



WORLD CAPITAL  
ADVISORS, LLC



World Capital Advisors, LLC, 8730 Stony Point Parkway,  
Suite 205, Richmond, VA 23235,

Phone: (804)267-7405. Fax: (757) 282-7773

A SEC Registered Investment Advisor.



ADV Pt II

This firm brochure gives information about the investment adviser and its business for the use of clients. The information has not been approved or verified by any governmental authority.



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## FIRM ADV Pt II and Schedule F

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8730 Stony Point Parkway  
Building III Suite 205  
Richmond VA 23235

*SEC File Number:*

801-6458

*Chief Compliance Officer:*

Thomas A Sherman  
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## **Advisory Services and Fees**

World Capital Advisors and its' advisor representatives, offer clients the following services and investment management programs to individuals, businesses, qualified pension and profit sharing plans, individual retirement accounts, trusts and other entities: Depending on the services selected, clients may pay for the firm's services on a percentage (%) of assets under management, hourly or fixed fee and/or commissions. Additional charges, such as transaction costs, custodial and mutual fund 12b-1 fees may also apply. Each investment service has its own fee schedule, therefore full disclosure of all applicable fees, refunds and termination provisions will be provided separately to the client by the advisory representative via Form ADV part II of the third party advisor. Services generally consist of providing investment advice to clients based upon their individual financial circumstances, objectives, time horizon and risk tolerance. A portion of the investment services provided involves conducting due diligence and selection of investment advisory programs that provide various investment management and or allocation services.

The advisory representative of the firm typically takes the information provided by the client and uses his/her knowledge and industry experience to research, analyze and select the appropriate advisory service for the client. An advisory representative of the firm may review a client's assets, net worth, tax status, investments, investment history and other factors to make sure a client is eligible to participate in the advisory service(s). After conducting this qualification analysis, the firm may perform various administrative and clerical duties that allow the client to open an account with the advisory service(s).

A list of the various programs offered by the firm are outlined below:

ITS Assetmanagement  
Blue Water Capital Management  
SEI, SEI (IMAP), SEI (MAP),  
BTS Asset Management,  
Brinker Capital Management,  
Vantage Investment Advisors,  
FTJ Fund Choice,  
Unified Trust Services,  
AssetMark, Rochdale  
Managers Choice  
Lockwood

## **OTHER PROGRAMS AND SERVICES**

The Firm may from time to time make available other privately managed asset management accounts through registered or exempted investment advisers with which the Firm enters into either solicitor or co-advisory relationships. The availability of these programs may be limited due to the specific needs of certain clients and may be restricted in availability generally. The fee structure, investment adviser, solicitor and advisory representative relationship, as applicable, will be fully disclosed to each such client in a writing signed by each client and the Firm





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## **FEE-BASED FINANCIAL PLANNING**

The firm provides objective, generic advice to clients on matters that may not involve securities. In this respect, the Firm offers clients the ability to obtain fee-based financial planning services on an hourly or flat fee basis. Such fees are due and payable to the firm either at the time a client enters into an Agreement with the Firm or upon receipt of a written plan delivered to the client. To minimize the potential for conflict between the roles an advisory representative may play, the financial plan created by the advisory representative may contain only generic recommendations as to general types of insurance and investment products that are appropriate to the client's financial situation. In the financial planning process, the client is under no obligation to accept a recommendation or implement a recommendation through an advisory representative of the Firm.

The financial planning services offered by the Firm include estate planning, investment planning, retirement planning and business succession planning. In addition, the Firm and/or its advisory representatives occasionally present seminars concerning financial planning topics to groups of employees, associates, and the general public on a negotiated fee basis. Advisory representatives are also available for consultations on specific issues for which clients are charged on an hourly fee.

Clients should speak to an advisory representative for specific details. Financial information and goals are obtained from the clients after entering into a financial planning contract. The information is then reviewed and evaluated. Based on this evaluation, specific financial planning recommendations are delivered to the client.

