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INVESTMENT ADVISORY SERVICES INC /TX /ADV

FORM 13F-HR
(Form 13F Holdings Report)

Filed 07/17/25 for the Period Ending 06/30/25

Address	9303 NEW TRAILS DR.
	SUITE 450
	THE WOODLANDS, TX, 77381
Telephone	2813640606
CIK	0000925953
Fiscal Year	12/31

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 13F

OMB APPROVAL	
OMB Number:	3235-0006
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FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 06-30-2025

Check here if Amendment: ☐ Amendment Number: ______

This Amendment (Check only one.): ☐ is a restatement.
☐ adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: INVESTMENT ADVISORY SERVICES INC /TX /ADV

Address: 9303 NEW TRAILS DR.
SUITE 450
THE WOODLANDS TX 77381

Form 13F File Number: 028-21110

CRD Number (if applicable):

SEC File Number (if applicable):

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: CJ Haynes

Title: Chief Compliance Officer

Phone: 281-364-0606

Signature, Place, and Date of Signing:

/s/ CJ Haynes	The Woodlands, TEXAS	07-16-2025
[Signature]	[City, State]	[Date]

Do you wish to provide information pursuant to Special Instruction 5? ☐ Yes ☒ No

Report Type (Check only one.):

☒ 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

☐ 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)

☐ 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

Form 13F Summary Page

Report Summary:

Number of Other Included Managers:	0
Form 13F Information table Entry Total:	131
Form 13F Information table Value Total:	299,778,908 (round to nearest dollar)

List of Other Included Managers:

Provide a numbered list of the name(s) and Form 13F number(s) of all institutional investement managers with respect to which this report is filed, other than the manager filing this report.

