

Item 1 – Cover Page

Form ADV Part 2A Investment Advisor Brochure

Name of Registered Investment Advisor	Asset Advisors Investment Management, LLC
Address	2814-A Hillcreek Drive Augusta, GA 30909
Phone Number	706-650-9900
Website Address	www.assetadvisors.com
E-mail Address	info@assetadvisors.com
Date	May 21, 2018

This Form ADV Part 2A (Investment Advisor Brochure) gives information about Asset Advisors Investment Management, LLC (“Asset Advisors” or the “Firm”) and its business for the use of clients and prospective clients.

Registration is mandatory for all non-exempt persons meeting the definition of investment adviser and does not imply a certain level of skill or training. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

If you have any questions about the contents of this Brochure, please contact us. Additional information about our firm is available on the SEC’s website at: www.adviserinfo.sec.gov

Item 2 - Material Changes

Pursuant to SEC rules, we are required to update this Brochure at least annually and provide you with a summary of material changes since the previous annual amendment. This is the initial filing of the Form ADV Part 2A by Asset Advisors Investment Management, LLC. There are no material changes to report. You may request a complete copy of our Brochure at any time by calling our office.

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Item 4 – Description of Advisory Business

Asset Advisors is part of the Focus Financial Partners, LLC (“Focus”) partnership. As such, Asset Advisors is a wholly-owned subsidiary of Focus Formation Holdings, LLC (“Focus Formation”), which is a wholly-owned subsidiary of Focus. Focus also owns other registered investment advisers, broker-dealers, pension consultants, insurance firms, and other financial service firms (the “Focus Partners”), most of which provide wealth management, benefit consulting and investment consulting services to individuals, families, employers, and institutions. Some Focus Partners also manage or advise limited partnerships, private funds, or investment companies as disclosed on their respective Form ADVs.

Focus is primarily owned by investment vehicles managed by Stone Point Capital LLC (“Stone Point”). Investment vehicles managed by Kohlberg Kravis Roberts & Co. L.P. (“KKR”) are minority owners of Focus. Because Asset Advisors is an indirect, wholly-owned subsidiary of Focus, the Stone Point and KKR investment vehicles are indirect owners of Asset Advisors.

Asset Advisors is managed by George Rush and Will Rice (“Asset Advisors Principals”), pursuant to a management agreement between AAC Capital, LLC and Asset Advisors. The Asset Advisors Principals serve as officers of Asset Advisors and are responsible for the management, supervision and oversight of Asset Advisors.

Asset Advisors is a newly formed advisor and does not have any assets under management.

Types of Advisory Services

Asset Advisors provides personalized wealth management and discretionary investment management services to high net worth individuals and other individuals, charitable organizations, pension and profit sharing plans, and corporations.

Investment Management Services

In designing and implementing customized models and portfolio strategies, Asset Advisors manages, on a discretionary basis, a range of investment strategies designed to align with the client’s investment objectives. Asset Advisors primarily allocates client assets among exchange-traded funds (“ETFs”), equity securities of individual companies, municipal bonds, corporate bonds, government bonds and certificates of deposit (“CD’s”).

We render advisory services based on the individual needs of our clients. Clients may impose reasonable restrictions on the management of their portfolio subject to Asset Advisors acceptance of those restrictions.

Item 5 - Fees and Compensation

Our investment advisory fees are set forth in a written agreement with our clients. Our fees vary by client and may be as much as 1% of a client’s assets under management. A few clients pay fixed fees rather than fees that are a percentage of the client’s asset under management. In either

case, fees are potentially negotiable. If based on a percentage of the value of assets under management, the advisory fee is payable quarterly in arrears, based on the period ending net asset value of the client's account on the last day of the previous quarter.

For the initial quarter, the advisory fee is payable on a pro rata basis, in arrears, based on the value of the net billable assets under management at the end of such initial quarter. The advisory fees charged by the Firm will apply to all of the client's assets under management, unless specifically excluded in the client agreement. For both the initial and subsequent quarters, we make an adjustment for contributions and withdrawals made during the quarter that impact the client fee by more than \$50.

Clients have five (5) business days from the date of execution of the client agreement to terminate the services without penalty. The investment advisory agreement terminated at will by either Asset Advisors or the client upon written notice. Asset Advisors does not impose termination fees when the client terminates the investment advisory relationship. Any fees due at the time of termination will be payable upon invoice.

