

Form ADV Part 2B
“Brochure Supplement”
Dated 03/31/2018

Item 1

A.

Fon Rogers, III
Equity Advisors of Kentucky
Brochure Supplement
Dated 01/15/2018
Contact: Brian Guilliom, Chief Compliance Officer
P.O. Box 5009
Waddy, KY 40076

B. This Brochure Supplement provides information about Fon Rogers, III that supplements the Equity Advisors of Kentucky Brochure. You should have received a copy of that Brochure. Please contact Robyn Hensley, Compliance Officer, if you did *not* receive Equity Advisors of Kentucky Brochure or if you have any questions about the contents of this supplement.

Additional information about Fon Rogers, III is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Fon Rogers, III was born April 4, 1979. Mr. Rogers, III graduated from Washington and Lee University, with a Bachelor's degree in Physics-Engineering. Fon has completed the requirements for the Certified Financial Planner designation with the CFP Board. Fon Rogers has been an Associate Financial Planner of Equity Advisors of Kentucky since September of 2014.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisor's Act ("*Act*"). The Registrant's Chief Compliance Officer, Brian Guilliom, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee or investment adviser representative of the Registrant have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Brian Guilliom at (502) 829-9244.