NONE

FORM 13F INFORMATION TABLE

COLUMN 1	COLUMN 2	COLUMN 3		COLUMN 4	COLUMN 5			COLUMN 6	COLUMN 7	COLUMN 8		
NAME OF ISSUER	TITLE OF CLASS	CUSIP	FIGI	VALUE (round to nearest dollar)	SHRS OR PRN AMT	SH / PRN	PUT / CALL	INVESTMENT DISCRETION	OTHER MANAGER	VOTING AUTHORITY		
										SOLE	SHARED	NONE
ABBOTT LABS	COM	002824100	-	2,755,200	20,257	SH	-	SOLE	-	20,257	0	0
ABBVIE INC	COM	00287Y109	-	4,806,716	25,895	SH	-	SOLE	-	25,895	0	0
ACCENTURE PLC IRELAND	SHS CLASS A	G1151C101	-	232,735	779	SH	-	SOLE	-	779	0	0
AFLAC INC	COM	001055102	-	540,904	5,129	SH	-	SOLE	-	5,129	0	0
AIR PRODS & CHEMS INC	COM	009158106	-	224,520	796	SH	-	SOLE	-	796	0	0
ALPHABET INC	CAP STK CL A	02079K305	-	1,769,064	10,038	SH	-	SOLE	-	10,038	0	0
ALPHABET INC	CAP STK CL C	02079K107	-	625,258	3,525	SH	-	SOLE	-	3,525	0	0
AMAZON COM INC	COM	023135106	-	3,408,697	15,537	SH	-	SOLE	-	15,537	0	0
AMERICAN ELEC PWR CO INC	COM	025537101	-	278,437	2,683	SH	-	SOLE	-	2,683	0	0
AMERICAN EXPRESS CO	COM	025816109	-	4,114,118	12,898	SH	-	SOLE	-	12,898	0	0
AMERIPRISE FINL INC	COM	03076C106	-	216,379	405	SH	-	SOLE	-	405	0	0
AMGEN INC	COM	031162100	-	1,570,471	5,625	SH	-	SOLE	-	5,625	0	0
APPLE INC	COM	037833100	-	10,013,046	48,804	SH	-	SOLE	-	48,804	0	0
APPLIED MATLS INC	COM	038222105	-	637,872	3,484	SH	-	SOLE	-	3,484	0	0
AUTOMATIC DATA PROCESSING IN	COM	053015103	-	1,535,468	4,979	SH	-	SOLE	-	4,979	0	0
BANK AMERICA CORP	COM	060505104	-	2,029,091	42,880	SH	-	SOLE	-	42,880	0	0
BERKSHIRE HATHAWAY INC DEL	CL B NEW	084670702	-	447,880	922	SH	-	SOLE	-	922	0	0
BLACKROCK INC	COM	09290D101	-	3,376,459	3,218	SH	-	SOLE	-	3,218	0	0
BROADCOM INC	COM	11135F101	-	579,565	2,103	SH	-	SOLE	-	2,103	0	0
CAMDEN PPTY TR	SH BEN INT	133131102	-	317,110	2,814	SH	-	SOLE	-	2,814	0	0
CAPITAL GROUP CORE EQUITY ET	SHS CREATION UNI	14020V108	-	2,136,398	57,850	SH	-	SOLE	-	57,850	0	0
CAPITAL GROUP DIVIDEND VALUE	SHS CREATION UNI	14020W106	-	815,689	20,656	SH	-	SOLE	-	20,656	0	0
CAPITAL GROUP GROWTH ETF	SHS CREATION UNI	14020G101	-	1,974,965	48,585	SH	-	SOLE	-	48,585	0	0
CARRIER GLOBAL CORPORATION	COM	14448C104	-	839,504	11,470	SH	-	SOLE	-	11,470	0	0
CATERPILLAR INC	COM	149123101	-	652,652	1,681	SH	-	SOLE	-	1,681	0	0
CENCORA INC	COM	03073E105	-	911,927	3,041	SH	-	SOLE	-	3,041	0	0
CHEVRON CORP NEW	COM	166764100	-	2,489,220	17,384	SH	-	SOLE	-	17,384	0	0
CINTAS CORP	COM	172908105	-	221,917	996	SH	-	SOLE	-	996	0	0
CISCO SYS INC	COM	17275R102	-	2,041,197	29,421	SH	-	SOLE	-	29,421	0	0
CIVITAS RESOURCES INC	COM NEW	17888H103	-	292,620	10,633	SH	-	SOLE	-	10,633	0	0
COCA COLA CO	COM	191216100	-	3,551,409	50,197	SH	-	SOLE	-	50,197	0	0
COLGATE PALMOLIVE CO	COM	194162103	-	222,956	2,453	SH	-	SOLE	-	2,453	0	0
CONOCOPHILLIPS	COM	20825C104	-	506,052	5,639	SH	-	SOLE	-	5,639	0	0
CONSTELLATION ENERGY CORP	COM	21037T109	-	1,206,272	3,737	SH	-	SOLE	-	3,737	0	0
COSTCO WHSL CORP NEW	COM	22160K105	-	2,703,313	2,731	SH	-	SOLE	-	2,731	0	0
COTERRA ENERGY INC	COM	127097103	-	2,700,756	106,413	SH	-	SOLE	-	106,413	0	0
CUMMINS INC	COM	231021106	-	961,349	2,935	SH	-	SOLE	-	2,935	0	0
DEERE & CO	COM	244199105	-	226,291	445	SH	-	SOLE	-	445	0	0
DEVON ENERGY CORP NEW	COM	25179M103	-	392,535	12,340	SH	-	SOLE	-	12,340	0	0
DUKE ENERGY CORP NEW	COM NEW	26441C204	-	659,502	5,589	SH	-	SOLE	-	5,589	0	0
ELI LILLY & CO	COM	532457108	-	258,655	332	SH	-	SOLE	-	332	0	0
EMCOR GROUP INC	COM	29084Q100	-	245,317	459	SH	-	SOLE	-	459	0	0
ENTERPRISE PRODS PARTNERS L	COM	293792107	-	289,127	9,324	SH	-	SOLE	-	9,324	0	0
EOG RES INC	COM	26875P101	-	406,818	3,401	SH	-	SOLE	-	3,401	0	0
EXELON CORP	COM	30161N101	-	482,266	11,107	SH	-	SOLE	-	11,107	0	0
EXXON MOBIL CORP	COM	30231G102	-	5,640,474	52,324	SH	-	SOLE	-	52,324	0	0
FEDEX CORP	COM	31428X106	-	1,293,993	5,693	SH	-	SOLE	-	5,693	0	0
FIDELITY COVINGTON TRUST	FIDELITY FUND LR	316092337	-	5,656,519	212,891	SH	-	SOLE	-	212,891	0	0
FIDELITY COVINGTON TRUST	ENHANCED MID	31609A503	-	788,556	22,913	SH	-	SOLE	-	22,913	0	0
FIDELITY COVINGTON TRUST	HIGH DIVID ETF	316092840	-	3,220,613	61,911	SH	-	SOLE	-	61,911	0	0