Our fees are for investment management only and do not include any transaction fees, brokerage commissions or other costs associated with the purchase and sale of securities, custodian fees, wire-transfer fees, interest, taxes, or other account expenses. All fees paid to Asset Advisors for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or in conjunction with internal expenses associated with ETFs. Asset Advisors does not receive any portion of these fees. See section on Brokerage Practices for additional information.

Some clients pay our fee directly by check. Most clients authorize the custodian holding their securities to deduct our management fee directly from their account upon our instruction. The custodian will not determine whether the fee is properly calculated. Clients are sent invoices at the same time we request payment from the custodian. The custodian provides monthly account statements to the clients, which reflect all fee payments to Asset Advisors. Clients are urged to review the information in their custodial statement and compare it to any reports received from Asset Advisors.

Item 6 - Performance-Based Fees and Side-By-Side Management

Some money managers charge performance-based fees. Performance-based fees are charged on a percentage of the profits in a client account. Asset Advisors does not charge performance-based fees; we prefer our simplified percentage of assets under management fee. Therefore, we do not face a conflict of interest from managing accounts that pay an asset-based fee alongside accounts that pay performance-based fees.

Item 7 - Types of Clients

Asset Advisors provides advisory services to individuals, pension and profit sharing plans, trusts, estates, endowments and business entities.

Generally, our relationships involve managing \$1 million or more for a client or their family. We are not short-term oriented in performance return or client relationships. We invest with a long-term orientation. We are blessed with clients that share the objective of preserving wealth and growing assets over the long-term. We strive to always merit client trust in caring for their investment assets.

Item – 8 Methods of Analysis, Investment Strategies, and Risk of Loss

Asset Advisors primarily allocates client assets among ETFs, equity securities of individual companies, municipal bonds, corporate bonds, government bonds and certificates of deposit (“CD’s”). We look for investments which have the potential for a multiyear holding period.

Asset Advisors is a personalized firm with a limited number of clients. We strive to carefully manage accounts in a manner consistent with each client’s investment objectives and risk tolerance. Our investment committee meets on a weekly basis to review our investment ideas.

Our selection of stocks and bonds relies heavily on the investment experience of our professionals. We utilize fundamental and technical analysis. More importantly, extensive reading and careful study of various financial and economic news sources generates many of our investment ideas.

Investing in securities involves a risk of loss, including the risk of losing all or a substantial portion of the client’s investment, that clients should be prepared to bear.

Material Risks Involved

Investing in equity securities generally involves becoming an owner in the issuer company and participating fully in its economic risks. The value of equity securities generally varies with the performance of the issuer and movements in the equity markets. As a result, clients may suffer losses if they invest in equity instruments of issuers whose performance diverges from the Firm’s expectations or if equity markets generally move in a single direction.

An issuer of bonds has agreed to return the face value of the security to the holder at maturity. Most bonds pay investors a fixed rate of interest income. While bonds are generally considered more conservative than equity investments, they carry risks that include the risk that the issuer will default on payment of principal, fluctuation in interest rates, inflation and counterparties’ inability to meet contractual obligations.

An ETF’s risks include declining value of the securities held by the ETF, adverse developments in the industry or sector that the ETF tracks, capital loss in geographically focused funds because of unfavorable fluctuation in currency exchange rates, differences in generally accepted accounting principles, or economic or political instability, tracking error, which is the difference between the return of the ETF and the return of its benchmark and trading at a premium or discount, meaning the difference between the ETF’s market price and NAV. While ETFs may provide diversification, risks can be significantly increased for funds concentrated in a particular sector of the market, or that primarily invest in small cap or speculative companies, use leverage

(i.e., borrow money), or concentrate in a particular type of security rather than balancing the fund with different types of securities. ETFs can be bought and sold throughout the day and their price can fluctuate throughout the day. During times of extreme market volatility, ETF pricing may lag versus the actual underlying asset values and there is no guarantee this relationship will resolve itself. ETFs also are subject to the individual risks described in their prospectus.

Although the goal of diversification is to combine investments with different characteristics so that the risks inherent in any one investment can be balanced by assets that move in different cycles or respond to different market factors, diversification is not always successful in reducing correlation among asset classes and does not eliminate the risk of loss. In some circumstances, price movements may be highly correlated across securities and funds. A specific fund may not be diversified, and a client portfolio may not be diversified. Additionally, when diversification is a client objective, there is risk that the strategies that the Firm uses may not be successful in achieving the desired level of diversification. There is also risk that the strategies, resources, and analytical methods that the Firm uses to identify ETFs will not be successful in identifying investment opportunities.

