

**FREDERICK W. GEARHART  
("FRITZ")**

**December 17, 2013**

**ADV Part 2B – Supplemental Brochure**

***PLP Advisors, LLC  
961 Four Mile Road NW  
Grand Rapids, MI 49544  
Phone: (800) 553-7526***

This Brochure Supplement provides information about Frederick W. Gearhart that supplements the PLP Advisors, LLC's Brochure. You should have received a copy of that Brochure. Please contact Frederick W. Gearhart at (800) 553-7526 if you did not receive PLP Advisors, LLC's Brochure or if you have any questions about the contents of this supplement.

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

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

***Frederick W. Gearhart – President***

**Born:** 1972

**Education:**

***Grand Valley State University*** – Bachelor of Arts in Finance

**Business Background:**

***PLP Advisors, LLC*** – January 2010 to Present

- Owner
- President
- Investment Adviser Representative (December 2013 to Present)

***PLP Services, LLC*** – April 2001 – Present

- Owner
- Insurance Agent

***PLP Metals, LLC*** – November 2013 – Present

- Shareholder

***USA Wealth Management, LLC*** – April 2002 to December 2013

- Owner
- President
- Investment Adviser Representative

***Centaurus Financial, Inc.*** – February 2011 – March 2012

- Registered Principal
- Registered Representative

***USA Advanced Planners, Inc.*** – January 2006 – February 2011

- Owner
- Registered Principal
- Registered Representative

## ITEM 3 – DISCIPLINARY HISTORY

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

## ITEM 4 – OTHER BUSINESS ACTIVITIES

A. Investment Related Other Business Activities: Mr. Gearhart is an independent life and health insurance agent licensed through PLP Services, LLC. He spends approximately 80 hours a month on this activity. He may recommend this service to clients. With the ability to work as a client's insurance agent and investment adviser representative, this could be viewed as a conflict

of interest because each service pays a separate fee or commission. However, he attempts to mitigate any conflicts of interest to the best of his ability by placing the client's interests ahead of his own, through his fiduciary duty and through the implementation of policies and procedures that address the conflict. Clients are never obligated to purchase recommended insurance through him.

#### **ITEM 5 – ADDITIONAL COMPENSATION**

Mr. Gearhart does not receive any additional compensation other than what is disclosed above and in PLP Advisors, LLC's brochure.

#### **ITEM 6 – SUPERVISION**

Mr. Gearhart is supervised by Dennis Tubbergen, Managing Member. Mr. Tubbergen reviews all of Mr. Gearhart's new business prior to processing. Mr. Gearhart can be reached at 866-921-3613.

#### **ITEM 7 – REQUIREMENTS FOR STATE REGISTERED ADVISERS**

State registered investment advisers are required to disclose additional information about the following proceedings:

##### Arbitration, Civil, Self-Regulatory Organization or Administrative Proceedings

Mr. Gearhart has not been the subject of any arbitration, civil, self-regulatory organization or administrative proceeding or claim.

##### Bankruptcy History

Mr. Gearhart has not been the subject of a bankruptcy petition.

# **ALAN P. TUBBERGEN**

**December 17, 2013**

## **ADV Part 2B – Supplemental Brochure**

***PLP Advisors, LLC  
961 Four Mile Road NW  
Grand Rapids, MI 49544  
Phone: (800) 553-7526***

This Brochure Supplement provides information about Alan P. Tubbergen that supplements the USA Wealth Management, LLC's Brochure. You should have received a copy of that Brochure. Please contact Frederick Gearhart at (800) 553-7526 if you did not receive PLP Advisors, LLC's Brochure or if you have any questions about the contents of this supplement.

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

## **ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

*Alan P. Tubbergen (“Al”)*

**Born:** 1968

**Education:** *Grand Valley State University* – Public Administration

### **Business Background:**

*PLP Advisors, LLC* – December 2013 to Present

- Investment Adviser Representative

*PLP Services, LLC* – January 2011 to Present

- Insurance Agent

*USA Wealth Management, LLC* – January 2011 to December 2013

- Investment Adviser Representative

*GTBK Marketing, LLC* – January 2001 to October 2011

- Marketing Director

## **ITEM 3 – DISCIPLINARY HISTORY**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

## **ITEM 4 – OTHER BUSINESS ACTIVITIES**

A. Investment Related Other Business Activities: Mr. Tubbergen is a licensed insurance agent (Life & Health) and he may recommend insurance products to clients. With the ability to work as a client’s insurance agent and investment adviser representative, this is a conflict of interest because each service pays a separate fee or commission. However, he attempts to mitigate any conflicts of interest to the best of his ability by placing the client’s interests ahead of his own, through his fiduciary duty and through the implementation of policies and procedures that address the conflict. Clients are never obligated to purchase recommended insurance through him.