FIDELITY COVINGTON TRUST	ENHANCED SMALL	31609A206	-	940,802	29,409	SH	-	SOLE	-	29,409	0	0
FREEPORT-MCMORAN INC	CL B	35671D857	-	337,762	7,792	SH	-	SOLE	-	7,792	0	0
GENERAL DYNAMICS CORP	COM	369550108	-	226,760	777	SH	-	SOLE	-	777	0	0
GENERAL MLS INC	COM	370334104	-	1,142,337	22,049	SH	-	SOLE	-	22,049	0	0
HARTFORD INSURANCE GROUP INC	COM	416515104	-	219,697	1,732	SH	-	SOLE	-	1,732	0	0
HOME DEPOT INC	COM	437076102	-	4,759,934	12,983	SH	-	SOLE	-	12,983	0	0
INDEPENDENCE RLTY TR INC	COM	45378A106	-	392,400	22,182	SH	-	SOLE	-	22,182	0	0
INTERNATIONAL BUSINESS MACHS	COM	459200101	-	1,097,112	3,722	SH	-	SOLE	-	3,722	0	0
INVESCO EXCHANGE TRADED FD T	S&P500 EQL WGT	46137V357	-	4,443,807	24,451	SH	-	SOLE	-	24,451	0	0
INVESCO QQQ TR	UNIT SER 1	46090E103	-	28,687,521	52,004	SH	-	SOLE	-	52,004	0	0
ISHARES TR	CORE S&P US GWT	464287671	-	6,268,760	41,681	SH	-	SOLE	-	41,681	0	0
ISHARES TR	CORE S&P SCP ETF	464287804	-	1,490,927	13,642	SH	-	SOLE	-	13,642	0	0
ISHARES TR	CORE S&P MCP ETF	464287507	-	1,992,697	32,130	SH	-	SOLE	-	32,130	0	0
ISHARES TR	MSCI USA MMENTM	46432F396	-	230,707	960	SH	-	SOLE	-	960	0	0
J P MORGAN EXCHANGE TRADED F	NASDAQ EQT PREM	46654Q203	-	2,272,197	41,768	SH	-	SOLE	-	41,768	0	0
J P MORGAN EXCHANGE TRADED F	EQUITY PREMIUM	46641Q332	-	16,563,473	291,354	SH	-	SOLE	-	291,354	0	0
JOHNSON & JOHNSON	COM	478160104	-	4,151,226	27,177	SH	-	SOLE	-	27,177	0	0
JPMORGAN CHASE & CO.	COM	46625H100	-	5,178,245	17,862	SH	-	SOLE	-	17,862	0	0
LABCORP HOLDINGS INC	COM SHS	504922105	-	878,887	3,348	SH	-	SOLE	-	3,348	0	0
LOCKHEED MARTIN CORP	COM	539830109	-	225,274	486	SH	-	SOLE	-	486	0	0
MARRIOTT INTL INC NEW	CL A	571903202	-	227,815	834	SH	-	SOLE	-	834	0	0
MARSH & MCLENNAN COS INC	COM	571748102	-	217,118	993	SH	-	SOLE	-	993	0	0
MCDONALDS CORP	COM	580135101	-	5,287,167	18,096	SH	-	SOLE	-	18,096	0	0
MCKESSON CORP	COM	58155Q103	-	1,468,174	2,004	SH	-	SOLE	-	2,004	0	0
MEDTRONIC PLC	SHS	G5960L103	-	712,056	8,169	SH	-	SOLE	-	8,169	0	0
MERCK & CO INC	COM	58933Y105	-	557,806	7,047	SH	-	SOLE	-	7,047	0	0