The following events also could cause ETFs, equities and fixed income securities and other investments managed for clients to decrease in value:

- **Market Risk:** The price of an equity security, bond, or ETF may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, changes in political, economic and social conditions may trigger adverse market events.
- **Interest Rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive compared to newly issued bonds, causing the market values of existing bonds to decline.
- **Event Risk:** An adverse event affecting a particular company or that company's industry could depress the price of a client's investments in that company's stocks or bonds. The company, government or other entity that issued bonds in a client's portfolio could become less able to, or fail to, repay, service or refinance its debts, or the issuer's credit rating could be downgraded by a rating agency. Adverse events affecting a particular country, including political and economic instability, could depress the value of investments in issuers headquartered or doing business in that country.
- **Liquidity Risk:** Securities that are normally liquid may become difficult or impossible to sell at an acceptable price during periods of economic instability or other emergency conditions. Some securities may be infrequently or thinly traded even under normal market conditions.
- **Inflation Risk:** Countries around the globe may be more, or less, prone to inflation than the U.S. economy at any given time. Companies operating in countries with higher inflation rates may find it more difficult to post profits reflecting its underlying health.

- **Reinvestment Risk:** Future proceeds from investments may have to be reinvested at a lower rate of return when such proceeds become available for investment. This primarily relates to fixed income securities, especially in a period of declining interest rates.
- **Operational Risk:** ETF service providers may experience disruptions or operating errors such as processing errors or human errors, inadequate or failed internal or external processes, or systems or technology failures, that could negatively impact the ETF.
- **Regulatory/Legislative Developments Risk:** Regulators and/or legislators may promulgate rules or pass legislation that places restrictions on, adds procedural hurdles to, affects the liquidity of, and/or alters the risks associated with certain investment transactions or the securities underlying such investment transactions. Such rules/legislation could affect the value associated with such investment transactions or underlying securities

Cybersecurity

The computer systems, networks and devices used by Asset Advisors and service providers to us and our clients to carry out routine business operations employ a variety of protections designed to prevent damage or interruption from computer viruses, network failures, computer and telecommunication failures, infiltration by unauthorized persons and security breaches. Despite the various protections utilized, systems, networks, or devices potentially can be breached. A client could be negatively impacted as a result of a cybersecurity breach.

Cybersecurity breaches can include unauthorized access to systems, networks, or devices; infection from computer viruses or other malicious software code; and attacks that shut down, disable, slow, or otherwise disrupt operations, business processes, or website access or functionality. Cybersecurity breaches may cause disruptions and impact business operations, potentially resulting in financial losses to a client; impediments to trading; the inability by us and other service providers to transact business; violations of applicable privacy and other laws; regulatory fines, penalties, reputational damage, reimbursement or other compensation costs, or additional compliance costs; as well as the inadvertent release of confidential information.

Similar adverse consequences could result from cybersecurity breaches affecting issuers of securities in which a client invests; governmental and other regulatory authorities; exchange and other financial market operators, banks, brokers, dealers, and other financial institutions; and other parties. In addition, substantial costs may be incurred by these entities in order to prevent any cybersecurity breaches in the future.”

Item 9 - Disciplinary Information

An investment advisor must disclose material facts about any legal or disciplinary event that is material to your evaluation of our advisory business or of the integrity of our personnel. Asset Advisors and our employees have not been the subject of any legal or disciplinary events. We are required to notify you promptly in the event any material disciplinary event occurs.

Item 10 - Other Financial Industry Activities and Affiliations

As noted above in response to Item 4, certain investment vehicles managed by Stone Point collectively are principal owners of Focus, and certain investment vehicles managed by KKR collectively are minority owners of Focus. Because Asset Advisors is an indirect, wholly-owned subsidiary of Focus, the Stone Point and KKR investment vehicles are indirect owners of Asset Advisors. None of Stone Point, KKR, or any of their affiliates participates in the management or investment recommendations of our business.”

