



## Form ADV Part 2: Firm Brochure

### Item 1 - Cover Page

# BIP Wealth, LLC

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March 30, 2020

This Brochure provides information about the qualifications and business practices of BIP Wealth, LLC. If you have any questions about the contents of this Brochure, please contact us at (404) 495-5230, or by email at [bipcompliance@bipwealth.com](mailto:bipcompliance@bipwealth.com). 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 BIP Wealth, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for BIP Wealth, LLC is 143208.

The information contained in this Brochure relates only to specific questions requested by the SEC. This document is not, and is not intended to be, a marketing brochure. It is also not designed to provide detailed information about all aspects of BIP Wealth's business. Registration with the SEC and other state securities authorities as a registered investment adviser does not imply a certain level of skill or training.

## Item 2: Material Changes

This Brochure dated March 30, 2020 is the annual updating amendment to the Brochure. We made the following material change since our last annual update on February 28, 2019.

As of December 2019, BIP added Charles Schwab & Co., Inc. as a broker-dealer choice for client custody and brokerage services. BIP participates in Schwab's institutional advisor program offered to independent investment advisors. BIP receives certain benefits from the program such as trade execution, research related tools, access to webinars and seminars, receipt of trade confirms and quarterly statements. Item 12: Brokerage Practices goes into further depth regarding investment advisor programs.

The complete Brochure is available to clients at any time upon request.

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## **Exhibit A: Brochure Supplement**

## Item 4: Advisory Business

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### Firm Description

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BIP Wealth, LLC ("BIP") was founded in 2007.

BIP provides personalized, comprehensive financial planning and investment management services to individuals, trusts, estates and various entities (such as corporations, partnerships and limited liability companies) through which individuals and families hold investment assets. These services include the ongoing monitoring and management of client accounts. BIP managed portfolios are reviewed at least quarterly, but may be reviewed more often due to a client request, or if material information is received pertaining to the management of the portfolio.

BIP is a fee-only financial planning and investment management firm. The firm does not sell annuities or insurance or invest in any mutual funds, stocks or bonds that pay a commission to the firm. BIP does not act as a custodian of client funds or assets, and no finder's fees are accepted.

Other professionals (e.g., attorneys, accountants, insurance agents) are engaged directly by BIP clients on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting between a BIP representative and prospective client, which may be in person or by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the prospective client.

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### Principal Owners

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BIP Managing Partner, LLC, which is owned by Mark A. Buffington and William J. Harris, is the principal owner of BIP. Mr. Buffington does not have a management or supervisory role at BIP Wealth, LLC. Please see **Brochure Supplements**, Exhibit A, for more information on Mr. Harris, as well as other individuals who formulate investment advice and have direct contact with BIP clients, or have discretionary authority over BIP client accounts.

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### Types of Advisory Services

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BIP provides comprehensive financial planning and investment management services.

BIP may provide advice on limited partnerships and other entities that invest in the common equity, preferred securities, or debt of private companies. BIP or its related persons may have a financial interest in these partnerships.

With respect to any account for which BIP meets the definition of a fiduciary under Department of Labor rules, BIP acknowledges that both BIP and its Related Persons are acting as fiduciaries. Additional disclosure may be found elsewhere in this Brochure or in the written agreement between BIP and Client.

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### Assets Under Management

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As of December 31, 2019, BIP managed \$1,306,241,927 in assets for approximately 750 clients. Of this total \$974,412,093 is managed on a discretionary basis, and \$337,160,799 is managed on a non-discretionary basis through clients' participation in private market investments.

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## **Tailored Relationships**

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The BIP advisory relationship is initiated with a consultative meeting, or series of meetings, between a BIP Personal Wealth Advisor and a prospective client or a representative of the prospective client to assess the prospective client's financial situation. Summary information is documented in our proprietary client information and portfolio management system, Buckhead Investments Operating System (BIOS). Information that is more detailed may also be recorded in MoneyGuide Pro, which is financial planning software used by BIP under a license arrangement.

BIP analyzes a prospective client's financial situation at two levels. The household level is the basis for financial planning analysis and is the most comprehensive view of the client's needs. A prospective client's household may include several portfolios, each consisting of several accounts, being managed to a specific level of risk. For instance, the husband of a prospective client couple may be more risk tolerant, allowing for a more aggressive portfolio for his accounts, while the wife may be less risk tolerant, requiring a more conservative portfolio for her accounts.