META PLATFORMS INC	CL A	30303M102	-	895,871	1,214	SH	-	SOLE	-	1,214	0	0
METLIFE INC	COM	59156R108	-	365,528	4,545	SH	-	SOLE	-	4,545	0	0
MICROSOFT CORP	COM	594918104	-	19,216,895	38,634	SH	-	SOLE	-	38,634	0	0
MID-AMER APT CMNTYS INC	COM	59522J103	-	414,877	2,803	SH	-	SOLE	-	2,803	0	0
MIDWESTONE FINL GROUP INC NE	COM	598511103	-	258,930	9,000	SH	-	SOLE	-	9,000	0	0
NETFLIX INC	COM	64110L106	-	374,956	280	SH	-	SOLE	-	280	0	0
NORTHROP GRUMMAN CORP	COM	666807102	-	233,152	466	SH	-	SOLE	-	466	0	0
NVIDIA CORPORATION	COM	67066G104	-	1,659,373	10,503	SH	-	SOLE	-	10,503	0	0
ONEOK INC NEW	COM	682680103	-	287,174	3,518	SH	-	SOLE	-	3,518	0	0
ORACLE CORP	COM	68389X105	-	423,272	1,936	SH	-	SOLE	-	1,936	0	0
OTIS WORLDWIDE CORP	COM	68902V107	-	545,990	5,514	SH	-	SOLE	-	5,514	0	0
PACER FDS TR	US CASH COWS 100	69374H881	-	10,757,960	195,244	SH	-	SOLE	-	195,244	0	0
PALO ALTO NETWORKS INC	COM	697435105	-	257,232	1,257	SH	-	SOLE	-	1,257	0	0
PARKER-HANNIFIN CORP	COM	701094104	-	309,510	443	SH	-	SOLE	-	443	0	0
PAYCHEX INC	COM	704326107	-	234,045	1,609	SH	-	SOLE	-	1,609	0	0
PEPSICO INC	COM	713448108	-	1,935,284	14,657	SH	-	SOLE	-	14,657	0	0
PFIZER INC	COM	717081103	-	265,357	10,947	SH	-	SOLE	-	10,947	0	0
PHILIP MORRIS INTL INC	COM	718172109	-	492,741	2,705	SH	-	SOLE	-	2,705	0	0
PINNACLE WEST CAP CORP	COM	723484101	-	284,014	3,174	SH	-	SOLE	-	3,174	0	0
PNC FINL SVCS GROUP INC	COM	693475105	-	224,307	1,203	SH	-	SOLE	-	1,203	0	0
POOL CORP	COM	73278L105	-	975,038	3,345	SH	-	SOLE	-	3,345	0	0
PPL CORP	COM	69351T106	-	267,528	7,894	SH	-	SOLE	-	7,894	0	0
PROCTER AND GAMBLE CO	COM	742718109	-	2,927,829	18,377	SH	-	SOLE	-	18,377	0	0
REPUBLIC SVCS INC	COM	760759100	-	213,026	864	SH	-	SOLE	-	864	0	0
RING ENERGY INC	COM	76680V108	-	79,400	100,000	SH	-	SOLE	-	100,000	0	0
RTX CORPORATION	COM	75513E101	-	1,983,996	13,587	SH	-	SOLE	-	13,587	0	0
SCHLUMBERGER LTD	COM STK	806857108	-	234,518	6,938	SH	-	SOLE	-	6,938	0	0
SCHWAB CHARLES CORP	COM	808513105	-	2,307,130	25,286	SH	-	SOLE	-	25,286	0	0
SCHWAB STRATEGIC TR	US DIVIDEND EQ	808524797	-	9,461,291	357,030	SH	-	SOLE	-	357,030	0	0

