



## **Brochure – 2018 ADV Part 2B**

### ***Mr. Philip G. Fraley III***

Investment Adviser Representative  
Personal CRD # 54140131

PF Advisors, LLC  
Firm CRD # 277156  
225 Wilmington-West Chester Pike, Suite 200  
Chadds Ford, PA 19317  
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*This brochure supplement provides information about Mr. Philip G. Fraley III that supplements the PF Advisors, LLC brochure ADV Part 2A for CRD # 277156 . If you did not receive the PF Advisors, LLC brochure or if you have any questions about its contents and/or this supplement contents contact Mr. Philip G. Fraley III at (610) 470-4028 or by email at: PFraley@MyPFAdvisor.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about PF Advisors, LLC and/or Mr. Philip G. Fraley III is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)*

*Registration does not imply a certain level of skill or training.*

## **Item 2: Educational and Business Experience**

### **Name:**

Philip G. Fraley III, President & CEO of PF Advisors, LLC

Born: 05/23/1982

### **Education & Industry Exams Passed:**

University of Pittsburgh - Bachelor of Science in Accounting, 2004

Villanova University - School of Business, Graduate Coursework, 2011

University of Pennsylvania - Wharton School of Business, Executive Education, Private Wealth Management, 2013

Uniform Investment Adviser Law License – Series 65

Insurance Licensed: Life and Fixed Annuities, Accident and Health, Property and Casualty

### **Financial Services Experience & Work History:**

08/2015 – Present, PF Advisors, LLC (CRD: 277156), Chads Ford, PA

08/2013 – 07/2015, Real Partners, President, Los Angeles, CA / King of Prussia, PA

11/2010 – 07/2013, Guggenheim Partners, Director/Family Advisor, King of Prussia, PA

04/2010 – 11/2010, Pershing LLC, King of Prussia, PA

08/2007 – 04/2010, Lockwood Advisors, Research Analyst, Malvern, PA

07/2004 – 08/2007, PJM Interconnection, Financial Analyst, Valley Forge, PA

## **Item 3: Disciplinary Information**

As an Investment Advisor Representative you are required to disclose all material fact regarding any legal or disciplinary events that would be material in your evaluation. Currently, Mr. Philip G. Fraley III has no information applicable to this requirement. For more information about Mr. Philip G. Fraley III, please visit FINRA's Broker Check at

[www.finra.org/brokercheckand/or](http://www.finra.org/brokercheckand/or) the SEC's Investment Advisor Search at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

#### **Item 4: Other Business Activities**

Mr. Philip G. Fraley III does not act in an investment advisory representative (IAR) capacity for any other firm other than PF Advisors and is therefore not registered as an IAR with any other firm other than PF Advisors.

Mr. Philip G. Fraley III holds himself out as a business consultant and these services may be obtained by others to include registered investment advisory firms and financial services related businesses. While acting in the capacity of a business consultant, Mr. Fraley may receive compensation in various forms (i.e. 1099, W2, etc...) that are determined by Mr. Fraley and the hiring party based on the job and the work to be completed.

#### **Item 5: Additional Compensation**

At this time, Mr. Philip G. Fraley III does not receive any economic benefit from any person, company, or organization, other than his work as an investment advisor representative of PF Advisors and his work as a business consultant.

#### **Item 6: Supervision**

As the President of PF Advisors, LLC, Mr. Philip G. Fraley III supervises all activities of the firm. Mr. Philip G. Fraley III's contact information is on the cover page of this disclosure document. Philip G. Fraley III 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, the firm's compliance manual including the code of ethics, and appropriate securities regulatory requirements.

#### **Item 7: Requirements for SEC-Registered Advisers**

Philip G. Fraley III has never been involved in a bankruptcy petition nor has he ever been involved in any disciplinary events reportable under this item.