Fees charged are based on the specific planning services to be provided to the client and the complexity of the client's financial situation and goals. Fees for services are subject to prior negotiation and agreement between the client and the advisory representative. The Firm does not dictate a minimum- required fee, a maximum-required fee, or a range. After the first anniversary of their initial contract, clients may wish or the advisory representative may suggest that their contracts be renewed in order to update their financial plans, in whole or in part. If a client chooses to renew his/her contract, current financial information relevant to the planning areas is obtained and evaluated and a written summary/update is provided to the client. A new negotiated fee may apply.

Clients are in no way obligated to accept a recommendation or implement a recommendation through an advisory representative of the Firm. Clients have the right to rescind the financial planning agreement without penalty within 5 business days of entering into such contract.

## **TYPES OF CLIENTS**

WCA advisors generally provide services to Individuals, Pension and Profit Plans, Trust, Estates (including charitable organizations, and Corporations or other types of Business Entities.



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## **Types of Investment**

WCA Advisors can offer advice on a number of different investments. Below is a list of commonly advised products;

- Exchange and OTC securities
- ADR and other foreign issues
- Government and Agency Securities
- Equity Options
- Warrants
- Corporate debt
- CD, Commercial Paper and Notes
- Municipal Securities
- Limited Partnerships
- Variable life insurance and annuities and,
- Mutual Fund Shares and Units

World Capital Advisors and / or its advisor representatives may also utilize traditional life insurance and universal life insurance.

## **Methods of Analysis, Source of Information and Investment Strategy**

WCA Advisors use a number of applications and methods of collecting and analyzing investments and investment strategies. Advisory representatives counsel clients on the investment strategies employed by sponsors and managers of various “wrap fee” or asset allocation programs that may utilize a wide variety of investment strategies.

### **Analysis application used can include;**

- Charting
- Fundamental Analysis
- Technical Analysis
- Cyclical Analysis

### **Sources of Information can include but are not limited to**

- Financial Publications
- Research Publications
- Corporate rating services
- Annual reports, prospectuses, and  
other corporate filings

### **Investment Strategies can include but are not limited to**

- Long term purchases
- Short term purchases
- Trading
- Short Sales
- Margin Transactions
- Option writing,  
included covered calls  
and spread strategies





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### **Education and Business Standard**

Representatives of the firm typically have earned a college degree as well as various planning/business credentials such as CLU, ChFC, CFP, CPA, etc. Associated persons are required to pass the Investment Adviser Law Examination, unless exempt by SEC or State standards.

### **Education and Business Background of Management**

#### **Robert "Bob" Fleck (DOB: 12/30/1947)**

CEO/President World Capital Advisors  
B.S Accounting The Pennsylvania State University 1967  
General Securities Representative Series 7  
General Securities Representative Series 63  
General Securities Representative Series 65  
Certified Financial Planner (CFP)  
Certified Public Accountant (CPA)

Mr. Fleck is President/CEO of Lifestyle Retirement Advisors

#### **Other Financial Industry Activities or Affiliations.**

Robert Fleck has affiliations with Lifestyle Retirement Services, a Pension Consulting and Services Firm

#### **Gary E. Prevo (DOB 08/03/1946)**

VP, National Recruiting Director  
B.S Bus. Management University of Dayton  
General Securities Representative Series 6  
General Securities Representative Series 7  
General Securities Representative Series 22  
General Securities Representative Series 24  
General Securities Representative Series 63  
General Securities Representative Series 65

Chartered Life Underwriter (CLU)  
Chartered Financial Consultant (ChFC)  
Life Underwriter Training Council Fellow (LUTCF)  
Agency Management Training Course (AMTC)

NASD Federal Arbitrator





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## **Education and Business Background of Management—Continued**

### **Thomas Sherman (DOB: 07/31/1981)**

Chief Operating Officer World Capital Advisors

Bachelor of Commerce—Applied Economics and Finance- University of Ballarat, Australia 2003

General Securities Representative Series 7

Investment Adviser Law Examination Series 65

Financial Principal Series 27

Municipal Securities Representative Series 51

### **Other Financial Industry Activities or Affiliations.**

Thomas Sherman has affiliations with Ellwood Capital LLC. an Investment and Property Management Firm

### **Other Business Activities**

The principal business of WCA is investment advisory. Some of the WCA Advisors may be involved in other business not directly related in investment advisory. This can include but is not limited to insurance, Selling Securities through a Broker Dealer, Real Estate Management and other non related securities/advisory business.





