

Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
October 2015

John A. Trujillo II
CRD# 6513006

West End Wealth Management, LLC
5910 S. University Blvd.
C18, Suite 425
Greenwood Village, Colorado 80121

This brochure supplement provides information about John A. Trujillo II that supplements our brochure. You should have received a copy of that brochure. Please contact John A. Trujillo II, Chief Compliance Officer if you did not receive West End Wealth Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Trujillo is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background & Business Experience

John A. Trujillo II
Year of Birth: 1973

Educational Background:

- 2007; University of South Florida; MBA
- 1995; University of Denver; Finance

Business Background:

- 2015 – Present West End Wealth Management, LLC;
Chief Compliance Officer, Managing Member and Portfolio Manager
- 2007 – 2015 UMB Private Wealth Management;
Senior Vice President and Portfolio Manager
- 2003 – 2007 Suntrust Investment and Wealth Management;
Vice President and Portfolio Manager

Exams, Licenses & Other Professional Designations:

- 02/2014 – Certified Financial Planner™

CFP® - CERTIFIED FINANCIAL PLANNER™:

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP marks are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its high standard of professional education, stringent code of conduct and standards of practice and ethical requirements that govern professional engagements with clients. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements: Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university, pass the comprehensive CFP® Certification Examination, Complete at least three years of full-time financial planning-related experience and agree to be bound by CFP Board's *Standards of Professional Conduct*.

Individuals who become certified must complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial industry and renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to the evaluation of Mr. Trujillo.

Item 4: Other Business Activities

Mr. Trujillo does not have any other business activities to disclose.

Item 5: Additional Compensation

Mr. Trujillo does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Marti Brust, Managing Member of our firm, supervises and monitors Mr. Trujillo's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Brust if you have any questions about Mr. Trujillo's brochure supplement.

Item 7: Requirements for State-Registered Advisers

Mr. Trujillo has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.