

SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

Jay W. Hovis



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This brochure supplement provides information about Jay W. Hovis and supplements the Financial Focus LLC's brochure. You should have received a copy of that brochure. Please contact Jay Hovis if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Jay Hovis (Individual CRD# 6647870) is available on the SEC's website at www.adviserinfo.sec.gov

FEBRUARY 8, 2019

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Principal Executive Officer

Jay W. Hovis

- Year of birth: 1995
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Item 2 Educational Background and Business Experience

Educational Background:

- Point Loma Nazarene University; BS, Business Administration; 2016

Business Experience:

- Financial Focus LLC; Investment Advisor Representative; 01/2019 – Present
 - Securities America, Inc.; Registered Representative; 01/2019 - Present
 - Sagepoint Financial, Inc.; Registered Representative/Investment Advisor Representative; 06/2016-12/2018
 - Point Loma Nazarene University; Student; 09/2013 – 06/2016
 - Tri-City Christian High School; Student; 09/2009 – 09/2013
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Item 3 Disciplinary Information

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report.

Self-Regulatory Organization Proceeding: None to report.

Item 4 Other Business Activities

Mr. Hovis is a registered representative with Securities America, a registered broker-dealer and Member FINRA/SIPC. He spends about 50% of his time working as a registered representative. Mr. Hovis may receive normal and customary commissions as a result of securities transactions. In connection with engaging the services Securities America Inc., Securities America Inc. provided a loan of \$5,000, in January of 2019, which is forgivable by 33.33% every 12 months so long as Jay Hovis' relationship with Securities America Inc. continues or the extent of production with Securities America Inc. (the "Note"). The Note was intended to assist with the cost associated with the transition to Securities America Inc. such as moving expenses, leasing space, and termination fees associated with moving accounts, however, Mr. Hovis does not confirm the use of these payments for such transition costs.

The Note may present a conflict of interest in that Jay Hovis may have a financial incentive to maintain a relationship with Securities America Inc. which may include directing Clients to Securities America Inc. for execution of trades. However, to the extent he directs Clients to Securities America Inc. for services, it is because he believes that it is in that Client's best interest to do so.

Mr. Hovis is an independent insurance agent. Less than 25% of his time is spent on this activity. From time to time, he offers clients advice or products from this activity. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products.

These practices represent conflicts of interest because it gives an incentive to recommend products based on the commission amount received. This conflict is mitigated disclosures,

procedures, and the firm's Fiduciary obligation to place the best interest of the clients first and clients are not required to purchase any products. Clients have the option to purchase these products through another registered representative, investment advisor and/or insurance agent of their choosing.

Item 5 Performance Based Fee Description

Mr. Hovis receives commission from the sale of securities products, but he does not receive performance based fees.

Item 6 Supervision

Mr. Hovis is supervised by Barbara Williams, Chief Compliance Officer. Barbara Williams reviews Jay's work through client account reviews and quarterly personal transaction reports as well as face-to-face and phone interactions.

Ms. Williams can be contacted either by phone at: (760) 431-3040, or by email at: Barbara.williams@natplan.com.