## **ITEM 5 – ADDITIONAL COMPENSATION**

Mr. Tubbergen does not receive any additional compensation other than what is disclosed in PLP Advisors, LLC’s brochure.

## **ITEM 6 – SUPERVISION**

Mr. Tubbergen is supervised by Dennis Tubbergen, Managing Member. Mr. Tubbergen reviews all of Mr. Tubbergen’s new business prior to processing. He can be reached at 800-553-7526.

## **ITEM 7 – REQUIREMENTS FOR STATE REGISTERED ADVISERS**

State registered investment advisers are required to disclose additional information about the following proceedings:

Arbitration, Civil, Self-Regulatory Organization or Administrative Proceedings

Mr. Tubbergen has not been the subject of any arbitration, civil, self-regulatory organization or administrative proceeding or claim.

Bankruptcy History

Mr. Tubbergen has not been the subject of a bankruptcy petition.

# **L. DUANE ALLEN**

**December 4, 2013**

## **ADV Part 2B – Supplemental Brochure**

**Located At:**

4415 66<sup>th</sup> Street, Suite 101  
Lubbock, TX 79414  
Phone: (806) 797-2768

**Home Office:**

PLP Advisors, LLC  
961 Four Mile Road NW  
Grand Rapids, MI 49544  
Phone: (888) 860-9560

This Brochure Supplement provides information about L. Duane Allen that supplements the PLP Advisors, LLC's Brochure. You should have received a copy of that Brochure. Please contact Valerie Zoerhof at (800) 553-7526 ext 4018 if you did not receive PLP Advisors, LLC's Brochure or if you have any questions about the contents of this supplement.

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

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

*L. Duane Allen*

**Born:** 1947

**Education:**

*Texas Tech University* – Bachelors of Business Administration in Accounting

***Certified Public Accountant*** – CPAs are licensed and regulated 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 minimum college education (typically 150 credit hours with at least a baccalaureate degree and 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), and successful passage of the Uniform CPA Examination. 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). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

***Personal Financial Specialist*** – The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

**Business Background:**

*PLP Advisors, LLC* – December 2013 to Present  
– Investment Adviser Representative



***PLP Services, LLC*** – September 2012 to Present

– Licensed Insurance Agent

***USA Wealth Management, LLC*** – August 2009 to December 2013

– Investment Adviser Representative

***L. Duane Allen CPA*** – November 1981 – Present

– Certified Public Accountant

***TAG Securities, Inc.*** – January 2001 – April 2007

– Registered Representative

### **ITEM 3 – DISCIPLINARY HISTORY**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

A. Investment Related Other Business Activities: Mr. Allen is a certified public accountant. He spends approximately 60% of his work month on this activity with some during trading hours. Mr. Allen may recommend these services to clients of PLP Advisors, LLC. With the ability to work as a client's certified public accountant and investment adviser representative, this could be viewed as a conflict of interest because each service pays a separate fee or commission. However, Mr. Allen attempts to mitigate any conflicts of interest to the best of his ability by placing the client's interests ahead of his own and through the implementation of policies and procedures that address the conflict.

Mr. Allen is a licensed insurance agent (Life & Health) and he may recommend insurance products to clients of PLP Advisors, LLC. He spends 5 to 10 hours a month on this activity. With the ability to work as a client's insurance agent and investment adviser representative, this is a conflict of interest because each service pays a separate fee or commission. However, he attempts to mitigate any conflicts of interest to the best of his ability by placing the client's interests ahead of his own, through his fiduciary duty and through the implementation of policies and procedures that address the conflict. Clients are never obligated to purchase recommended insurance through him.

B. Non-Investment Related Other Business Activities: Mr. Allen does not have any non-investment related other business activities.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Mr. Allen does not receive any additional compensation other than what is disclosed above and in PLP Advisors, LLC's brochure.

#### **ITEM 6 – SUPERVISION**

Mr. Allen is supervised by Dennis Tubbergen, Managing Member. Mr. Tubbergen reviews all of Mr. Allen's new business prior to processing. Mr. Tubbergen can be reached at 800-553-7526.

