

## ADV PART 2B SUPPLEMENTAL BROCHURE

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DATED: MARCH 2012

RICHARD L. WILLIAMS, JR.

This brochure supplement provides information about the above named professional that supplements the Strategic Financial Partners, Ltd (SFP) brochure. You should have received a copy of that brochure. Please contact us by email at [carroll@advisoryfirm.com](mailto:carroll@advisoryfirm.com) if you did not receive SFP's brochure or if you have any questions about the contents of this supplement.

Additional information about the above named professional 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 L. Williams, Jr.**      **Vice President (VP), Investment Advisor Representative (IAR)**

Year of Birth:            1963

Education:                Indiana State University, B.S. Business Management, 1984

Business Background:      2009 – Present, SFP, VP, IAR  
   2004 – Present, LPL Financial, LLC (LPL), Registered Principal &  
   Registered Representative  
   2004 – 2009, LPL, IAR

## **Item 3 – Disciplinary Information**

Mr. Williams has no reportable disciplinary action history.

## **Item 4 – Other Business Activity**

### **Investment Related Activities**

As previously disclosed Mr. Williams is also a registered representative of LPL, a broker-dealer and registered investment adviser unaffiliated with SFP through common ownership or control. There are no referral arrangements between SFP and LPL. No SFP client is obligated to use the advisory services of LPL, as no LPL advisory client is obligated to use the advisory services of SFP.

As this affiliation with LPL may present potential conflicts of interest, SFP has established written policies and procedures for insider trading that prohibit Mr. Williams, and any other member, officer or employee of SFP, from buying, selling or recommending the securities of companies bought, sold or recommended by SFP where the decision is substantially derived, in whole or in part, by reason of access to the recommendations of SFP to its clients.

Mr. Williams is also an insurance agent for various insurance companies. Advisory recommendations of SFP will typically include, as appropriate, specific recommendations for insurance products offered by these companies. As such, Mr. Williams will be able to receive separate, yet customary commission compensation resulting from implementing insurance product transactions on behalf of advisory clients.

Mr. Williams represents his non-advisory securities and insurance business under the corporation The Strategic Alliance, Inc.

#### Non Investment Related Activities

Mr. Williams is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

#### **Item 5 – Additional Compensation**

Mr. Williams does not receive any additional compensation to report.

#### **Item 6 – Supervision**

Grant Carroll is responsible for all supervision and monitoring of investment advice offered to clients by Mr. Williams. Mr. Carroll can be reached at 503-467-7832. Mr. Carroll reviews all employee personal securities transactions on a quarterly basis, oversees all material compliance responsibilities, and conducts periodic testing to ensure that client objectives and mandates are being met.

#### **Item 7 – Requirements for State Registered Advisers**

Mr. Williams has no reportable disciplinary action history.