

**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.WAdvisorsLLC.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.

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.