



# FORM ADV Part 2A Brochure

June 12, 2017

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This Brochure provides information about the qualifications and business practices of Doyle Wealth Management, Inc. If you have any questions about the contents of this Brochure, please contact us at (727) 898-3063 or [info@doylewealth.com](mailto:info@doylewealth.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state authority.

Doyle Wealth Management, Inc. is an investment advisory firm registered with the appropriate regulatory authority. Registration does not imply a certain level of skill or training. Additional information about DWM also is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).



## **ITEM 2. MATERIAL CHANGES**

This Brochure is prepared in the revised format required beginning in 2011. Registered Investment Advisers are required to use this format to inform clients of the nature of advisory services provided, types of clients served, fees charged, potential conflicts of interest and other information. The Brochure requirements include providing a Summary of Material Changes (the “Summary”) reflecting any material changes to our policies, practices, or conflicts of interest made since our last required “annual update” filing. In the event of any material changes, such Summary is provided to all clients within 120 days of our fiscal year-end. Our last annual update was filed on February 13, 2017. Of course the complete Brochure is available to clients at any time upon request.



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## ITEM 4. ADVISORY BUSINESS

### General Information

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Doyle Wealth Management, Inc. ("DWM") was formed in 2005, and provides financial and estate planning services, portfolio management, and general consulting services to its clients.

Robert K. Doyle and Jillian D. Doyle are the principal owners of DWM. Please see DWM's **Brochure Supplements**, Exhibit A, for more information on Bob Doyle and other individuals who formulate investment advice and have direct contact with clients or have discretionary authority over client accounts.

As of December 31, 2016, DWM managed \$712,414,680 on a discretionary basis, and \$1,398,671 in assets on a non-discretionary basis.

### Services Provided

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At the outset of each client relationship, DWM spends time with the client, asking questions, discussing the client's investment experience and financial circumstances, and reviewing options for the client. Based on its reviews, DWM generally develops with each client:

- a financial outline for the client based on the client's financial circumstances and goals, and the client's risk tolerance level (the "Financial Profile" or "Profile"); and
- the client's investment objectives and guidelines (the "Investment Plan" or "Plan").

The Financial Profile is a reflection of the client's current financial picture and a look to the future goals of the client. The Investment Plan outlines the types of investments that DWM will make on behalf of the client to meet those goals. The Profile and the Plan are discussed regularly with each client, but are not necessarily written documents.

Where DWM provides general consulting services, DWM will work with the client to prepare an appropriate summary of the specific project(s) to the extent necessary or advisable under the circumstances.

With respect to any account for which DWM meets the definition of a fiduciary under Department of Labor rules, DWM acknowledges that both DWM and its Related Persons are acting as fiduciaries. Additional disclosure may be found elsewhere in this Brochure or in the written agreement between DWM and Client.



## FINANCIAL AND ESTATE PLANNING

DWM offers limited financial planning services to those clients in need of such service in conjunction with Portfolio Management services. DWM's limited financial planning services normally address areas such as estate planning, cash flow planning, retirement planning, and insurance analysis. The goal of this service is to assess the financial circumstances of the client to more effectively develop the client's Investment Plan.

## PORTFOLIO MANAGEMENT

As described above, at the beginning of a client relationship, DWM meets with the client, gathers information and performs research and analysis as necessary to develop the client's Investment Plan. The Investment Plan will be updated from time to time when requested by the client, or when determined to be necessary or advisable by DWM based on updates to the client's financial or other circumstances.

To implement the client's Investment Plan, DWM will manage the client's investment portfolio on a discretionary basis. As a discretionary investment adviser, DWM will have the authority to supervise and direct the portfolio without prior consultation with the client. Please see ***Item 8, Methods of Analysis, Investment Strategies and Risk of Loss*** for more information regarding specific strategies offered by DWM.

Notwithstanding the foregoing, clients may impose certain written restrictions on DWM in the management of their investment portfolios, such as prohibiting the inclusion of certain types of investments in an investment portfolio or prohibiting the sale of certain investments held in the account at the commencement of the relationship. Each client should note, however, that restrictions imposed by a client may adversely affect the composition and performance of the client's investment portfolio. Each client should also note that his or her investment portfolio is treated individually by giving consideration to each purchase or sale for the client's account. For these and other reasons, performance of client investment portfolios within the same investment objectives, goals and/or risk tolerance may differ and clients should not expect that the composition or performance of their investment portfolios would necessarily be consistent with similar clients of DWM.

## RETIREMENT PLAN ADVISORY SERVICES

Establishing a sound fiduciary governance process is vital to good decision-making and to ensuring that prudent procedural steps are followed in making investment decisions. DWM will provide Retirement Plan consulting services to Plans and Plan Fiduciaries as described below. The particular services provided will be detailed in the consulting agreement. The appropriate Plan Fiduciary(ies) designated in the Plan documents (e.g., the Plan sponsor or named fiduciary) will (i) make the decision to retain our firm; (ii) agree to the scope of the services that we will provide; and (iii) make the ultimate decision as to accepting any of the recommendations that we may provide. The Plan Fiduciaries are free to seek independent advice about the appropriateness of any recommended services for the Plan. Retirement



Plan consulting services may be offered individually or as part of a comprehensive suite of services.

The Employee Retirement Income Security Act of 1974 ("ERISA") sets forth rules under which Plan Fiduciaries may retain investment advisers for various types of services with respect to Plan assets. For certain services, DWM will be considered a fiduciary under ERISA. For example, DWM will act as an ERISA § 3(21) fiduciary when providing non-discretionary investment advice to the Plan Fiduciaries by recommending a suite of investments as choices among which Plan Participants may select. Also, to the extent that the Plan Fiduciaries retain DWM to act as an investment manager within the meaning of ERISA § 3(38), DWM will provide discretionary investment management services to the Plan.

#### *Discretionary Management Services*

When retained as an investment manager within the meaning of ERISA § 3(38), DWM provides continuous and ongoing supervision over the designated retirement plan assets. DWM will actively monitor the designated retirement plan assets and provide ongoing management of the assets. When applicable, DWM will have discretionary authority to make all decisions to buy, sell or hold securities, cash or other investments for the designated retirement plan assets in our sole discretion without first consulting with the Plan Fiduciaries. We also have the power and authority to carry out these decisions by giving instructions, on your behalf, to brokers and dealers and the qualified custodian(s) of the Plan for our management of the designated retirement plan assets.

