



## **Brochure Supplement**

### **Bruce H. Harrison, CFP, CTFA**

**Form ADV Part 2B**

**March 31 2011**

Bruce H. Harrison, CFP, CTFA  
Managing Partner  
Harrison & Co. Wealth Management, LLC  
24 Church Ave, SE Suite 202  
Roanoke, VA 24011  
(540) 204-9310 Ext. 1001  
bruce.harrison@investharrison.com

This brochure supplement provides information about Bruce H. Harrison that supplements the Harrison & Company Wealth Management, LLC brochure. You should have received a copy of that brochure. Please contact Elizabeth N. Harrison, Chief Compliance Officer, if you did not receive Harrison & Company Wealth Management, LLC's brochure or if you have any questions about the content of this supplement.

Additional information about Bruce H. Harrison is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Educational Background and Business Experience

Bruce H. Harrison, 43 years old, is the Managing Partner for Harrison & Company Wealth Management, LLC. Mr. Harrison is originally from the Washington, DC area, but had the opportunity to spend a good portion of his childhood years in South America. He moved to the Roanoke area in 1997 following the birth of his first child and now lives on his wife's family farm near Smith Mountain Lake with his wife Liz and two children.

Mr. Harrison received his B.S.M. in Finance and Accounting from Tulane University in New Orleans, Louisiana and is a graduate of the Cannon Financial Trust School. Mr. Harrison has earned both the Certified Financial Planner® and Certified Trust Financial Advisor® professional designations. Before starting Harrison & Company, Bruce worked as a Wealth Management Advisor at Merrill Lynch for six years. Prior to Merrill Lynch, Mr. Harrison had a fifteen year career in banking during which he had extensive experience in the Wealth Management, Retail Lending and Community Banking divisions of several super-regional banks.

### About the Certified Financial Planner (CFP) Mark

The CFP mark identifies those individuals who have met the rigorous experience and ethical requirements of the CFP Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination. The CFP® Certification Examination covers the following areas: the financial planning process, managing investment risk, investment evaluation, tax planning and management, retirement and employee benefits, and estate planning. CFP® certificants also agree to meet ongoing continuing education requirements and to uphold the CFP Board's *Code of Ethics* and *Professional Responsibility, Rules of Conduct* and *Financial Planning Practice Standards*.

The CFP Board is a nonprofit certification organization with a mission to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning. The CFP Board owns the following certification marks: CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with flame design), which it awards to individuals who successfully complete initial and ongoing certification requirements. The CFP Board currently authorizes more than 61,000 individuals to use these marks in the United States. For more about the CFP Board, visit [www.CFP.net](http://www.CFP.net).

### **About the Certified Trust & Financial Advisor Designation (CTFA)**

The CTFA designation is sponsored by the Institute of Certified Bankers (ICB), a nonprofit organization sponsored by the American Bankers Association in Washington, DC. The CTFA designation is awarded to individuals who demonstrate excellence in the field of wealth management and trusts. To qualify for the CTFA certification, an individual must meet certain levels of experience and education in the trust profession, pass an exam and agree to abide by a code of ethics. The CTFA exam covers fiduciary and trust activities, personal financial planning, tax law, investment management and ethics.

### **Disciplinary Information**

Bruce H. Harrison has been neither the subject of nor involved in any legal or disciplinary events relevant to a client's or prospective client's evaluation of him. More specifically, Bruce H. Harrison has had:

- No civil actions pending or settled in a domestic, foreign, or military court of competent jurisdiction.
- No administrative proceedings before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority.
- No proceedings pending, settled, or in progress through a self-regulatory organization (SRO).
- No proceedings in which a professional attainment, designation or license was revoked or suspended because of a violation of rules relating to professional conduct.

### **Other Business Activities**

In addition to his responsibilities as a partner in Harrison & Company Wealth Management, LLC, Mr. Harrison is also a Registered Representative of Purshe Kaplan Sterling Investment ("PKS"). This relationship exists to facilitate the handling of client's life insurance, disability insurance and long-term care insurance needs, to manage variable annuities previously purchased by the client, and to advise 401(k) plans that are structured to compensate advisors on a commission basis.

To avoid any client confusion on the matter of managing investments, Harrison & Company Wealth Management, LLC prohibits Mr. Harrison from offering any investment product or services on a commission basis through his affiliation with PKS.

In the course of placing insurance business with PKS, Mr. Harrison will receive the usual and customary commission applicable to the transaction. Commissions are fully disclosed to the client at the time of purchase so that clients may understand and evaluate the conflict of interest present in a commission based transaction.

Commission based transactions inherently motivate an advisor to recommend the product or service that generates the highest commission. For this reason, Harrison & Company Wealth Management, LLC requires that all employees provide clients with multiple recommendations on any transaction and that such recommendations include disclosures about any commissions that might accrue to the employee at the time of sale and/or on an ongoing basis after the sale.

Purshe Kaplan Sterling Investments is in no way affiliated with Harrison & Company Wealth Management, LLC or involved in the Registered Investment Advisor aspects of the firm such as investment advisory services and financial planning services.

## Additional Compensation

With the exception of insurance-based commissions disclosed in the Other Business Activities section, Mr. Harrison does not receive any economic benefit from non-clients for providing advisory services. Economic benefits is defined as any monetary or non-monetary benefit such as a sales award, other prize, or bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts opened.

## Supervision

As the Managing Partner of the firm, Mr. Harrison is not supervised in his interactions with clients. However, Mr. Harrison is subject to all applicable federal and state regulations and is subject to audit by examiners from the United States Securities and Exchange Commission.

## Requirements for State-Registered Advisers

(Additional Disciplinary Disclosures)

Mr. Harrison has never been nor currently is the subject of a bankruptcy petition. Furthermore, Mr. Harrison has not been involved in any one of the events as listed below:

1. An award or finding of liability in an arbitration claim alleging damages in excess of \$2500 involving :
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statements(s) or omissions;
  - c. theft, embezzlement or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting or extortion; or
  - e. dishonest, unfair or unethical practices.

2. An award or finding of liability in a civil, self regulatory organization, or administrative proceeding involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statement(s) or omissions;
  - c. theft, embezzlement or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting or extortion; or
  - e. dishonest, unfair or unethical practices.