

This brochure supplement provides information about Douglas W. Case that supplements the SWM Advisors brochure. You should have received a copy of that brochure. Please contact Andrea N. Mullins, CCO, if you did not receive SWM Advisors' brochure or if you have any questions about the contents of this supplement.

Additional information about Douglas W. Case is also available on the SEC's website at www.adviserinfo.sec.gov.

SWM Advisors

Form ADV Part 2B – Individual Disclosure Brochure

for

Douglas W. Case

Personal CRD Number: 4360788

Investment Adviser Representative

SWM Advisors
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UPDATED: 12/27/2018

Item 2: Educational Background and Business Experience

Name: Douglas W. Case **Born:** 1961

Educational Background and Professional Designations:

Education:

MBA Business, Florida State University - 1988

BS Applied Mathematics and Business Administration, University of Pittsburgh - 1984

Designations:

CFA – Chartered Financial Analyst

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

CAIA – Chartered Alternative Investment Analyst

The CAIA Charter, recognized globally, is administered by the Chartered Alternative Investment Analyst Association and requires a comprehensive understanding of core and advanced concepts regarding alternative investments, structures, and ethical obligations. To qualify for the CAIA Charter, finance professionals must complete a self-directed, comprehensive course of study on risk-return attributes of institutional quality alternative assets; pass both the Level I and Level II CAIA examinations at global, proctored testing centers; attest annually to the terms of the Member Agreement; and hold a US bachelor's degree (or equivalent) plus have at least one year of professional experience or have four years of professional experience. Professional experience includes full-time employment in a professional capacity within the regulatory, banking, financial, or related fields. Once a qualified candidate completes the CAIA program, he or she may apply for CAIA membership and the right to use the CAIA designation, providing an opportunity to access ongoing educational opportunities.

To learn more about the CAIA charter, visit www.caia.org

Business Background:

11/2014 - Present	Chief Investment Officer SWM Advisors (Formerly Seabridge Wealth Management, LLC)
05/1996 - 08/2013	President & Chief Investment Officer Advanced Investment Partners, LLC

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Douglas W. Case is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Douglas W. Case does not receive any economic benefit from any person, company, or organization, other than SWM Advisors in exchange for providing clients advisory services through SWM Advisors.

Item 6: Supervision

As a representative of SWM Advisors, Douglas W. Case works closely with supervisor Matt DiGennaro, and all advice provided to clients is reviewed by this supervisor prior to implementation. Matt DiGennaro can be reached at (727) 456-0011. Douglas W. Case adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.