### **PARTNER PROGRAM**

Doyle Wealth Management offers on-going investment management and financial planning education to a limited group of clients who are committed to long-term financial success. We call this program our PARTNER Program. The PARTNER acronym stands for the financial planning educational topics that will be emphasized to these clients: Portfolio Management, Asset allocation and diversification, Retirement and college planning, Tax efficient strategies, income management, Estate planning, and Risk Management, among others. In addition to active portfolio management expertise, clients accepted into our PARTNER Program are provided with financial planning and strategy meetings, educational resources, and a dedicated Portfolio Analyst backed by a team of investment professionals. The PARTNER Program is tailored to individuals who are still in the wealth accumulation phase of their careers. These professionals may not qualify otherwise due to our higher asset minimum, but they have the ability to save and invest, and the desire to strengthen their financial futures. These qualified candidates must be committed to growing their wealth through a structured saving and investment strategy.

### **WRAP PROGRAMS**

Some clients have chosen to engage DWM through its wrap program (the "Doyle Wealth Wrap Program" or the "Program") in order to simplify the payment of management fees and brokerage expenses. The Program does not at present include any outside managers, but



exists solely for administrative expediency in combining brokerage expenses with DWM's portfolio management fees.

### GENERAL CONSULTING

In addition to the foregoing services, DWM may provide general consulting services to clients. These services are generally provided on a project basis, and usually include, without limitation, minimal cash flow planning for certain events such as education expenses or retirement, estate planning analysis, income tax planning analysis and review of a client's insurance portfolio, as well as other matters specific to the client as and when requested by the client and agreed to by DWM. The scope and fees for consulting services will be negotiated with each client at the time of engagement for the applicable project.

## ITEM 5. FEES AND COMPENSATION

### General Fee Information

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Clients enter into one of two fee arrangements. Generally, clients elect to pay management fees to DWM separately from the brokerage expenses of the account. Accordingly, client accounts pay a management fee, plus the cost of transactions in the account. The brokerage expenses may take the form of asset-based pricing, meaning that the broker/dealer charges the account a flat-rate percentage to cover all brokerage expenses, or these expenses may be assessed on a per-trade basis. Please see **Item 12. Brokerage Practices** for additional information.

Alternatively, some clients may engage in the Doyle Wealth Wrap Program. The Wrap Program fee structure includes the brokerage expenses (e.g., commissions, ticket charges, etc.) of the account as well as the management fee paid to DWM. Under this inclusive billing alternative, DWM will assess one client fee that captures the management, brokerage and administrative portions collectively. Inasmuch as DWM pays to TD Ameritrade the transaction and execution costs associated with client accounts, this can create a disincentive for DWM to trade securities in accounts.

In either of these arrangements, the fees noted above are separate and distinct from the internal fees and expenses charged by mutual funds, Exchange Traded Funds ("ETFs"), or other investment pools to their shareholders (generally including a management fee and fund expenses, as described in each fund's prospectus or offering materials). The client should review all fees charged by funds, brokers, DWM and others to fully understand the total amount of fees paid by the client for investment and financial-related services. Please see **Item 12 - Brokerage Practices** for additional information.



## Portfolio Management Fees

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The basic annual fee schedule, based on a percentage of assets under management, is as follows:

Account Size	Annual Fee	Quarterly Equivalent
First \$500,000	1.20%	0.30%
Next \$500,000	1.00%	0.25%
Next \$1,000,000	0.90%	0.225%
Next \$1,000,000	0.75%	0.1875%
Balance above \$3,000,000	0.60%	0.15%

The minimum portfolio value is generally set at \$350,000. The minimum annual fee for any account is \$2,000. The PARTNER Program generally has a different fee schedule and lower minimum portfolio value requirements. DWM may, at its discretion, make exceptions to the foregoing or negotiate special fee arrangements where DWM deems it appropriate under the circumstances.

Portfolio management fees are generally payable quarterly, in advance. If management begins after the start of a quarter, fees will be prorated accordingly. For new accounts only, fee calculations will reflect adjustments for the influx of capital as the accounts are being funded, and will be prorated from the date of each capital flow (deposit or transfer of assets) to the end of that quarter. With client authorization and unless other arrangements are made, fees are normally debited directly from client account(s).

Either DWM or the client may terminate their Investment Advisory Agreement at any time, subject to any written notice requirements in the agreement. In the event of termination, any paid but unearned fees will be promptly refunded to the client based on the number of days that the account was managed, and any fees due to DWM from the client will be invoiced or deducted from the client's account prior to termination.

## Retirement Plan Advisory Service Fees

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Depending on the services provided, fees for this service are generally the same as listed above for Portfolio Management service fees. However DWM retains the right to negotiate a different fee schedule commensurate with the specific engagement.

## Wrap Program Fees

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As described above, clients may participate in DWM's Wrap Program. The fees for clients participating in the Wrap Program will be individually negotiated, but clients do not separately pay brokerage expenses in the account(s) managed by DWM. Please see Wrap Fee Program Brochure, **Appendix 1**.





## **General Consulting Fees**

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When DWM provides general consulting services to clients, these services are generally separate from DWM's financial planning and portfolio management services. Fees for general consulting are negotiated at the time of the engagement for such services, and are normally based on an hourly or fixed fee basis.

## **ITEM 6. PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

DWM does not have any performance-based fee arrangements. "Side-by-Side Management" refers to a situation in which the same firm manages accounts that are billed based on a percentage of assets under management and at the same time manages other accounts for which fees are assessed on a performance fee basis. Because DWM has no performance-based fee accounts, it has no side-by-side management.

## **ITEM 7. TYPES OF CLIENTS**

DWM serves individuals, endowments, foundations, corporations, trusts, estates, and charitable organizations. With some exceptions, the minimum portfolio value eligible for conventional investment advisory services is \$350,000, and the annual minimum fee charged is \$2,000. Under certain circumstances and in its sole discretion, DWM may negotiate such minimums.

## **ITEM 8. METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

### **Methods of Analysis and Investment Strategies**

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At DWM, we provide personal solutions for the individuals and families who are our clients. DWM begins the process with a discussion about the client's entire financial life; where they have been and where they want to go. We will discuss long-term as well as short-term goals, the timeline for achieving these goals, and the client's tolerance for risk and volatility along the way.

A key tool used in making an accurate assessment and Investment Plan is the Investment Planning Questionnaire ("IPQ"). DWM asks each client to complete an IPQ, which asks questions designed to assist DWM in developing a specific Financial Profile and Plan for each client.

