject to, nor has ever been subject to, any legal or disciplinary events of a material nature.

## **Item 4- Other Business Activities**

Mr. James is licensed as an independent insurance agent. He earns commission-based compensation for selling insurance products to clients. Insurance commissions earned by Mr. James are separate and in addition to advisory fees he earns. Accepting commission-based compensation poses a conflict of interest as it creates an incentive to effect insurance transactions for the purpose of generating compensation however, the client is under no obligation, contractually or otherwise, to purchase insurance products through Mr. James. Further, based on current fiduciary and suitability standards, Mr. James is required to make recommendations appropriate to each client's individual needs and objectives.

Mr. James also oversees and operates AIDEO LLC, an AI video collaboration software firm.

Mr. James uses the business name "Shepherd Advisor" to represent his investment and insurance businesses.

## **Item 5- Additional Compensation**

Mr. James does not receive any economic benefits, sales awards, or other compensation in connection with providing advisory services to clients.

## **Item 6 - Supervision**

Lex-Aurum maintains a supervisory structure designed to reasonably detect and prevent violations of securities laws, rules and regulations. This system includes written supervisory procedures, trained and qualified home office personnel, guidance issued to advisors in a compliance manual, and periodic office compliance inspections. Mr. James reports to Peter W. Hughes, the CEO of the firm. Mr. Hughes can be reached at (913) 261-9316.