

Item 1 Cover Page
SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

Lauren J. Borden

CLOUD INVESTMENTS, LLC

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

Additional information about Lauren J. Borden (CRD#5798986) is available on the SEC's website at www.adviserinfo.sec.gov.

JANUARY 26TH, 2024

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Investment Advisor Representative

Lauren J. Borden

- Year of birth: 1990

Item 2 Educational Background and Business Experience

Educational Background:

- University of Alabama; Master of Science, Human Environmental Sciences – Financial Planning; 05/2011
- University of Alabama; Bachelor of Science, Human Environmental Sciences – Financial Planning; 05/2011

Business Experience:

11/2015 – Present	Cloud Investments, LLC Investment Advisor Representative
05/2015 – 11/2015	Bridgeworth, LLC Investment Advisor Representative
04/2015 – 11/2015	LPL Financial LLC Registered Representative
10/2012 – 05/2015	Lincoln Financial Advisors Corporation Registered Representative/Investment Advisor Representative
08/2012 – 09/2012	Bridgeworth Financial, LLC Registered Representative
08/2012 – 09/2012	LPL Financial LLC Registered Representative
03/2012 – 08/2012	Lincoln Financial Advisors Corporation Registered Representative
07/2011 – 02/2012	Lincoln Financial Advisors Corporation Client Service Coordinator
05/2011 – 07/2011	Unemployed
08/1999 – 05/2011	Full-time student

Item 3 Disciplinary Information

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report.

Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Lauren Borden does not have any other business activities, therefore this represents no conflicts of interest.

Item 5 Additional Compensation

Mrs. Borden receives no additional compensation in any capacity, nor does she receive any performance-based fees.

Item 6 Supervision

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

Mr. Montes can be contacted at 256-715-0094 or by email at scott@cloudfinancial.com.