

Item 1 – Cover Page

Jerold Francus
Jeffrey Matthews Wealth Management, LLC
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Brochure
Supplement

This brochure supplement provides information about Jerold Francus that supplements the Jeffrey Matthews Wealth Management, LLC (“JMWM”) brochure. You should have received a copy of that brochure. Please contact Stephen Cucchia, Chief Compliance Officer, at (888) 467-3636 ext 473 if you did not receive JMWM’s brochure or if you have any questions about the contents of this supplement.

Additional information about Jerold Francus is also available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Jerold Francus was born in 1959 and earned the following degrees:

- Bachelor of Arts, Rutgers College
- Masters of Arts, Montclair State College

Mr. Francus is a registered representative of The Jeffrey Matthews Financial Group, LLC (“JMFG”). Mr. Francus is also an investment advisor representative of Jeffrey Matthews Wealth Management, LLC (“JMWM”). JMFG and JMWM are not affiliated since they are not owned by the same parent company and neither has an ownership interest in the other. In other words, neither company is the parent nor subsidiary of the other and they are not considered “sister” companies. Since both companies are owned separately by the same members, they are deemed to be companies under common control. Mr. Francus has been associated with the firm since June 2015.

Mr. Francus’s primary responsibilities with JMFG have been the investing of client assets in brokerage accounts. Mr. Francus has approximately \$40 million in client assets under management at JMFG.

Mr. Francus passed the following securities industry examinations:

- Series 7 – General Securities Representative
- Series 63 – Uniform Securities Agent State Law
- Series 65 – Uniform Investment Adviser Law

Mr. Francus is also a licensed insurance producer in FL, NJ, PA, and VA.

Item 3 – Disciplinary Information

Jerold Francus has one reportable customer dispute in the past 10 years. On June 22, 2015 a client of Mr. Francus alleged Mr. Francus complained that Mr. Francus recommended to them mutual funds that lost money. The client alleged damages of \$98,949.49. The issue was closed with no action against Mr. Francus.

Jerold Francus has been registered in the securities industry as a General Securities Representative since 2003. As a Registered Representative, Mr. Francus is subject to the disciplinary information reporting requirements of the Financial Industry Regulatory Authority (“FINRA”) maintained on their Central Registration Depository (“CRD”) system. Mr. Francus has a disciplinary history that is fully detailed on FINRA’s BrokerCheck system which can be found at www.finra.org/brokercheck.

Item 4 – Other Business Activities

Mr. Francus, as noted above, is a registered representative of The Jeffrey Matthews Financial Group, LLC. It is anticipated, although not required, that Mr. Francus's clients will maintain their investment advisory accounts at JMFG. This relationship does not create a conflict of interest since neither Mr. Francus, JMWM nor JMFG will financially benefit from this arrangement. In fact, Mr. Francus's customers will benefit from this arrangement as JMFG has agreed to waive all brokerage commissions and transaction fees associated with any transactions executed in a JMFG account for a JMWM client.

Additionally, Mr. Francus's clients will further benefit from maintaining their investment advisory account with JMFG as it will provide an opportunity to participate in advisory products offered by RBC Capital Market, LLC. JMFG maintains a clearing arrangement with RBC Correspondent Services, a division of RBC Capital Markets, LLC, through which JMFG accounts are maintained by RBC Capital Markets, who provides all custody services. JMFG clients including JMWM clients have access to all products and services, including advisory services, offered by RBC Capital Markets.

An inherent conflict of interest exists for all advisory clients of Mr. Francus. Since Mr. Francus is a registered representative of JMFG, Mr. Francus and his clients must decide whether to maintain an investment advisory account or a transactional brokerage account. The fees and costs associated with one type of account over the other may vary greatly based on the size of the account, the asset allocation within the account, and the level of trading activity in the account. For advisory accounts, the client will pay an asset based fee on a quarterly basis and other account charges that may be charged by the broker-dealer, as further described in the JMWM brochure. For brokerage accounts, the client will pay commissions associated with each transaction as well as account charges that may be charged by the broker-dealer, as further described in the JMWM brochure.

In addition, all mutual fund trades executed in an advisory account will be executed at the Net Asset Value (NAV) regardless of its classification as a load or no-load fund. This means that JMWM and Mr. Francus will not earn any sales loads or commissions on any mutual fund purchases. However, in addition to advisory fees, JMWM and Mr. Francus may, from time-to-time, receive other service fees from mutual fund companies commonly referred to as 12b-1 fees. These fees are typically .25% of the mutual fund assets. JMWM and Mr. Francus may also receive a finder's fee of up to 1% on new purchases of certain mutual fund investments when a client's total holdings in a given mutual fund family equal or exceed \$1 million. Such finder's fees are typically earned on the sale of load funds as fully disclosed in the fund prospectus. Any finder's fees received will be applied to the overall

account so that the total fees on the account will not exceed the fee schedule noted above. The advisory fees noted above are subject to negotiation.

The client should be aware that a finder's fee paid on a mutual fund purchase is not deducted from the client's investment. However, if that investment is sold prior to a stipulated date, typically one year from the date of purchase, the client may be charged a 1% fee by the mutual fund company as a liquidation fee. This "chargeback" scenario could create a conflict of interest for the advisory representative. In certain investment climates, the advisory representative may be inclined to sell a particular mutual fund investment based on market conditions but he may temper his investment decision based on his knowledge that such liquidation could generate a 1% fee to the client. Since these mutual fund fees are dependent on the funds purchased, the advisory representative will discuss such fees with the client at the time the account is opened and/or at the time an affected mutual fund purchase is made.

These and other factors should be discussed with Mr. Francus prior to deciding which type of account is more advantageous to the client.

Item 5 – Additional Compensation

JMWM advisory representatives including Mr. Francus do not derive any additional compensation other than a percentage of the advisory fees disclosed in the JMWM Brochure and a percentage of the mutual fund fees noted above. Mr. Francus does not receive bonuses or other compensation for the sale of any specific product or security nor does he receive compensation as a result of directing order flow, referring clients to other firms, nor any other function he may perform as a result of his relationship with his clients.

Item 6 – Supervision

Mr. Francus is supervised by Jeffrey Halpert, (888) 467-3636. Mr. Halpert will review client accounts at least semi annually, often more frequently based on certain criteria. Mr. Halpert has determined that under typical circumstances, a minimum of six months of activity is required to determine if an unusual trading pattern has developed that requires further scrutiny. If however Mr. Halpert becomes aware of an indicator that an account requires more frequent reviews, such as significant losses, high volume trading, the purchase of highly speculative securities, etc, he will review a client account as frequently as he deems necessary to ensure the firm and Mr. Francus are meeting their fiduciary

obligations. No reports of such reviews, whether routine or based on specific indicators, will be provided to clients.

Item 7 – Requirement for State-Registered Advisors

Mr. Francus has not been involved in any investment advisory arbitration claims alleging damages in excess of \$2,500 nor has any arbitration award related to investment advisory activities ever been handed down against him. Mr. Francus has never been found to be liable in any civil or administrative proceeding related to investment advisory activities. Similarly, Mr. Francus has never been the subject of any bankruptcy petition or proceeding.

Mr. Francus has been the subject of one customer complaints related to securities activities as disclosed in Item 3 above.