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### **Participation of Interest in Client Transactions**

If requested by clients, investment representatives of the firm may execute securities transactions in their capacity as representatives of a broker dealer. The advisory agreement entered into by clients discloses potential conflicts of interest and advises clients that they are free to obtain brokerage services from any source in order to implement the firm's advisory recommendations.

No representative of the Firm assumes discretionary authority over client's accounts. All securities transactions for a client's account are executed at the specific direction of the client. From time to time, the firm's advisory representatives may buy or sell securities for themselves that they also recommend to clients. The Firm has established suitability standards and requirements for its advisory representatives as well as regulatory and compliance rules and procedures designed to supervise such trades. World Capital Advisors has adopted a Code of Ethics in accordance with SEC Rule 204A-1 under the Investment Advisers Act 1940 affirming its confidence in the integrity and good faith of all of its employees, registered persons, officers and directors. The Firm makes available a copy of its Code of Ethics upon request by any client.

### **Review of Accounts**

Review of accounts, are conducted by the Investment Advisory representative on a quarterly basis, primarily for the purpose of rebalancing the account. More frequent review of accounts, may be conducted by the investment advisor representative, based upon market conditions and/ or client requests. Annual reviews will be conducted by the investment advisor representative with the client to insure the account is managed in accordance with their investment objectives.

Quarterly reports are provided to each client, which reflect the current holdings and market value, current quarterly performance, rolling twelve month performance, activity during the reporting period, the account value on which the fee is based, and how the fee was calculated.

Investment supervisory services are typically offered for accounts with a minimum market value of 50,000 for Mutual Fund and Variable Annuity Accounts and \$100,000 for ETF and Privately Managed Accounts. The firm reserves the right to waive this minimum at its discretion, so long as any third party advisory program sponsor waives its respective minimum as well.

The Firm does not dictate a minimum required fee for financial planning services. Fees for services are subject to prior negotiation and agreement between the client and the advisory representative.

**FIRM MAXIMUM ADVISORY FEE FOR ADVISOR IS 1.5% (150BPS) OF ASSETS UNDER MANAGEMENT. THIS DOES NOT INCLUDE PROGRAM OR PRODUCT FEES, SERVICING FEE OR ANY OTHER FEE IMPOSED ON THE ACCOUNT BY THE THIRD PART MANAGER OR ITS AFFILIATES.**





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### **Investment and or Brokerage Discretion**

Advisors typically do not have discretion over securities to be bought or sold, the amount of securities to be bought or sold, the broker/dealer to be used and or the commission to be charged. This discretion

### **Additional Compensation**

World Capital Advisors may enter into a revenue sharing agreement with third party money managers from time to time. This revenue share is based on the firm's level of production and assets with the third party advisor. Typical revenue share ranges from .05% to .10% (5bps to 10bps) of assets under management. This is paid by the third party advisor out of there portion of the management fee.

Advisor representatives typically do not receive any additional compensation for investment related work. Some Advisory representatives my have other professional designations and my receive fees for other services. This can include but is not limited to, Legal, Estate, accounting and insurance services.

### **Conditions for Managing Accounts**

WCA Advisors provide investment supervisory services, manage investment advisory accounts and in some cases hold themselves out as providing financial planning or some other similar termed service and they may impose a minimum dollar value of assets or other conditions for starting or maintaining and account.

### **Balance Sheet**

World Capital Advisors is not required to provide a Balance Sheet as it does not require prepayment of advisor fees.





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