

# Brochure Supplement

MAY 14, 2012

## **PRISCILLA GILMORE**

1817 Bertrand Drive, Unit B  
Lafayette, LA 70506

(337) 504-2918

This Brochure Supplement provides information about Priscilla Gilmore that supplements the Disclosure Brochure of World Tree Financial, LLC (hereinafter "World Tree"), a copy of which you should have received. Please contact World Tree's Chief Compliance Officer if you did not receive the Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Priscilla Gilmore is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**World Tree Financial, LLC, a Registered Investment Adviser**

1817 Bertrand Drive, Suite Unit B, Lafayette, LA 70506 | (337) 504-2918

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

Born 1977

#### **Post-Secondary Education**

University of Louisiana at Lafayette | BS, Business Administration/Finance | 2001

#### **Recent Business Background**

World Tree Financial, LLC | Chief Operations Officer | 12/2009 – Present

### **Item 3. Disciplinary Information**

World Tree is required to disclose the pertinent facts regarding any legal or disciplinary events material to a client's evaluation of Priscilla Gilmore. World Tree does not have any information to disclose in relation to this Item.

### **Item 4. Other Business Activities**

World Tree is required to disclose information regarding any investment-related business or occupation in which Priscilla Gilmore is actively engaged. World Tree does not have any information to disclose in relation to this Item.

### **Item 5. Additional Compensation**

World Tree is required to describe any arrangement under which Priscilla Gilmore receives an economic benefit for providing advisory services from someone that is not a client of World Tree. World Tree has no information to disclose in relation to this Item.

### **Item 6. Supervision**

Wesley Perkins, Chief Executive Officer, is generally responsible for supervising Priscilla Gilmore's advisory activities on behalf of World Tree. The telephone number to reach Wesley Perkins is (337) 504-2918.

World Tree supervises its personnel and the investments made in client accounts. World Tree monitors the investments recommended by Priscilla Gilmore to ensure those investments are suitable for the particular client and consistent with their investment needs, goals, objectives and risk tolerance, as well as any restrictions previously requested by the client. World Tree periodically reviews the advisory activities

of Priscilla Gilmore, which may include reviewing individual client accounts and correspondence (including e-mails) sent to and received by Priscilla Gilmore.

### **Item 7. Requirements for State-Registered Advisers**

World Tree is required to disclose the material facts regarding Priscilla Gilmore's involvement in certain civil, self-regulatory organization or administrative proceedings, arbitration awards or findings, or bankruptcy proceedings. World Tree has no information to disclose in relation to this Item.