SELECT SECTOR SPDR TR	ENERGY	81369Y506	-	3,137,009	36,989	SH	-	SOLE	-	36,989	0	0
SELECT SECTOR SPDR TR	TECHNOLOGY	81369Y803	-	3,326,656	13,137	SH	-	SOLE	-	13,137	0	0
SELECT SECTOR SPDR TR	SBI HEALTHCARE	81369Y209	-	550,888	4,087	SH	-	SOLE	-	4,087	0	0
SELECT SECTOR SPDR TR	FINANCIAL	81369Y605	-	367,298	7,014	SH	-	SOLE	-	7,014	0	0
SOUTHERN CO	COM	842587107	-	322,980	3,517	SH	-	SOLE	-	3,517	0	0
SPDR S&P 500 ETF TR	TR UNIT	78462F103	-	1,775,701	2,874	SH	-	SOLE	-	2,874	0	0
SPDR S&P MIDCAP 400 ETF TR	UTSER1 S&PDCRP	78467Y107	-	260,581	460	SH	-	SOLE	-	460	0	0
SPOTIFY TECHNOLOGY S A	SHS	L8681T102	-	286,985	374	SH	-	SOLE	-	374	0	0
STARBUCKS CORP	COM	855244109	-	977,249	10,665	SH	-	SOLE	-	10,665	0	0
STRYKER CORPORATION	COM	863667101	-	3,926,238	9,924	SH	-	SOLE	-	9,924	0	0
SYNOPSYS INC	COM	871607107	-	232,757	454	SH	-	SOLE	-	454	0	0
TEXAS INSTRS INC	COM	882508104	-	795,624	3,832	SH	-	SOLE	-	3,832	0	0
TREX CO INC	COM	89531P105	-	812,117	14,934	SH	-	SOLE	-	14,934	0	0
VANGUARD INDEX FDS	TOTAL STK MKT	922908769	-	2,841,027	9,348	SH	-	SOLE	-	9,348	0	0
VANGUARD INDEX FDS	S&P 500 ETF SHS	922908363	-	1,868,055	3,289	SH	-	SOLE	-	3,289	0	0
VANGUARD SPECIALIZED FUNDS	DIV APP ETF	921908844	-	32,387,190	158,241	SH	-	SOLE	-	158,241	0	0
VANGUARD WORLD FD	INDUSTRIAL ETF	92204A603	-	280,070	1,000	SH	-	SOLE	-	1,000	0	0
VANGUARD WORLD FD	UTILITIES ETF	92204A876	-	725,028	4,108	SH	-	SOLE	-	4,108	0	0
VANGUARD WORLD FD	INF TECH ETF	92204A702	-	397,968	600	SH	-	SOLE	-	600	0	0
VERIZON COMMUNICATIONS INC	COM	92343V104	-	204,745	4,732	SH	-	SOLE	-	4,732	0	0
VISA INC	COM CL A	92826C839	-	1,177,039	3,315	SH	-	SOLE	-	3,315	0	0
WALMART INC	COM	931142103	-	10,190,571	104,219	SH	-	SOLE	-	104,219	0	0
WELLS FARGO CO NEW	COM	949746101	-	241,040	3,008	SH	-	SOLE	-	3,008	0	0
WELLTOWER INC	COM	95040Q104	-	242,893	1,580	SH	-	SOLE	-	1,580	0	0
ZACKS TRUST	SMALL/MID CAP	98888G204	-	234,925	6,932	SH	-	SOLE	-	6,932	0	0
ZOETIS INC	CL A	98978V103	-	1,091,537	6,999	SH	-	SOLE	-	6,999	0	0