

Part 2B of Form ADV: *Brochure Supplement***Ronald J. Briggs Jr., FIC, CRPC**

Principal, Chief Investment Strategist, Chief Compliance Officer,
Investment Advisor Representative

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This Brochure Supplement provides information about the background and qualifications of Ronald J. Briggs, Jr. that supplements the Caitlin John, LLC ADV Part 2A brochure. You should have received a copy of this brochure. Please contact Caitlin John, LLC at 1-877-238-1680 or by email at info@cjadvisor.com if you did not receive Caitlin John, LLC's brochure or if you have any questions about the contents of this supplement.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Additional information about Caitlin John, LLC and Ronald J. Briggs, Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

July 7, 2017

Ronald J. Briggs, Jr.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Ronald J. Briggs Jr., FIC, CRPC (CRD# 1622903) is Principal, Chief Investment Strategist, Chief Compliance Officer, and Investment Advisor Representative

Year of birth: 1966

Education:

No formal education after high school.

Professional Designations:

Chartered Retirement Planning Counselor (CRPC)

Fraternal Insurance Counselor (FIC)

Individuals who hold the CRPC designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process.

The FIC is sponsored by the Fraternal Field Managers' Association (FFMA). It is awarded after successfully completing four courses regarding fraternal benefit societies, and the fundamentals of the life insurance business, ethics in the industry, and individual and family marketplaces, as well as the total needs program concept, and business insurance and estate planning marketplaces. FFMA also requires an individual to work for at least 12 consecutive months with a fraternal benefit society that is a member of the National Fraternal Congress of America (NFCA) and the FFMA.

Business Background:

He has 33 years of industry experience since January 1984 and continuing course education along with holding the Series 65. He has previously held the Series 6, 26, & 63 licenses*, maintains the Fraternal Insurance Counselor (FIC), Chartered Retirement Planning Counselor (CRPC) designations, and is licensed for Life, Accident and Health insurance.

**Previous licensing for brokerage business was obsolesced by Ron's decision to become an independent Investment Advisor Representative and to conduct only fee-based securities in lieu of transactional brokerage based securities business.*

Business background and positions held for the preceding five years:

Guardian Pointe Private Wealth Management 07/2016-Present

Principal, Chief Investment Strategist, and Chief Compliance Officer

Entry Point Advisor Network 08/2014-Present

Founder and Chief Executive Officer

Elite Advisors Edge, Inc. 10/2013-Present
Independent Insurance Agent

A Smarter Way to Invest, Inc. 10/2012-Present
Founder, Chief Executive Officer, Chief Compliance Officer and Investment Advisor Representative

Simply RIA, Inc. 08/2012-Present
Founder and Chief Executive Officer

Caitlin John, LLC 01/2011-Present
Principal, Chief Investment Strategist, Chief Compliance Officer, and Investment Advisor Representative

Money Strategies of Michigan 07/2001-12/2016
Independent Agent

Cambridge Investment Research, Inc. 09/2010-01/2012
OSJ/ Registered Representative

Retirement Wealth Advisors, 01/2010-01/2011
OSJ/Registered Representative

DISCIPLINARY INFORMATION

- A. There has been no criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which Ronald J. Briggs Jr. has been involved.
- B. There has been no administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign regulatory authority in which Ronald J. Briggs Jr. has been involved.
- C. Ronald J. Briggs Jr. has not been involved in any self-regulatory organization proceeding.

OTHER BUSINESS ACTIVITIES

Ronald J. Briggs Jr. is CIO and Co-Founder of Guardian Pointe Private Wealth Management, LLC ("GP") which is not affiliated to CJ. GP is a SEC Registered Investment Advisor Firm

Ronald J. Briggs Jr. is a member of RJB Holdings, LLC. RJB Holdings, LLC is a company that owns and manages a commercial building located at 1024 East Grand River Avenue, Brighton, MI 48116.

Ronald J. Briggs Jr. is an independent insurance agent of Elite Advisors Edge, Inc. for fixed life and annuity products through various insurance companies.

Ronald J. Briggs Jr. is the Founder, Chief Executive Officer, Chief Compliance Officer, and an Investment Advisor Representative for A Smarter Way to Invest, Inc. A Smarter Way to Invest, Inc. does not recommend insurance products or receive any commissions for insurance sales. A Smarter Way to Invest, Inc. only deals with business/firms not individual Clients.

Ronald J. Briggs, Jr. is the Founder and Chief Executive Officer for Simply RIA, Inc. Simply RIA, Inc. is a consulting and marketing firm which assists those interested in forming investment advisory firms in the process of seeking registration under applicable state or federal law and in developing marketing strategies. It does not in any way engage in the business of rendering investment advice.

Ronald J. Briggs Jr. is CEO and Co-Founder of Elite Advisors Media Group (EAMG) which provides consulting and marketing services to Registered Investment Advisors. It does not in any way engage in the business of rendering investment advice.

Ronald J. Briggs Jr. is President and Founder of Entry Point Advisor Network (EPAN) which offers back office support, third-party institutional services, and a Business Development Advisor network designed to support life, annuity, and Registered Investment Advisor practices nationally.

ADDITIONAL COMPENSATION

Ronald J. Briggs Jr. has never accepted economic benefits which include sales awards and other prizes. In addition, Ronald J. Briggs Jr. has never accepted any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts.

SUPERVISION

Ronald J. Briggs Jr. (Principal, Chief Investment Strategist, Chief Compliance Officer, and Investment Advisor Representative) supervises all Caitlin John personnel. Ronald can be reached at 1-810-355-1325 or 1-877-238-1680 or by email at rbriggs@cjadvisor.com