

**ITEM 1: COVER PAGE FOR  
PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
DATED APRIL 27, 2012**

**BRAD D. LEE**

**RFG ADVISORY GROUP, LLC  
1100 CORPORATE DRIVE, SUITE 100  
BIRMINGHAM, AL 35242**

**FIRM CONTACT: JON B. DIXON, CHIEF COMPLIANCE OFFICER**

**WWW.RELIANCE-FINANCIAL.COM**

**This brochure supplement provides information about Brad D. Lee that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Ben Dixon, Chief Compliance Officer, if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.**

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

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

We are required to disclose the following information about Mr. Lee:

**Brad D. Lee**

**Year of Birth:** 1976

### **Educational Background:**

- 09/1994-08/1999; Florida St. University; BA in Finance
- 01/2000-05/2001; University of Alabama; Masters in Finance

### **Business Background:**

- 03/2012-Present; RFG Advisory Group, LLC; Investment Adviser Representative
- 02/2012-Present; LPL Financial; Registered Representative
- 05/2011-02/2012; Russell Lee Flooring America; Foreman
- 07/2006-02/2011; Mountain Restaurant; Owner/President

### **Licenses and Other Professional Designations:**

- Chartered Financial Analyst (CFA)
- 03/2012- Series 7, 66

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute – the largest global association of investment professionals.

To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **High Ethical Standards**

CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own;
- Maintain independence and objectivity;
- Act with Integrity;
- Maintain and improve their professional competence;
- Disclose conflicts of interest and legal matters.

### **Comprehensive and Current Knowledge**

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

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

If there are legal or disciplinary events material to your evaluation of Mr. Lee, we are required to disclose all material facts regarding those events.<sup>1</sup>

We have nothing to disclose in this regard.

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

A. If Mr. Lee is actively engaged in any investment-related business or occupation, including if he is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Lee’s other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

We have nothing to disclose in this regard.

2. If Mr. Lee receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service (“trail”) fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation he receives. We must explain that this practice gives Mr. Lee an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Lee is a registered representative of LPL Financial, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. This presents a conflict of interest to the extent that Mr. Lee recommends that a client invest in a security which results in a commission being paid to him.

B. If Mr. Lee is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of his income or involve a substantial amount of Mr. Lee’s time, we are

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<sup>1</sup> **Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. Lee to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Lee to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of his time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

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

If someone who is not a client provides an economic benefit to Mr. Lee for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include his regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

Mr. Lee may receive the following forms of additional compensation as a result of providing advisory services to clients:

Mr. Lee may receive non-cash compensation from product sponsors. Such compensation may not be tied to the sales of any products. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that he may attend. Although this practice may give Mr. Lee an incentive to recommend investment products based on the compensation received, it is Mr. Lee's fiduciary duty to put his client's best interest before his own and to comply with our firm's Code of Ethics.

Mr. Lee may receive from LPL Financial production bonuses, stock options, reimbursement of fees paid to LPL Financial for items such as administrative services, and other things of value such as free or reduced-cost attendance at LPL Financial's national sales conference or top producer forums and events. Production bonuses, administrative fee reimbursements, and awards for conference attendance are based on overall business produced by Mr. Lee and do not favor one product or program over others. The awarding of stock options is based on total production, recurring revenue and growth rate of production. Advisory fees are considered recurring revenue and, thus, there may be a financial incentive for Mr. Lee to recommend client's establish advisory accounts so that he will receive recurring revenue and possibly receive stock options from LPL Financial.

#### **Item 6. Supervision**

We are required to explain how we supervise Mr. Lee, including how we monitor the advice he provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Lee's advisory activities on behalf of our firm.

Jon B. Dixon, Chief Compliance Officer of RFG Advisory Group, LLC supervises and monitors Mr. Lee's activities on a regular basis. Mr. Dixon reviews all outgoing correspondence for written financial advice that Mr. Lee provides to his clients. Please contact Mr. Dixon if you have any questions about Mr. Lee's brochure supplement at (205) 397-2458.

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

A. In addition to the events listed in Item 3 of Part 2B, if Mr. Lee has been involved in one of the events listed below, we disclose all material facts regarding the event.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.