Principals of Asset Advisors are not actively engaged in another business. Asset Advisors is not registered, nor are any employees licensed as securities salespersons (“Registered Representatives”) or insurance agents. We are not in the business of selling securities and insurance products. Our business is managing portfolios for a select number of clients.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading

Asset Advisors has a Code of Ethics (the “Code”) which requires the Firm’s employees (“supervised persons”) to comply with their legal obligations and fulfill the fiduciary duties owed to the Firm’s clients. Among other things, the Code of Ethics sets forth policies and procedures related to conflicts of interest and procedures governing personal securities trading by supervised persons.

Personal securities transactions of supervised persons present potential conflicts of interest with the price obtained in client securities transactions or the investment opportunity available to clients. The Code addresses these potential conflicts by prohibiting securities trades that would breach a fiduciary duty to a client and requiring, with certain exceptions, supervised persons to report their personal securities holdings and transactions to the Firm for review. The Code also requires supervised persons to obtain pre-approval of certain investments, including initial public offerings and limited offerings.

Asset Advisors will provide a copy of the Firm’s Code of Ethics to any client or prospective client upon request.

Item 12 - Brokerage Practices

Selection or recommendation of broker/dealers

Asset Advisors is not affiliated with any brokerage firm through which it executes trades. We custody client accounts at a few select firms considered to be reputable and fiscally sound. Our employees are not registered representatives of any outside firm and do not receive any commissions or fees from broker dealers.

When a new client does not have a strong preference where their account is held, we typically recommend that clients establish brokerage accounts with Schwab Institutional, a division of Charles Schwab & Co., Inc. (“Schwab”) We may, in the future, establish relationships with other institutional custodians. Clients always have the final say on the Custodian selected.

In deciding to recommend Schwab, some of the factors that Asset Advisors considers include:

- Trade order execution and the ability to provide accurate and timely execution of trades;
- The reasonableness and competitiveness of commissions and other transaction costs;
- Access to a broad range of investment products;
- Access to trading desks;
- Technology that integrates within Asset Advisors’ environment, including interfacing with Asset Advisors’ portfolio management system;
- A dedicated service or back office team and its ability to process requests from Asset Advisors on behalf of its clients;
- Ability to provide Asset Advisors with access to client account information through an institutional website; and
- Ability to provide clients with electronic access to account information and investment and research tools

Schwab provides Asset Advisors Corporation with access to their institutional trading and custody services which are typically not available to retail investors. Schwab does not charge separately for custody services. Like other brokers, Schwab is compensated by account holders through commissions and other transaction related fees on trades executed on behalf of client accounts.

Schwab makes available products and services that may benefit our firm but may not directly benefit client accounts or may be used to service all or some of our clients including clients with accounts maintained at other custodians and/or brokers. These products and services include technologies that:

- provide access to client data and account information, documents and forms, and trade confirmations and account statements; facilitate trade execution and allocate aggregated trade orders for multiple accounts;
- provide research, pricing, and other market data; and
- Facilitate investment management fee payment subsequent to Asset Advisors mailing our client an invoice.

Schwab may offer or provide through third party vendors: compliance, legal, and business consulting; publications, conferences, and educational events, and business entertainment of Asset Advisors personnel. Schwab may incur the cost or may discount or waive the fees it would otherwise charge for these services. These benefits are based on the total client assets custodied at Schwab and do not depend on the number of trades executed on behalf of clients.

In evaluating whether to recommend Schwab to hold client assets, Asset Advisors may take into account the availability of some of the foregoing products and services as part of the total mix of factors we consider and not solely the nature, cost or quality of custody and brokerage services. These factors may create a potential conflict of interest when recommending Schwab. Disclosure of the above factors makes them less likely to create a conflict for our clients.

Trades are usually executed with the broker that also serves as the custodian for the client account. Asset Advisors sometimes “trades away” from the custodian in order to access better inventory or more favorable prices. In such instances, the account will incur a trade-away fee from a BD/Custodian for each transaction that is executed on a trade-away basis. The fee is separate from the commission/transaction fee or mark-up/mark-down imposed by the broker-dealer through which the trade was executed.

Trading away may be advantageous for the client because:

- the broker-dealer may have expertise in a particular security or market;
- the broker-dealer makes a market in a particular security;
- a particular security is thinly traded; or
- the broker-dealer can identify a counter-party for a trade

Soft Dollar Practices

Some investment managers receive compensation from a brokerage firm in the form of research, products or services (“soft dollars”). When a firm uses client brokerage commissions to obtain soft dollars, the firm receives a benefit by not having to pay for such items. A firm may have an incentive to select or recommend a broker/dealer based on soft dollars received, rather than best execution for the client. Asset Advisors does **not** receive any soft dollar compensation from any firms.