### **OVERALL STRATEGY**

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Once we have developed the Investment Plan, we select individual stocks, bonds, ETFs and mutual funds to build a portfolio that is commensurate with the established goals, objectives



and risk tolerance of the client. Specific investment strategies are described below. DWM uses a blended approach for selecting stocks, utilizing Technical and Fundamental Analysis as well as Quantitative models to assess the relative financial strength, opportunity for growth, income potential and other factors pertaining to each security selected.

Technical Analysis involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks. Technical analysis is a statistical study of past trends, and does not attempt to measure the intrinsic value of the security being studied.

Fundamental Analysis involves analyzing individual companies and their industry groups. This type of analysis involves reviewing various measurable factors, such as a company's financial statements, as well as subjective criteria, such as the experience and expertise of the company's management and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. Without limitation, the following factors generally will be considered:

- Financial strength ratios;
- Price-to-earnings ratios;
- Dividend yields; and
- Growth rate-to-price earnings ratios

Mutual funds and ETFs are generally evaluated and selected based on a variety of factors, including, without limitation, past performance, fee structure, portfolio manager, fund sponsor, overall ratings for safety and returns, and other factors.

Fixed income investments may be used as a strategic investment, as an instrument to fulfill liquidity or income needs in a portfolio, or to add a component of capital preservation. DWM will generally evaluate and select individual bonds or bond funds based on a number of factors including, without limitation, rating, yield and duration.

## **SPECIFIC STRATEGIES**

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### **INDIVIDUALLY TAILORED MULTI-ASSET CLASS PORTFOLIO**

The DWM Multi-Asset Class Portfolio is an individually tailored portfolio designed to meet the unique needs of each client. We work with each client to optimize their exposure to various asset classes based on their specific goals, objectives and tolerance for risk and volatility.

In simplest terms, multi-asset class investing is the process of gaining exposure to a diverse mix of asset classes and styles in a single investment portfolio. Multi-asset investing may combine traditional securities, such as stocks and bonds, with non-traditional approaches, such as real estate investment trusts ("REITs") and commodities.



Our approach is designing an appropriate asset allocation strategy formulated across four asset classes with a specific focus on uncorrelated investments.

- Tailored equity portfolio (primary focus on larger cap, domestic stocks)
- Bespoke duration-derived fixed income allocation
- Commodity-linked exposure added (when appropriate) to add inflation protection and reduce risk
- REITs also used for income and growth

### **SELECT EQUITY PORTFOLIO**

Our propriety Select Equity Portfolio is an actively managed, fully diversified, all-weather portfolio individually tailored for each client. The portfolio focuses on delivering consistent and predictable long-term performance by investing in higher quality stocks with capital appreciation potential.

The key attributes of this portfolio include:

- Focus on optimal blend of growth, value and income
- Targeted investing in stable, high-quality companies with above-average appreciation potential
- Bottom-up fundamental research
- Individual stock selection
- Typically 40 to 50 stocks, actively managed

This strategy is appropriate for investors seeking:

- Growth and income
- Equity diversification
- Low turnover
- Tax Efficiency

### **EQUITY INCOME BUILDER PORTFOLIO**

DWM's Equity Income Builder Portfolio is designed to produce an above-average yield and an income stream that grows steadily every year, in addition to providing the opportunity for long-term capital appreciation.

This strategy is appropriate for:

- Long-term investors who need to grow their portfolio but are wary of significant stock market volatility. Dividend paying companies have long been respected for their defensive attributes during volatile markets
- Income investors who seek a stream of income growing faster than inflation. This Equity Income Portfolio is designed to produce an above average yield from blue chip common stocks that have a record of increasing their dividends every year.



- Tax sensitive investors who are aware of the cost of income taxes. Most of the companies in the portfolio pay tax favored qualified dividends. Turnover in the portfolio is low which also results in more tax savings.

### **FOCUSED OPPORTUNITY EQUITY PORTFOLIO**

The DWM Focused Opportunity Equity Portfolio is a unique all-equity portfolio concentrated typically in 20 – 30 stocks. It represents a pure “best ideas” subset of our Select Equity Portfolio. This portfolio takes a more opportunistic approach and may see higher short-term volatility due to the focused nature of the portfolio.

### **COVERED CALL FOCUSED OPPORTUNITY EQUITY PORTFOLIO**

The DWM Covered Call Focused Opportunity Equity Portfolio uses the unique all-equity Focused Opportunity Portfolio that is concentrated typically in 20 – 30 stocks and employs a covered call option writing overlay. This is an actively managed portfolio focused on selling call premium to provide additional income and lower the overall risk profile of the portfolio.

### **COVERED CALL STRATEGY FOR CONCENTRATED POSITIONS**

Clients often feel “trapped” when they hold large positions in one or more securities with very low cost basis. The tax implications of selling the shares may seem, at least in the short-run, to outweigh the benefits of diversification. DWM’s *Covered Call Strategy for Concentrated Positions* is designed with the goals of delivering increased total return, creating additional income, and providing an alternative to liquidating a concentrated position. When appropriate for a client, using our disciplined investment approach we construct a customized portfolio to meet the unique needs of each client, taking into consideration tax requirements, risk and return, and liquidity needs. Our investment specialists conduct in-depth research to identify investment opportunities while monitoring portfolios daily.

### **RISK OF LOSS**

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While DWM seeks to diversify clients’ investment portfolios across various asset classes consistent with their Investment Plans in an effort to reduce risk of loss, all investment portfolios are subject to risks. Accordingly, there can be no assurance that client investment portfolios will be able to fully meet their investment objectives and goals, or that investments will not lose money.

Below is a description of several of the principal risks that client investment portfolios face.



## MANAGEMENT RISKS

While DWM manages client investment portfolios based on DWM's experience, research and proprietary methods, the value of client investment portfolios will change daily based on the performance of the underlying securities in which they are invested. Accordingly, client investment portfolios are subject to the risk that DWM allocates client assets to individual securities and/or asset classes that are adversely affected by unanticipated market movements, and the risk that DWM's specific investment choices could underperform their relevant indexes.

## RISKS OF INVESTMENTS IN MUTUAL FUNDS AND ETFs

As described above, DWM may invest client portfolios in mutual funds and ETFs. While investments in mutual funds and ETFs may be considered to be less risky, generally due to lower volatility, than investing in individual securities because of their diversified portfolios, these investments are still subject to risks associated with the markets in which they invest. In addition, the relative success of these investments will be related to the skills of their particular managers and their performance in managing their funds. Mutual funds and ETFs are also subject to risks due to regulatory restrictions applicable to registered investment companies under the Investment Company Act of 1940.

