

*This brochure supplement provides information about Ellis N. Liddell that supplements the ELE Advisory Services, INC. brochure. You should have received a copy of that brochure. Please contact Ellis N. Liddell, Managing Member, if you did not receive ELE Advisory Services, INC.'s brochure or if you have any questions about the contents of this supplement.*

*Additional information about Ellis N. Liddell is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

# **ELE Advisory Services, INC.**

## **Form ADV Part 2B – Individual Disclosure Brochure**

*for*

**Ellis N. Liddell**

Personal CRD Number: 1035964

Investment Adviser Representative

ELE Advisory Services, INC.  
18700 W. 10 Mile Road, Suite 100  
Southfield, Michigan, 48075  
(248) 356-6555  
[www.elewealth.com](http://www.elewealth.com)  
[eliddell@elewealth.com](mailto:eliddell@elewealth.com)

UPDATED: 10/04/2019

*Registration does not imply a certain level of skill or training*

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

**Name:** Ellis N. Liddell

**Born:** 1957

### **Education Background and Professional Designations:**

#### **Education:**

Bachelors of Science in Education, Mississippi College – 1980

#### **Business Background:**

11/2018 – Present	Owner/President/Director ELE Cares Foundation
01/2016 – Present	Owner/Managing Member ELE - Peagler, LLC
03/2015 – Present	Managing Member/President Club 4 Billions, LLC
03/2015 – Present	Managing Member/President Coaching 4 Billions, LLC
03/2013 – Present	Owner/President/Registered Representative ELE Wealth Advisors, Inc.
12/2010 – Present	Managing Member/Chief Compliance Officer ELE Advisory Services, INC.
04/2010 – Present	Managing Member/President The Professionals Investment Group, LLC
07/2010 – Present	Managing Member/President ELE Properties, LLC
05/2005 – Present	Managing Member/Insurance Agent ELE Wealth Management, LLC
05/2005 – Present	Managing Member/Mortgage Broker ELE Mortgage Services, LLC
12/2010 – 06/2011	Registered Representative Geneos Wealth Management

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

There are no legal or disciplinary events, criminal, regulatory, or disciplinary history that is material to a client's or prospective client's evaluation of Ellis N. Liddell.

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

Ellis N. Liddell is an insurance agent, managing member of ELE Wealth Management, LLC, a mortgage broker/managing member of ELE Mortgage Services, LLC., and owner/President of ELE Wealth Advisors, Inc. (CRD #38931), a broker dealer. Ellis Liddell is owner/managing member of Club 4 Billions, LLC, Coaching 4 Billions, LLC, and ELE - Peagler, LLC, a bookkeeping and tax preparation service. Additionally, Ellis N. Liddell is the Owner/President/Director of ELE Cares Foundation and has reserved the names Founders Club, LLC; ELE Radio, LLC; and ELE Speaks, LLC, in which he is the managing member, for future use. From time to time, he will offer clients advice or products from those activities. Clients should be aware that some of these services pay a commission that may be deemed a conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. ELE Advisory Services, INC. always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of ELE Advisory Services, INC. in such individual's outside capacities.

### **Item 5: Additional Compensation**

Other than salary, annual bonuses, regular bonuses, or compensations received in his role as a registered representative, insurance agent, and mortgage broker, Ellis N. Liddell does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through ELE Advisory Services, INC..

### **Item 6: Supervision**

As the owner of ELE Advisory Services, INC., Ellis N. Liddell supervises all duties and activities of the firm. Ellis N. Liddell's contact information is on the cover page of this disclosure document. Ellis N. Liddell adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements. As a representative of ELE Advisory Services, INC., Ellis N. Liddell is supervised by Marcelle Gordon, Chief Compliance Officer. Marcelle Gordon reviews and approves

applicable client business submissions. Marcelle Gordon can be reached at (248) 356-6555. Ellis N. Liddell is registered in the following states: AL, CA, FL, GA, MI, MS, TX, UT and VA.

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

*This disclosure is required by Michigan securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. Ellis N. Liddell has **NOT** been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
  2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
- B. In 1993, Ellis N. Liddell filed Chapter 13 bankruptcy that was replaced by a Chapter 7 and was successfully discharged in 1995.