Asset Advisors may receive unsolicited proprietary research from brokers regarding general market commentary, industry-specific analysis, economic data or other information that may be useful in making investment decisions. This research is not provided to Asset Advisors as a result of any commissions or transaction volume directed to any particular broker.

Client Referrals from Brokers

Clients have the final say on where to custody their account. We will generally maintain the existing broker/dealer relationship when the client is referred to us by a broker. In maintaining the existing broker/dealer relationship, a conflict of interest may exist in obtaining best execution on behalf of the client as their account may not receive the lowest commission obtainable from other brokers. We might not receive future referrals from a broker/dealer if we did not maintain these existing relationships.

Directed Brokerage

In rare cases, a client may direct brokerage to a specified broker/dealer other than a firm used routinely by us. It is up to that client to negotiate the commission rate as Asset Advisors will not. That client may not be able to negotiate the most competitive rate. As a result, that client

may pay more than the rate available through a broker/dealer chosen by us. Asset Advisors cannot make any assurances that best execution will be achieved for a client-directed transaction.

Trade Aggregation

While individual portfolio management is provided each account, certain client trades are executed together as a block trade in order to obtain volume discounts on execution costs. No account within the block trade will be favored over any other account, and thus, each account will participate in an aggregated order at the average share price. The aggregation may reduce slightly the costs of execution. We will not aggregate a client's order if in a particular instance we believe that aggregation would cause the client's cost of execution to be increased.

Cross Trades:

From time to time, when we deem it advantageous for both the selling and the purchasing client, we direct a broker to cross trades of fixed income securities between client accounts.

Item 13 - Review of Accounts

Markets are monitored continuously and accounts are reviewed monthly (in certain circumstances, weekly) by Investment Committee Members for consistency with the client's investment objectives and risk tolerance. Clients are requested to notify us any time there are changes to their financial situation that might warrant a change to their investment strategy. Clients may call us any time to discuss their account, financial situation, or investment needs.

All clients receive trade confirmations and monthly account statements (quarterly when there is no activity in the account) from brokerage firms where their account is held. By their own choice, some clients receive their statements and trade confirmations electronically. The monthly statements show all transactions, including amounts deposited and disbursed from accounts, as well as the cash and securities in the account. This brokerage statement is the official record of your account for tax purposes.

Item 14 - Client Referrals & Other Compensation

Asset Advisors is fortunate to have gained clients over many years from referrals from existing clients and professionals, for example accountants and lawyers. However, we do not compensate anyone for client referrals.

Asset Advisors' parent company is Focus Financial Partners, LLC ("Focus"). From time to time, Focus holds partnership meetings and other industry and best-practices conferences, which typically include Asset Advisors, other Focus firms and external attendees. These meetings are first and foremost intended to provide training or education to personnel of Focus firms, including Asset Advisors. However, the meetings do provide sponsorship opportunities for asset managers, asset custodians, vendors and other third-party service providers. Sponsorship fees allow these companies to advertise their products and services to Focus firms, including Asset Advisors. Although the participation of Focus firm personnel in these meetings is not preconditioned on the achievement of a sales target for any conference sponsor, this practice

could nonetheless be deemed a conflict as the marketing and education activities conducted, and the access granted, at such meetings and conferences could cause Asset Advisors to focus on those conference sponsors in the course of its duties. Focus attempts to mitigate any such conflict by allocating the sponsorship fees only to defraying the cost of the meeting or future meetings and not as revenue for itself or any affiliate, including Asset Advisors. Conference sponsorship fees are not dependent on assets placed with any specific provider or revenue generated by such asset placement.

The following entities have provided conference sponsorship to Focus in the last year:

BlackRock, Inc.

Fidelity Brokerage Services

Charles G. Schwab & Co.

Item 15 - Custody

Our Firm is deemed to have custody over accounts of certain clients where an officer of Asset Advisors serves as executor or trustee of the account. We obtain an annual surprise audit to verify the assets in such accounts, as required by the SEC.

Asset Advisors is also deemed to have custody of client funds if Asset Advisors directly debits investment advisory fees from client accounts. Debiting of fees is done pursuant to authorization provided by each client. Usually monthly, but no less than quarterly, clients receive account statements directly from the custodian of their account. Custodial statements show account holdings, market values and any activity that occurred during the period, including the deduction of our investment advisory fee. Asset Advisors urges clients to compare information contained in reports provided by Asset Advisors with the account statements received directly from the account custodian. Clients may notice differences in portfolio values reflected on the statements due to one or more of the following: (1) unsettled trades; (2) the timing of accrued income and dividends; and (3) pricing of securities.

