

**Item 1: Cover Page for Part 2B of Form ADV:  
Brochure Supplement  
September 2013**

**William H. French**

**W Advisors LLC  
1715 Aaron Brenner Dr, Suite 218  
Memphis, TN 38120**

**Firm Contact:  
William French  
Chief Compliance Officer**

**Firm Website Address:  
[www.WAdvisoryLLC.com](http://www.WAdvisoryLLC.com)**

**This brochure supplement provides information about William French that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. French if you did not receive W Advisors LLC's brochure or if you have any questions about the contents of this supplement.**

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

## **Item 2: Educational Background & Business Experience**

**William Henry French, III**

**Year of Birth:** 1965

### **Educational Background:**

- 1987: Mississippi State University; Majored in Marketing & Finance

### **Business Background:**

- 09/2013 – Present W Advisors LLC; Managing Member, Chief Compliance Officer & Investment Advisor
- 09/2013 – Present Purshe Kaplan Sterling Investments, Inc.; Registered Representative
- 12/2007– 09/2013 Morgan Stanley & Co, Inc; Sr. Vice President, Branch Manager & Financial Advisor
- 04/2001 – 11/2007 UBS Financial Services, Inc; Sr. Vice President, Complex Manager
- 06/1989 – 04/2001 Prudential Bache; Senior Vice President & Regional Manager
- 08/1987 – 05/1989 Merrill Lynch; Financial Consultant

### **Exams, Licenses & Other Professional Designations:**

- 1996: Series 5 & Series 15 Exams
- 1994: Series 65 Exam
- 1993: Series 3 & Series 8 Exams
- 1987: Series 7 & Series 63 Exams

## **Item 3: Disciplinary Information**

We have nothing to disclose in this regard.

## **Item 4: Other Business Activities**

Mr. French is a registered representative of Purshe Kaplan Sterling Investments, Inc. (“PKS”), member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. French may earn and may not necessarily be in the best interests of the client. Mr. French spends approximately 10% of his time with this outside business activity.

## **Item 5: Additional Compensation**

We have nothing to disclose in this regard.

## **Item 6: Supervision**

Robert Wade, principal of W Advisors LLC, supervises and monitors Mr. French’s activities on a regular basis to ensure compliance with our firm’s Code of Ethics. Please contact Mr. Wade if you have any questions about William French’s brochure supplement at 901-483-3056.