## EQUITY MARKET RISKS

DWM may invest portions of client assets directly into equity investments, primarily stocks, or into mutual funds or ETFs that invest in the stock market. As noted above, while mutual funds and ETFs have diversified portfolios that may make them less risky than investments in individual securities, funds that invest in stocks and other equity securities are nevertheless subject to the risks of the stock market. These risks include, without limitation, the risks that stock values will decline due to daily fluctuations in the markets, and that stock values will decline over longer periods (e.g., bear markets) due to general market declines in the stock prices for all companies, regardless of any individual security's prospects.

## FIXED INCOME RISKS

DWM may invest portions of client assets directly into fixed income instruments, such as bonds and notes, or may invest in mutual funds or ETFs that invest in bonds and notes. While investing in fixed income instruments, either directly or through mutual funds or ETFs, is generally less volatile than investing in stock (equity) markets, fixed income investments nevertheless are subject to risks. These risks include, without limitation, interest rate risks (risks that changes in interest rates will devalue the investments), credit risks (risks of default by borrowers), or maturity risk (risks that bonds or notes will change value from the time of issuance to maturity).



## FOREIGN SECURITIES RISKS

DWM may invest portions of client assets into mutual funds or ETFs that invest internationally. While foreign investments are important to the diversification of client investment portfolios, they carry risks that may be different from U.S. investments. For example, foreign investments may not be subject to uniform audit, financial reporting or disclosure standards, practices or requirements comparable to those found in the U.S. Foreign investments are also subject to foreign withholding taxes and the risk of adverse changes in investment or exchange control regulations. Finally, foreign investments may involve currency risk, which is the risk that the value of the foreign security will decrease due to changes in the relative value of the U.S. dollar and the security's underlying foreign currency.

## ITEM 9. DISCIPLINARY INFORMATION

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to a client's evaluation of DWM or the integrity of DWM's management. DWM has no disciplinary events to report.

## ITEM 10. OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

DWM is also licensed by the Florida Board of Accountancy as a Public Accounting firm, and as such offers tax preparation services. Fees for tax preparation are separately negotiated and charged. These services are generally provided on an hourly basis, payable in arrears.

## ITEM 11. CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

### Code of Ethics and Personal Trading

DWM has adopted a Code of Ethics ("the Code"), the full text of which is available to you upon request. DWM's Code has several goals. First, the Code is designed to assist DWM in complying with applicable laws and regulations governing its investment advisory business. Under the Investment Advisers Act of 1940, DWM owes fiduciary duties to its clients. Pursuant to these fiduciary duties, the Code requires persons associated with DWM (managers, officers and employees) to act with honesty, good faith and fair dealing in working with clients. In addition, the Code prohibits such associated persons from trading or otherwise acting on insider information.

Next, the Code sets forth guidelines for professional standards for DWM's associated persons. Under the Code's Professional Standards, DWM expects its associated persons to put the interests of its clients first, ahead of personal interests. In this regard, DWM



associated persons are not to take inappropriate advantage of their positions in relation to DWM clients.

Third, the Code sets forth policies and procedures to monitor and review the personal trading activities of associated persons. From time to time, DWM's associated persons may invest in the same securities recommended to clients. Under its Code, DWM has adopted procedures designed to reduce or eliminate conflicts of interest that this could potentially cause. The Code's personal trading policies include procedures for limitations on personal securities transactions of associated persons, reporting and review of such trading and pre-clearance of certain types of personal trading activities. These policies are designed to discourage and prohibit personal trading that would disadvantage clients. The Code also provides for disciplinary action as appropriate for violations.

### **Participation or Interest in Client Transactions**

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Because associated persons may invest in the same securities as those purchased in client accounts, DWM has established a policy requiring its associated persons to pre-clear transactions in some types of securities with the Chief Compliance Officer. The goal of this policy is to avoid any conflicts of interest that may arise in these situations. Some types of securities, such as CDs, treasury obligations and open-end mutual funds are exempt from this pre-clearance requirement. However, in the event of other identified potential trading conflicts of interest, DWM's goal is to place client interests first.

Consistent with the foregoing, DWM maintains policies regarding participation in initial public offerings ("IPOs") and private placements to comply with applicable laws and avoid conflicts with client transactions. If a DWM associated person wishes to participate in an IPO or invest in a private placement, he or she must submit a pre-clearance request and obtain the approval of the Chief Compliance Officer.

Finally, if associated persons trade with client accounts (i.e., in a bundled or aggregated trade), and the trade is not filled in its entirety, the associated person's shares will be removed from the block, and the balance of shares will be allocated among client accounts in accordance with DWM's written policy.

## **ITEM 12. BROKERAGE PRACTICES**

### **Best Execution and Benefits of Brokerage Selection**

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When given discretion to select the brokerage firm that will execute orders in client accounts, DWM seeks "best execution" for client trades, which is a combination of a number of factors, including, without limitation, quality of execution, services provided and commission rates. Therefore, DWM may use or recommend the use of brokers who do not charge the lowest available commission in the recognition of research and securities transaction services, or quality of execution. Research services received with transactions may include proprietary





or third party research (or any combination), and may be used in servicing any or all of DWM's clients. Therefore, research services received may not be used for the account for which the particular transaction was effected.

DWM participates in the institutional advisor programs (the "Programs") offered by TD Ameritrade Institutional, a division of TD Ameritrade Inc. ("TD Ameritrade"), and Scottrade Advisor Services, a division of Scottrade, Inc. ("Scottrade"), both members of FINRA/SIPC. Together TD Ameritrade and Scottrade are referred to as the "Custodians".

The Custodians offer their Programs to independent investment advisers. The Programs include such services as custody of securities, trade execution, clearance and settlement of transactions. DWM receives some benefits through its participation in the Programs. DWM is independently owned and operated and is not affiliated with either Custodian.

DWM recommends the Custodians to clients for custody and brokerage services. While there is no direct link between DWM's participation in the Programs and the investment advice it gives to its clients, through its participation in the Programs DWM receives economic benefits that are typically not available to retail investors. These benefits generally include, without limitation, the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Program participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to DWM by third party vendors. The Custodians may also pay for business consulting and professional services received by DWM's related persons. These services are not soft dollar arrangements, but are part of the institutional platforms offered by the Custodians.