#### **ITEM 7 – REQUIREMENTS FOR STATE-REGISTERED ADVISERS**

State registered investment advisers are required to disclose additional information about the following proceedings:

##### Arbitration or Civil, Self-Regulatory Organization or Administrative Proceedings History

Mr. Allen has not been the subject of any arbitration claim. Also, Mr. Allen has not been the subject of any civil, self-regulatory organization or administrative proceeding.

##### Bankruptcy History

Mr. Allen has not been the subject of a bankruptcy petition.

# **DENNIS C. TUBBERGEN**

**December 17, 2013**

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***PLP Advisors, LLC  
961 Four Mile Road NW  
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Additional information about Dennis C. Tubbergen is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

**Dennis C. Tubbergen** – Chief Executive Officer

**Born:** 1962

### **Education:**

*Calvin College* - General Studies - No Degree Earned

### **Business Background:**

*PLP Advisors, LLC* – January 2010 to Present

- Shareholder
- Chief Executive Officer
- Investment Adviser Representative (December 2013 to Present)

*PLP Services, LLC* – April 2001 – Present

- Shareholder
- Insurance Agent

*PLP Metals, LLC* – November 2013 – Present

- Shareholder

*USA Wealth Management, LLC* – April 2002 to December 2013

- Shareholder
- Chief Executive Officer
- Investment Adviser Representative

*USA Advanced Planners, Inc.* – January 2006 – February 2011

- Shareholder
- Registered Principal
- Registered Representative

## **ITEM 3 – DISCIPLINARY HISTORY**

While Mr. Tubbergen served as an officer and a registered representative of USA Advanced Planners, Inc., a FINRA registered broker-dealer, FINRA raised concerns with the brokerage firm's first life settlement transactions, which closed in 2006 and 2007. The brokerage firm had not sent transaction confirmations and FINRA disagreed with the method by which the brokerage firm determined its compensation, which in FINRA's view may have been excessive under the circumstances. The brokerage firm had followed the life settlement industry's guidelines for compensation in sales of fixed life insurance policies. Upon first becoming aware of FINRA's concern in May of 2007, the brokerage firm promptly modified its policies and procedures and closed all subsequent variable life settlement cases without regulatory concerns. All of the firm's variable life settlement transactions were completed prior to the publication of FINRA's Notice to Members 09-42, released in 2009, applying NASD rules 2440, and 2110 to variable life settlements. To resolve FINRA's issue, the brokerage firm offered to refund a portion of the commissions charged to the customers. An agreement was reached with FINRA without the brokerage firm or Mr. Tubbergen admitting or denying FINRA's allegations. As part

of this agreement, Mr. Tubbergen was censured and the firm refunded commissions to the clients.

#### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

A. Investment Related Other Business Activities: Mr. Tubbergen is an independent life and health insurance agent licensed through PLP Services, LLC. He spends approximately 10 to 20 hours a month on this activity. He may recommend this service to clients. With the ability to work as a client's insurance agent and investment adviser representative, this could be viewed as a conflict of interest because each service pays a separate fee or commission. The Firm and Mr. Tubbergen alleviate any conflicts of interest by acting as a fiduciary for the client in all situations. Their fiduciary duty requires them to place the client's interests ahead of their own. The Firm has also implemented a Code of Ethics and other policies and procedures that address any potential conflict. Furthermore, when receiving a recommendation to purchase insurance products, clients always have the option to purchase the investment products through other brokers, producers or agents that are not affiliated with the Firm.

B. Non-Investment Related Other Business Activities: Mr. Tubbergen does not have any non-investment related other business activities.

#### **ITEM 5 – ADDITIONAL COMPENSATION**

Mr. Tubbergen does not receive any additional compensation other than what is disclosed above and in PLP Advisors, LLC brochure.

#### **ITEM 6 – SUPERVISION**

Mr. Tubbergen is supervised by Frederick Gearhart, Member. Mr. Gearhart reviews all of Mr. Tubbergen's new business prior to processing. He can be reached at 800-553-7526.

#### **ITEM 7 – REQUIREMENTS FOR STATE REGISTERED ADVISERS**

State registered investment advisers are required to disclose additional information about the following proceedings:

##### Arbitration, Civil, Self-Regulatory Organization or Administrative Proceedings

Please see Item 4, above, for more information.

##### Bankruptcy History

Mr. Tubbergen has not been the subject of a bankruptcy petition.