Item 16 - Investment Discretion

Asset Advisors maintains full discretionary trading authority over the securities in client portfolios pursuant to a limited power of attorney granted in our client agreements.

Item 17 - Voting Client Securities

Our Firm does not accept proxy voting authority over client accounts (though we will process corporate actions such as mergers); clients receive proxy materials for stocks owned in their accounts directly from their custodian. When serving as trustee over a client account, an officer of the Firm votes proxies for those client accounts. Records reflecting how those proxies are voted are maintained and will be made available to those clients upon request.

Item 18 - Financial Information

Under certain conditions, an investment advisor must provide financial information about the firm to clients. These conditions are:

- more than \$1,200 of fees from one client required six months or more in advance;
- a financial condition likely to impair the ability to meet contractual commitments; or
- a bankruptcy occurred within the past ten years.

Asset Advisors does **not** have any disclosure requirements under these rules.

Form ADV Part 2B
Investment Advisor Brochure Supplement

Name of Registered Investment Advisor	Asset Advisors Investment Management, LLC
Address	2814-A Hillcreek Drive Augusta, GA 30909
Phone Number	706-650-9900
Website Address	www.assetadvisors.com

This Brochure Supplement lists information about all employees who formulate investment advice, have discretionary authority over client assets, and have direct client contact. This document provides information about the following persons that supplements the Asset Advisors Brochure. You should have received a copy of that Brochure. Please contact Asset Advisors at 706-650-9900 if you did not receive its Brochure or if you have any questions about the contents of this Supplement.

Additional information about the following persons is also available on the SEC's website at www.adviserinfo.sec.gov

George Andrew Rush

Robert Williams Rice, Jr.

George Andrew Rush

Education and Business Background

Name: George Andrew Rush

Year of Birth: 1958

Education: Emory University, Atlanta, GA M.B.A. 1982
Wake Forest University, Winston-Salem, NC B.S. 1980

Business:

- Asset Advisors Investment Management, LLC, 2018 – present, President
- Asset Advisors Corporation, 1988 – 2018; President since 2011
- NCNB Corporation, Charlotte, NC, 1982 – 1988; various positions

Disciplinary Information

An investment advisor must disclose material facts about any legal or disciplinary event that is material to your evaluation of our advisory business or of the integrity of our personnel. George Rush has not been the subject of any legal or disciplinary events.

Other Business Activity

George Rush is not engaged in any investment-related business or occupation other than his investment advisory duties with Asset Advisors.

Additional Compensation

Registered investment advisors are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. George Rush may directly or indirectly receive earn-out or other compensation from Focus Financial Partners, LLC, the indirect parent company of Asset Advisors.

Supervision

All investment decisions are formulated under the supervision of the President, George Rush. George Rush and Will Rice monitor the client portfolios for investment objectives and risk tolerance. Both may be reached at 706-650-9900.

Robert Williams Rice, Jr.

Education and Business Background

Name: Robert Williams Rice, Jr.

Year of Birth: 1970

Education: Mercer University, Macon, GA M.B.A. 1999
University of Georgia, Athens, GA B.A. 1994

Business:

- Asset Advisors Investment Management, LLC, 2018 – present, Vice President
- Asset Advisors Corporation, 2001 – 2018; Vice President since 2011
- Sun Trust Bank, Atlanta, GA 1996 – 2001; Trust Officer

Disciplinary Information

An investment advisor must disclose material facts about any legal or disciplinary event that is material to your evaluation of our advisory business or of the integrity of our personnel. Will Rice has not been the subject of any legal or disciplinary events.

Other Business Activity

Will Rice is not engaged in any investment-related business or occupation other than his investment advisory duties with Asset Advisors.

Additional Compensation

Registered investment advisors are required to disclose if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. Will Rice may directly or indirectly receive earn-out or other compensation from Focus Financial Partners, LLC, the indirect parent company of Asset Advisors.

Supervision

All investment decisions are formulated under the supervision of the President, George Rush. George Rush and Will Rice monitor the client portfolios for investment objectives and risk tolerance. Both may be reached at 706-650-9900.