Some of the products and services made available by the Custodians through the Programs may benefit DWM but may not directly benefit its client accounts. These products or services may assist DWM in managing and administering client accounts, including accounts not maintained at the Custodians. Other services made available by the Custodians are intended to help DWM manage and further develop its business enterprise. The benefits received by DWM or its personnel through participation in the Programs do not depend on the amount of brokerage transactions directed to either Custodian. As part of its fiduciary duties to clients, DWM endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by DWM or its related persons in and of itself creates a potential conflict of interest and may indirectly influence DWM's choice of the Custodians for custody and brokerage services.





## **Directed Brokerage**

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DWM does not generally allow directed brokerage accounts.

## **Aggregated Trade Policy**

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DWM typically directs trading in individual client accounts as and when trades are appropriate based on the client's Investment Plan, without regard to activity in other client accounts. However, from time to time, DWM may aggregate trades together for multiple client accounts held at the same Custodian, most often when these accounts are being directed to sell the same securities. If such an aggregated trade is not completely filled, DWM will allocate shares received (in an aggregated purchase) or sold (in an aggregated sale) across participating accounts on a pro rata or other fair basis; provided, however, that any participating accounts that are owned by DWM or its officers, directors, or employees will be excluded first.

## **ITEM 13. REVIEW OF ACCOUNTS**

Managed portfolios are reviewed at least quarterly, but may be reviewed more often if requested by the client, upon receipt of information material to the management of the portfolio, or at any time such review is deemed necessary or advisable by DWM. These factors generally include but are not limited to, the following: change in general client circumstances (marriage, divorce, retirement); or economic, political or market conditions. Robert K. Doyle, DWM's President, and Michael Chren, DWM's Chief Investment Officer, review all accounts, along with additional staff members as appropriate.

Account custodians are responsible for providing monthly or quarterly account statements which reflect the positions (and current pricing) in each account as well as transactions in each account, including fees paid from an account. Account custodians also provide prompt confirmation of all trading activity, and year-end tax statements, such as 1099 forms. In addition, DWM provides a quarterly report for each managed portfolio. This written report normally includes a summary of portfolio holdings and current asset allocation. Additional reports are available at the request of the client.

## **ITEM 14. CLIENT REFERRALS AND OTHER COMPENSATION**

As noted in *Item 12. Brokerage Practices* above, DWM receives some benefits from the Custodians based on the amount of client assets held at each.

In addition, DWM receives client referrals from both TD Ameritrade, through its AdvisorDirect program, and Scottrade Investment Management, a division of Scottrade, Inc. (collectively "the Custodians") by DWM's participation in programs sponsored by each firm under which clients are referred to DWM (collectively referred to as "the Referral Programs" or "the Programs"). The Programs are designed to assist clients in finding an independent



investment adviser. In addition to meeting the minimum eligibility criteria for participation in the Programs, DWM may have been selected to participate in the Referral Programs based on the amount and profitability to the Custodians of the assets in, and trades placed for, DWM-managed client accounts maintained with the Custodians.

Each of the Custodians is a discount broker-dealer independent of and unaffiliated with DWM and there is no employee or agency relationship between them. Both Custodians have established a Referral Program as a means of referring its brokerage customers and other investors seeking fee-based personal investment management services or financial planning services to independent investment advisers. Neither Custodian supervises DWM and has no responsibility for DWM's management of client portfolios or DWM's other advice or services. DWM pays each Custodian an on-going fee for each successful client referral. This fee is usually a percentage (not to exceed 25%) of the advisory fee that the client pays to DWM ("Solicitation Fee"). DWM will also pay each respective Custodian the Solicitation Fee on any advisory fees received by DWM from the referred client's family members, including a spouse, child or any other immediate family member who resides with the referred client and hired DWM on the recommendation of such referred client. DWM will not charge clients referred through the Referral Programs any fees or costs higher than its standard fee schedule offered to its clients or otherwise pass the cost of Solicitation Fees paid to the Custodians on to its clients. For information regarding additional or other fees paid directly or indirectly to Custodians, please refer to the applicable Custodian's Disclosure and Acknowledgement Form.

DWM's participation in the Programs raises potential conflicts of interest. The Custodians will most likely refer clients to investment advisers that encourage their clients to custody their assets at the Custodians and whose client accounts are profitable to the Custodians. Consequently, to obtain client referrals from each Custodian, DWM may have an incentive to recommend to clients that the assets under management be held at the Custodians and to place client transactions with the Custodians. In addition, DWM has agreed not to solicit clients referred to it through the Programs to transfer their accounts from the Custodians or to establish brokerage or custody accounts at other custodians, except when its fiduciary duty requires doing so. DWM recognizes that its participation in the Programs does not diminish its duty to seek best execution of trades for its clients' accounts.

For accounts participating in the Programs, neither Custodian charges the client separately for custody services, but each receives compensation from DWM's clients in the form of commissions or other transaction-related compensation on securities trades executed through the Custodians. Fees for clearance and settlement of trades executed through outside broker/dealers, which is in addition to fees charged by the other broker/dealer, may also be assessed by the Custodians.

DWM believes that the Custodians provide a favorable combination of price, execution and service for its clients. Clients should be aware that similar services might be available elsewhere at lower costs.



## ITEM 15. CUSTODY

The custodians are responsible for providing clients with confirmations of trading activity, tax forms and at least quarterly account statements. Clients are advised to review this information carefully, and to notify DWM of any questions or concerns. Clients are also asked to promptly notify DWM if the custodian fails to provide statements on each account held.

From time to time and in accordance with DWM's agreement with clients, DWM will provide additional reports. The account balances reflected on these reports should be compared to the balances shown on the brokerage statements to ensure accuracy. At times there may be small differences due to the timing of dividend reporting, pending trades and other similar issues.

## ITEM 16. INVESTMENT DISCRETION

As described above under *Item 4. Advisory Business*, DWM manages portfolios on a discretionary basis. This means that after an Investment Plan is developed for the client's investment portfolio, DWM will execute that plan without specific consent from the client for each transaction. For discretionary accounts, a Limited Power of Attorney ("LPOA") is executed by the client, giving DWM the authority to carry out various activities in the account, generally including the following: trade execution; the ability to request checks on behalf of the client, and the withdrawal of advisory fees directly from the account. DWM then directs investment of the client's portfolio using its discretionary authority. The client may limit the terms of the LPOA to the extent consistent with the client's investment advisory agreement with DWM and the requirements of the client's custodian. The discretionary relationship is further described in the agreement between DWM and the client.

