

Supervised Person Brochure

Part 2B of Form ADV

William A. Thomas, CPA, CFP®

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This brochure supplement provides information about William Thomas and supplements Secure Asset Management, LLC's brochure. You should have received a copy of that brochure. Please contact William Thomas if you did not receive the Secure Asset Management, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about William Thomas (CRD #5091838) is available on the SEC's website at www.adviserinfo.sec.gov.

September 4, 2018

**Brochure Supplement (Part 2B of Form ADV) Additional Investment Advisor
Representative William A. Thomas, CPA, CFP®**

□ Year of birth: 1966

Educational Background and Business Experience

Educational Background:

- Central Michigan University; BS – Accounting; 1990
- Walsh College; Master of Science in Finance; 2003

Business Experience:

- Secure Asset Management, LLC; Investment Advisor Representative/Chief Compliance Officer; 03/2011 – Present
 - Freshwater Asset Management, LLC; Registered Representative 07/2018–Present
 - Alaska Capital Management Corp., D.B.A. Aurora Securities; Registered Representative 03/2017– Present
 - Secure Investors Group; Insurance Agent; 03/2010–Present
 - William A Thomas, CPA; Tax Preparation; 03/2010–Present
 - Secure Tax Service, LLC; Tax Preparation; 03/2012–Present
 - Concorde Investment Services, LLC; Registered Representative; 05-2015-12/2016
 - Gradient Securities, LLC; Registered Representative; 10/2013 – 05/2015
 - World Capital Brokerage, Inc.; Registered Representative; 04/2011 – 10/2013
 - JP Morgan; Banker; 10/2010 – 03/2011
 - Hantz Financial; Manager; 01/2000 - 09/2010
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Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Public Accountant (CPA): Certified Public Accountant is licensed by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include:

- Bachelor's degree from an accredited college or university with a concentration in accounting.
- Minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which

must be achieved under the supervision of or verification by a CPA □ Successful completion of the 10-hour CFP® Certification Exam.

- Follow a rigorous Code of Professional Conduct which requires they act with integrity, objectivity, due care, competence, and fully disclose conflicts of interest
- In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period, or 120 hours over a three year period)

Certified Financial Planner™:

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

William Thomas is a registered representative with an unaffiliated broker/dealer, Alaska Capital Management Corp., D.B.A. Aurora Securities. As a registered representative, he may receive separate yet typical compensation in the form of commissions from the sale of the securities.

He is also a licensed insurance agent for Secure Investors Group, Inc. and tax preparer for himself and Secure Tax Service, Inc. Mr. Thomas may receive commissions and/or fees for these other business activities. Less than 50% of his time is spent in these businesses, from time to time he will offer clients advice or products from these activities.

These practices may be interpreted as a conflict of interest, because it gives Mr. Thomas an incentive to recommend these other business services/products based on the commission or fee's he would receive for the service/product. However, this conflict is mitigated by the fact that Mr. Thomas has a fiduciary responsibility to place the best interest of the client first. In addition, clients are not required to purchase any service or product. Clients also have the option to purchase these services/products through another registered representative, insurance agent or tax preparer of their choosing.

Performance Based Fee Description

Mr. Thomas does not receive additional compensation from the sale of securities, and he does not receive any performance based fees.

Supervision

William Thomas is the Chief Compliance Officer of Secure Asset Management, LLC; therefore, he is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual.

Requirements for State-Registered Advisors

Arbitration Claims: There are no events to report under this item.

Self-Regulatory Organization or Administrative Proceeding: There are no events to report under this item.

Bankruptcy Petition: There are no events to report under this item.