



**Form ADV Part 2B  
Brochure Supplement**

**James E. Kravitz**

MerCap Advisors, Inc.

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This brochure supplement (Form ADV Part 2B) provides information about the background and qualifications of James E. Kravitz that supplements the MerCap Advisors, Inc. brochure (Form ADV Part 2A). You should have received a copy of that brochure. Please contact MerCap Advisors, Inc.'s Chief Compliance Officer, Dale A. Pope, at (610) 572-2157 if you did not receive MerCap Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about James E. Kravitz and/or MerCap Advisors, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**James E. Kravitz**

**Item 2: Educational Background and Business Experience**

**Year of Birth:** 1963

**Education:**

- BS – Finance, Pennsylvania State University, University Park, PA 1981-1985

**Business Background:**

- |                               |                  |  |
|-------------------------------|------------------|--|
| • MerCap Advisors, Inc.       | 7/2015 – Present | Investment Adviser<br>Representative                               |
| • MerCap Securities, LLC      | 8/2013 – Present | Registered Representative  |
| • Merion Wealth Partners, LLC | 8/2013 – Present | Investment Adviser<br>Representative                               |
| • LPL Financial, LLC          | 9/2012 – 7/2013  | Registered Representative  |
| • Music Matrix, Inc.          | 7/1996 – Present | President  |
| • Financial Network           | 6/2012 - 9/2012  | Registered Representative/<br>Investment Adviser<br>Representative |
| • Questar Capital Corp        | 6/2011 – 6/2012  | Registered Representative  |
| • Questar Asset Management    | 6/2011 – 6/2012  | Investment Adviser<br>Representative                               |

**Professional Designations:**

None.

**Professional Registrations/Licenses:**

Securities Registrations

- Series 7
- Series 66

### **Item 3: Disciplinary Information**

Mr. Kravitz does not have any legal or disciplinary information to disclose.

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

#### **Investment Related Activities**

Mr. Kravitz is a registered representative with MerCap Securities, LLC, a broker-dealer who is a member of the Financial Industry Regulatory Authority, Inc. (FINRA). MerCap Securities, LLC is a wholly-owned broker-dealer subsidiary of SFA Holdings, Inc. and operates as a limited purpose broker-dealer offering mutual funds and variable annuity products on a retail basis. As a registered representative of MerCap Securities, LLC, Mr. Kravitz will have the ability to effect securities transactions and/or the purchase of insurance-related investment products for his advisory clients. Typically these activities generate commission income for the registered representative. The fees paid for advisory services are separate and distinct from the commissions earned by Mr. Kravitz for implementation of securities and investment product transactions on behalf of advisory clients. Receipt of such additional commissionable income by Mr. Kravitz creates a conflict of interest that could impair objectivity when making advisory recommendations, as it provides an incentive to recommend securities or investment products based upon the compensation to be received rather than on a client's needs. However, Mr. Kravitz and MerCap Advisors, Inc. take affirmative steps to address this conflict of interest. MerCap Advisors, Inc. requires Mr. Kravitz to follow the guidelines of its Code of Ethics and compliance policies, which include the duty to put a client's interests first, to disclose to clients any conflicts of interest, to inform clients that there is no obligation to purchase any securities or investment-related insurance products as part of an advisory relationship with MerCap Advisors, Inc., and to inform clients that they may use any broker-dealer or registered representative they choose. Additionally, MerCap Advisors, Inc. requires its investment advisory representatives to report and get approval for outside business activities so that MerCap Advisors, Inc. may ensure any conflicts of interest in such activities are properly addressed.

#### **Non-Investment Related Activities**

Mr. Kravitz is also separately licensed as an insurance agent that allows him to recommend various insurance products such as life insurance, long-term care insurance, and fixed annuities. In this capacity, he can effect transactions in

**Non-Investment Related Activities (continued):**

insurance products for his advisory clients and earn commissions or other additional compensation for these activities. The fees paid for advisory services are separate and distinct from the commissions or other additional compensation earned by Mr. Kravitz for his insurance-related activities. Receipt of such additional commissionable income or compensation by Mr. Kravitz creates a conflict of interest that could impair objectivity when making advisory recommendations, as it provides an incentive to recommend insurance products based upon the commission or compensation to be received rather than on a client's needs. However, Mr. Kravitz and MerCap Advisors, Inc. take affirmative steps to address this conflict of interest. MerCap Advisors, Inc. requires Mr. Kravitz to follow the guidelines of its Code of Ethics and compliance policies, which include the duty to put a client's interests first, to disclose to clients any conflicts of interest, to inform clients that there is no obligation to purchase any insurance or fixed annuity products as part of an advisory relationship with MerCap Advisors, Inc., and to inform clients that they may use any insurance firm or agent they choose. Additionally, MerCap Advisors, Inc. requires its investment advisory representatives to report and get approval for outside business activities so that MerCap Advisors, Inc. may ensure any conflicts of interest in such activities are properly addressed.

**Item 5: Additional Compensation**

Apart from the commission income or other additional compensation outlined in Item 4 above, Mr. Kravitz does not receive any additional compensation or any economic benefit from non-clients for providing investment advisory services.

**Item 6: Supervision**

All investment advisory activities are monitored by MerCap Advisors, Inc.'s Compliance and Operations personnel. Supervision is ongoing and includes such things as periodic client account activity review, trade supervision, review of business practices, and review of personal securities accounts, among other activities. In addition, MerCap Advisors, Inc. has adopted a compliance program designed to prevent, detect, and correct any actual or potential violations of the Investment Advisers Act of 1940, as amended, and related laws and regulations. Under this program, Mr. Kravitz is subject to MerCap Advisors, Inc.'s policies and procedures, including its Code of Ethics. MerCap Advisors, Inc.'s Chief Compliance Officer, Dale A. Pope supervises the activities of Mr. Kravitz. Mr. Pope may be contacted by calling (610) 616-3013.

**Item 7: Requirements for State-Registered Advisers**

Mr. Kravitz has never been the subject of a bankruptcy petition nor has he ever been involved in any of the additional disciplinary events reportable under this Item.