## ITEM 17. VOTING CLIENT SECURITIES

As a policy and in accordance with DWM's client agreement, DWM does not vote proxies related to securities held in client accounts. The custodian of the account will normally provide proxy materials directly to the client. Clients may contact DWM with questions relating to proxy procedures and proposals; however, DWM generally does not research particular proxy proposals.

## ITEM 18. FINANCIAL INFORMATION

DWM does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore has no disclosure required for this item.

# **Exhibit A**



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Robert K. Doyle, CPA, PFS**  
**CRD# 2941804**

of  
Doyle Wealth Management, Inc.  
333 3<sup>rd</sup> Avenue North  
Suite 300  
St. Petersburg, Florida 33701  
(727) 898-3063  
[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Bob Doyle, and supplements the Doyle Wealth Management, Inc. ("DWM") Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM's Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Bob is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Bob Doyle (year of birth 1963) is President and Chief Compliance Officer of DWM and is a founding shareholder of the firm. Bob has over 22 years of experience in Wealth Management and Personal Financial Planning.

Bob, a CPA\*, began his career at Price Waterhouse in Tampa in 1988. From 1993 to the inception of Doyle Wealth Management in 2005, Bob served as Chief Investment Officer of a Tampa Bay-based Registered Investment Adviser and also served as the Partner-in-Charge of the Personal Financial Planning Practice in a Tampa Bay-based CPA firm. Bob is a member of the Chartered Financial Analysts Institute and a member of the Financial Analyst Society of Tampa Bay. He is also Past Chairman of the Personal Financial Planning Executive Committee at the American Institute of CPAs, and holds the PFS\*\* (Personal Financial Specialist) designation.

Bob has authored a book on Investment Management and been quoted by many of the leading members of the financial press. Bob received a Bachelor of Arts in Accounting and Master of Accountancy from The University of West Florida. Bob enjoys spending time with his family, and when time permits, enjoys backcountry hiking and camping.

\* A CPA is a Certified Public Accountant. ALL CPA candidates must pass the Uniform CPA Examination to qualify for a CPA certificate and license to practice public accounting. While the



exam is the same regardless of where it is taken, every state/jurisdiction has its own set of education and experience requirements that individuals must meet. However, most states require at least a bachelor's degree and at least two years public accounting experience.

\*\* The PFS designation is granted exclusively to CPA's with the combination of extensive tax expertise and comprehensive knowledge of financial planning. The requirements for the PFS credential are established by the PFP (Personal Financial Planning) staff at the AICPA (American Institute of CPA's), the National Accreditation Commission, along with the PFS Credential Committee, and accurately reflect the depth and breadth of experience and technical expertise required to obtain this credential. The 5 major requirements are: (1) Obtain CPA licensure (2) join the AICPA and be a member in good standing (3) complete a comprehensive PFP education, consisting of a minimum of 80 hours of PFP training and education within the five year period preceding the date of the PFS application (4) attain 2 years of full-time business or teaching experience in the area of Personal Financial Planning and (5) pass a PFP examination.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Bob has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

DWM is also licensed by the Florida Board of Accountancy as a Public Accounting firm, and as such offers tax preparation services. Bob and his wife Jillian, also a shareholder in DWM, perform these services for DWM. Fees for tax preparation are separately negotiated and charged. These services are generally provided on an hourly basis, payable in arrears.

Other than tax preparation, Bob is not engaged in any other investment-related business or occupation, and does not earn compensation for the sale of any other products or services.

### **Item 5 - Additional Compensation**

As stated above, Bob has no other income or compensation to disclose.

### **Item 6 - Supervision**

As President, majority shareholder and Chief Compliance Officer, Bob is responsible for supervising the staff of DWM and, along with Michael Chren, CIO, for reviewing accounts. From time to time all accounts at DWM, including those served by Bob, are reviewed for consistency with client mandates and firm policies.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Cassandra Michelle Smalley, CFP®, CFA**  
**CRD# 5467317**

of  
Doyle Wealth Management, Inc.  
333 3<sup>rd</sup> Avenue North  
Suite 300  
St. Petersburg, Florida 33701  
(727) 898-3063  
[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Cassandra Smalley, and supplements the Doyle Wealth Management, Inc. ("DWM") Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM's Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Cassandra is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Cassandra Smalley (year of birth 1982) is Director of Financial Planning and a Portfolio Analyst at DWM. Cassandra has over 8 years of experience in financial services and investment management. Cassandra began her career as a securities trader with Fidelity Investments. Her role then evolved into a supervisory position overseeing trades and financial planning related to education needs. Prior to joining Doyle Wealth Management, Cassandra worked at a Fidelity branch office providing investment strategies and guidance to help clients achieve their financial goals. She earned a Bachelor of Science degree from the University of Florida and graduated first in her class with a Master of Business Administration degree from the University of North Florida. Cassandra also worked as a Portfolio Analyst managing a student-managed investment fund for the University of North Florida during that time. Cassandra is a CERTIFIED FINANCIAL PLANNER™ professional\* and a Chartered Financial Analyst ("CFA")\*\*.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also



required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

\*\* The Chartered Financial Analyst® (“CFA®”) designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA® Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor’s degree.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Cassandra has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Cassandra is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Cassandra has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Cassandra. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Cassandra is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob reviews correspondence between Cassandra and clients of DWM to ensure consistency in communication with clients.





# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Todd B. Youngs, CFA**

**CRD# 4732672**

of

Doyle Wealth Management, Inc.

333 3<sup>rd</sup> Avenue North

Suite 300

St. Petersburg, Florida 33701

(727) 898-3063

[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Todd Youngs, and supplements the Doyle Wealth Management, Inc. ("DWM") Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM's Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Todd is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Todd Youngs (year of birth 1981) is Director of Portfolio Manager at DWM. Todd has over 10 years of experience in the securities and wealth management industry. Todd began his career in 2003 as a Registered Client Associate at Merrill Lynch, serving as the primary client service contact and assisting in the development and implementation of financial plans. Todd worked with Franklin Templeton Investments from 2005 to 2010, where he held various positions including Senior Analyst. Most recently, Todd served as a Manager and Research Analyst with Price Waterhouse Coopers from 2010 until joining DWM in 2014.

Todd was awarded the Chartered Financial Analyst® designation\* in 2011. He has a dual Master of Business Administration and Master of Science in Finance from the University of Tampa's John Sykes College of Business. His undergraduate work was completed at Furman University in Greenville, S.C. He has held the Series 7, Series 63 and Series 65 licenses. He lives in St. Petersburg with his wife and family.

