

**Richard Lee Peterbok**

**Interactive Financial Advisors, Inc.**

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**[www.someonewhocares.com](http://www.someonewhocares.com)**

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**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Richard L. Peterbok that supplements the Interactive Financial Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact us at 630-472-1300 if you did not receive Interactive Financial Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

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

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

### **Richard Lee Peterbok**

Year of Birth: 1948

Business Background:

- Interactive Financial Advisors, President, 01/2003 to Present.
- Brooklight Place Securities, Inc., Registered Principal, 01/2017 to 07/2020.
- Fortune Financial Services, Inc., Registered Principal, 02/2013 to 01/2017.
- GWN Securities, Inc., Registered Principal, 06/2006 to 12/2011.
- Great American Advisors, Inc., Registered Principal, 02/2005 to 05/2006.
- PMG Securities Corporation, Registered Principal, 04/2002 to 02/2005.
- UniFinancial Corp., Owner/President/Secretary/Treasurer, 09/1974 to Present.
- OrganizAmerica, Owner/Director, 01/1989 to Present.

## **Item 3 Disciplinary Information**

Richard L. Peterbok has no reportable disciplinary information.

## **Item 4 Other Business Activities**

Mr. Peterbok earns commission-based compensation for selling insurance products. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs.

Mr. Peterbok, is the sole owner of UniFinancial Corp. and OrganizAmerica. OrganizAmerica owns Interactive Financial Advisors where he acts as CEO. These companies provide marketing and recruiting services for qualified persons in financial related businesses.

## **Item 5 Additional Compensation**

Mr. Peterbok does not receive additional compensation beyond any salary and fee-based compensation he receives through Interactive Financial Advisors and as described above (see "Other Business Activities") in this Brochure Supplement.

## **Item 6 Supervision**

Richard L. Peterbok is supervised by Richard Peter, Chief Compliance Officer monitors e-mail communications and reviews personal accounts on a periodic basis. Mr. Peterbok can be reached at 630-472-1300

BrokerCheck is a free tool to help clients and prospective clients make informed decisions regarding their financial situation. Please use the following link if you wish to conduct your own due diligence: <http://brokercheck.finra.org/>.