\*The Chartered Financial Analyst® ("CFA®") designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and



security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor's degree.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Todd has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Todd is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Todd has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Todd. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Todd is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Todd and clients of DWM to ensure consistency in communication with clients.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Amy L. Powell, CFA**

**CRD# 4878290**

of

Doyle Wealth Management, Inc.

333 3<sup>rd</sup> Avenue North

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St. Petersburg, Florida 33701

(727) 898-3063

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June 12, 2017

This Brochure Supplement provides information about Amy Powell, and supplements the Doyle Wealth Management, Inc. ("DWM") Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM's Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Amy is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Amy L. Powell (year of birth 1981) is a Portfolio Analyst at DWM. Amy has over ten years of experience in the financial services industry and investment management. Amy began her career as a research analyst with Raymond James Financial, Inc., in 2004 with a particular focus on sector and international mutual funds. In 2010, Amy went on to work for the asset management team at Transamerica Corp., which was responsible for the oversight of Transamerica's mutual fund, annuity, and retirement plan products. She left Transamerica Corp. to join DWM in 2015.

Amy earned a Bachelor of Science degree in Finance from the University of Central Florida and was awarded the Chartered Financial Analyst® designation\* in 2010. She is also a member of the CFA Institute and the CFA Tampa Bay Society.

\*The Chartered Financial Analyst® ("CFA®") designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor's degree.



### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Amy has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Amy is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Amy has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Amy. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Amy is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Amy and clients of DWM to ensure consistency in communication with clients.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Michael J. Chren, CFA**

**CRD# 1618742**

of

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[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Michael Chren, and supplements the Doyle Wealth Management, Inc. ("DWM") Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM's Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Michael is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Michael Chren (year of birth 1958) joined DWM as Chief Investment Officer in August of 2015. Michael brings nearly 30 years of investment and financial experience to the firm. Michael began his career as an arbitrageur for Mabon Securities in New York City. Following analyst roles with both Bear Stearns and Raymond James, Michael obtained his Masters of Science in Industrial Administration (MBA) from Carnegie Mellon University in 1994. He then assumed the role of Equity Income and Value Portfolio Manager for Eagle Asset Management. Prior to his employment with DWM, Michael served as the Senior Portfolio Manager for Large Cap Value Equity for INVESCO Capital Management from 2000 to 2003, for Allegiant Asset Management Group 2004 to 2008, as well as for Fidelity Management and Research from 2009 to 2014.

Michael was awarded the Chartered Financial Analyst® designation\* in 1997. Along with his MSIA (MBA), Michael has earned both a Master of Architecture with a concentration in Corporate Design and Development in 1984 and a BA in Architecture in 1980 from Yale University. His expertise in the financial field has drawn numerous guest commentator positions on CNBC and Bloomberg TV as well as interviews with The New York Times, Wall Street Journal, Financial Times and Investor's Business Daily.



\*The Chartered Financial Analyst® ("CFA®") designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor's degree.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Michael has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Michael is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Michael has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Michael. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Michael is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Michael and clients of DWM to ensure consistency in communication with clients.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Christopher R. Jay, CFP®**

**CRD# 5477038**

of

Doyle Wealth Management, Inc.

333 3<sup>rd</sup> Avenue North

Suite 300

St. Petersburg, Florida 33701

(727) 898-3063

[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Christopher “Chris” Jay, and supplements the Doyle Wealth Management, Inc. (“DWM”) Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM’s Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Chris is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Christopher R. Jay (year of birth 1984) joined DWM as a Portfolio Analyst in January of 2016. Chris brings over 8 years of experience in the financial services industry. As a Certified Financial Planning™ practitioner\*, his expertise is working with clients to review their retirement, insurance, tax and estate planning needs and work with them to create an investment strategy that aligns with each client’s unique goals and preferences.

Chris began his career with Fidelity Investments in 2007 in various roles but most recently as a Financial Consultant managing \$400M in assets under administration. He helped clients develop retirement income plans, and helped them consider investment and income options.

Prior to working with DWM, Chris was a Client Advisor at Mercer Global Advisors. Chris also served in a holistic advisory role, working with about 70 high net worth families. In addition to developing their investment strategy from a suite of options, he also reviewed estate plans, tax returns, and insurance needs to work with client’s attorneys, CPAs and insurance agents to educate and guide clients on their overall financial journey.

Chris graduated from Flagler College in Saint Augustine, Florida, with a bachelor’s degree in Business Administration. He lives in Tampa with his wife Nicole, daughter Henley and their two whippets. Chris and Nicole enjoy golf, adventure runs and travel when out of the office.



\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Chris has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Chris is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Chris has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Chris. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Chris is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Chris and clients of DWM to ensure consistency in communication with clients.





# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Scott C. Connor, CFA, CFP®**  
**CRD# 3179952**

of  
Doyle Wealth Management, Inc.  
333 3<sup>rd</sup> Avenue North  
Suite 300  
St. Petersburg, Florida 33701  
(727) 898-3063  
[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Scott Connor, and supplements the Doyle Wealth Management, Inc. ("DWM") Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM's Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Scott is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

With nearly 20 years of experience in the financial services industry, Scott C. Connor (year of birth 1968) joined DWM as the National Director of Investment Services in November of 2016. Scott began his career at Charles Schwab & Co., Inc., serving in a variety of roles from 1999 through 2008. In addition to various positions with two other privately held boutique investment management firms, Scott was Vice President/Investment Strategist in the Private Wealth Management Division of Suntrust Bank from June of 2013 to January of 2016. Before joining DWM, he most recently served as Senior Portfolio Manager for Iberia Wealth Advisors in Orlando.

Scott earned a Bachelor's of Science degree in Finance from Thomas Edison State University in as well as an MBA from University of Mississippi. In addition, Scott is a CFP® certificant\* and CFA® charterholder\*\*.

Scott lives in Orlando with his wife, two children, a dog and at least two cats. In his spare time, he enjoys playing golf, coaching softball and baseball teams, and camping with his children.

\*The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit



for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

\*\*The Chartered Financial Analyst® ("CFA®") designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor's degree.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Scott has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Scott is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Scott has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Scott. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Scott is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Scott and clients of DWM to ensure consistency in communication with clients.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**James J. McGinty**

**CRD# 2813265**

of

Doyle Wealth Management, Inc.

333 3<sup>rd</sup> Avenue North

Suite 300

St. Petersburg, Florida 33701

(727) 898-3063

[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about James “Jim” McGinty, and supplements the Doyle Wealth Management, Inc. (“DWM”) Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM’s Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Jim is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

James J. McGinty (year of birth 1964) joined DWM as Portfolio Analyst in 2016. Jim has over 20 years of investment management experience. Prior to joining DWM, Jim worked as a Relationship Manager with Wells Fargo Private Bank from 2000 to 2011, Hancock Bank from 2011 to 2013 and PNC Bank’s Wealth Management Division from 2013 to 2016.

After earning a BA in Accounting from the University of South Florida, Jim practiced as a Certified Public Accountant in the Tampa market before entering the wealth management segment of the financial services industry.

Jim is currently a Board Member and Secretary of the SPCA Tampa Bay, as well as a Trustee of the Johns Hopkins All Children’s Foundation in St. Petersburg, Florida. Outside of work, Jim enjoys spending time with his family, travel and golf.

## Item 3 - Disciplinary Information

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Jim has no such disciplinary information to report.

**Item 4 - Other Business Activities**

Jim is not engaged in any other business activities.

**Item 5 - Additional Compensation**

Jim has no other income or compensation to disclose.

**Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Jim. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, of which Jim is a member and which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Jim and clients of DWM to ensure consistency in communication with clients.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Jayme J. Rabideau**

**CRD# 5533077**

of

Doyle Wealth Management, Inc.

333 3<sup>rd</sup> Avenue North

Suite 300

St. Petersburg, Florida 33701

(727) 898-3063

[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Jayme “Jay” Rabideau, and supplements the Doyle Wealth Management, Inc. (“DWM”) Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM’s Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Jay is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Jayme J. Rabideau (year of birth 1989) joined DWM as a Support Advisor. He brings over eight years of experience in the financial services industry.

Jay began his career in 2008 at Raymond James Financial during one of the most challenging economic periods in recent history. Jay held several different roles within the Retirement Planning Department and spent nearly five years on the Fixed Income Trading Floor before leaving in 2015.

Prior to joining DWM in 2017, Jay served as the Regional Sales Director at Ameriprise Financial covering the central Florida region. Jay helped clients develop comprehensive financial plans and assisted them in identifying various investment options to suit their individual needs.

Jay graduated from the University of South Florida where he received a Bachelor of Science degree in Finance.

Originally from upstate New York, Jay was raised on the Florida Gulf coast. Currently Jay resides in the Lakewood Ranch area with his wife Kim and daughter Taylee. When time permits, Jay enjoys golfing, volunteering at church and family vacations to the Smoky Mountains.



### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Jay has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Jay is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Jay has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Jay. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Jay and clients of DWM to ensure consistency in communication with clients.



# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Matthew W. Benz**

**CRD# 5467399**

of

Doyle Wealth Management, Inc.

333 3<sup>rd</sup> Avenue North

Suite 300

St. Petersburg, Florida 33701

(727) 898-3063

[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Matthew “Matt” Benz and supplements the Doyle Wealth Management, Inc. (“DWM”) Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM’s Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Matt is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Matthew W. Benz (year of birth 1984) joined DWM in 2017 as Regional Director of Client Relations. He brings over ten years of experience in the financial services industry.

Matt began his financial services career in 2007 as a Financial Consultant at Fidelity Investments (“Fidelity”). There he managed more than 450 affluent and mass affluent client relationships. Also, at Fidelity, Matt served as a Regional Planning Consultant and worked alongside advisors to ensure their focus on planning and investing for their clients. Matt left Fidelity in 2015 and became a Regional Investment Manager at Bank of the West. He managed financial advisors across five states before joining DWM.

Matt graduated from the University of Florida in 2006 where he received a Bachelor of Science degree in Economics. He is currently working towards obtaining the CERTIFIED FINANCIAL PLANNER™ certification\*.

Outside of work, Matt enjoys spending time with his wife, Nicole, and their puppy, Luna. They spend as much time as possible outdoors enjoying all that nature has to offer.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational,



examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by the CFP Board every two years.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Matt has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Matt is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Matt has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Matt. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Matt and clients of DWM to ensure consistency in communication with clients.





# Brochure Supplement

Form ADV Part 2B

## Item 1 - Cover Page

**Charles M. Crouch, CFP®**

**CRD# 4348818**

151 Buck Drive  
Lexington, South Carolina 29072

of  
Doyle Wealth Management, Inc.  
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Suite 300  
St. Petersburg, Florida 33701  
(727) 898-3063  
[www.DoyleWealth.com](http://www.DoyleWealth.com)

June 12, 2017

This Brochure Supplement provides information about Charles “Chuck” Crouch and supplements the Doyle Wealth Management, Inc. (“DWM”) Brochure. You should have received a copy of that Brochure. Please contact us at (727) 898-3063 if you did not receive DWM’s Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Chuck is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

Charles M. Crouch (year of birth 1972) joined DWM in 2017 as Regional Director of Client Relations in the Southeast. He brings over 20 years of diversified experience in the financial services industry and worked for some of the largest companies in the world as well as small boutique firms. Much of Chuck’s career has centered on retirement and income planning along with portfolio risk management.

Prior to joining DWM, Chuck served as Regional Sales Director for Great West Life and Annuity from 2015 to 2017. He also served as Regional Vice President for BIC Group, LLC from 2013 to 2015 and President of Catalyst Asset Advisors, LLC from 2012 to 2014.

Chuck graduated from Charleston Southern University where he majored in Business Administration and minored in Economics. In 1999, he then received his MBA from the University of South Carolina. Chuck obtained the CERTIFIED FINANCIAL PLANNER™ certification\* in 2007.



As an accomplished speaker, Chuck has presented ideas to audiences ranging from small interactive groups to those numbering into the thousands. He enjoys helping clients reach their goals through careful planning and risk management.

In his spare time, Chuck enjoys spending time with his wife of 21 years. They both enjoy watching their three teenage children participate in a variety of varsity sports. Chuck is also an avid saltwater angler and enjoys fly fishing for inshore species all along the east coast.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by the CFP Board every two years.

### **Item 3 - Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Chuck has no such disciplinary information to report.

### **Item 4 - Other Business Activities**

Chuck is not engaged in any other business activities.

### **Item 5 - Additional Compensation**

Chuck has no other income or compensation to disclose.

### **Item 6 - Supervision**

Bob Doyle, President of DWM, is responsible for supervising Chuck. Bob can be reached at (727) 898-3063. Bob is very involved in the day-to-day activities of the firm, and serves as the chairman of the Investment Committee, which meets regularly to review potential changes to the overall portfolio of recommended securities as well as specific client accounts. Bob also reviews correspondence between Chuck and clients of DWM to ensure consistency in communication with clients.