Portfolios primarily consist of public market securities, and the most common vehicles are mutual funds or exchange traded funds ("ETFs"). Some portfolios may utilize individual bonds, including, but not limited to, corporate bonds, government bonds, municipal bonds, and CDs. Individual stocks may be used to a small degree, based on client preference, as long as the portfolio is well diversified. Common stock holdings are usually limited to legacy holdings that the client owned before becoming a client of BIP. Some portfolios may utilize stock options, usually to reduce risk by protecting against downside market movements or to generate income.

For investors who are "Qualified Clients" or "Accredited Investors" (as such terms are defined in SEC regulations), portfolios may also consist of alternative investment opportunities, also known as private market securities or alternative investments. Private market securities may be of several types but are primarily equity investments. One of BIP's affiliates serves as an investment adviser and/or general partner for private market securities. Private market securities are not bought on a discretionary basis, and have additional risks including illiquidity and lack of disclosure when compared to public market securities. These risks are described in the offering documents of each private market investment and each investor agrees to bear such risks by executing the subscription documents. Our general guideline is that private market equities, based on their "fair value" as determined by the entity managing such private market equities, should represent no more than one third of the total investment in equity for the household. Exceptions to the rule may be made based on individual client circumstances, such as a high projected income or past experience with private investments. Some clients may own no private securities, either because they are not Qualified Clients or Accredited Investors, or because they are not willing to accept the additional risks.

Each portfolio is customized on several dimensions to be most appropriate for the client's individual situation, goals and risk tolerance. The first dimension of customization is the allocation between equity and fixed income investments in the portfolio. This allocation decision is the most important determinant of risk and volatility.

The second dimension is the public market equity style. This is chosen by assessing whether the portfolio will be receiving cash for investment, will be somewhat stable in terms of deposits and withdrawals, or will be distributing cash. Different public market equity styles should have similar returns, but different levels of tax efficiency.

Finally, the third dimension is the public market fixed income style, which is also chosen based on whether the portfolio will be receiving cash, will be somewhat stable, or will be distributing cash. Different public market fixed income styles should have similar returns, but may have different levels of short-term volatility. Portfolios will also be managed based on an asset location analysis that places more tax efficient investments in taxable accounts and less tax efficient investments in tax-deferred or tax-free accounts. The client's tax bracket will be used to determine whether the client might benefit from allocating some portion of fixed income investments into municipal bonds if it is necessary to own bonds in a taxable account.

Once the public market equity and fixed income investments have been determined, a decision as to the appropriateness of private market securities will be made. If it is determined that a client is ineligible to invest or is not interested in investing in private market securities, the goals and objectives of the portfolio will be pursued through public sector investments only.

Restrictions and guidelines imposed by a client may affect the composition and performance of portfolios. As a result, performance of portfolios within the same investment objective may vary slightly. The client should not expect that the performance of his/her custom portfolio(s) will be identical to any other individual portfolio performance.

BIP presents in writing the investment plan/portfolio design developed for the client's individual circumstances. The fees associated with the portfolio are outlined and reviewed. Clients are provided assistance in completing the required paperwork to establish the necessary accounts with a third-party asset custodian. Household and portfolio design choices are reviewed with the client in a face-to-face or telephone meeting at least once per year unless the client prefers otherwise. The performance of each portfolio and the chosen risk levels are documented each quarter and distributed to clients via email or mail, and then reviewed with the client as necessary throughout the year.

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## **Types of Agreements**

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Prior to engaging BIP to provide investment advisory services, the client will be required to enter into an Investment Advisor Agreement (IAA) with BIP. The IAA will set forth the terms and conditions of the engagement. It will also describe the scope of the services to be provided and the fees for such services.

A copy of this Brochure and the firm's Privacy Policy will be provided to clients prior to, or contemporaneously with, the execution of the IAA between each client and BIP. At the same time as the IAA is executed, clients will be asked to sign an authorization that will allow the custodian of any of his/her accounts to debit the account(s) the amount of BIP's advisory fee and remit the fee to BIP. The authorization will remain valid until a written revocation of the authorization is received by BIP or the account custodian. In connection with this fee deduction process, the custodian will send to the client a statement, at least quarterly, indicating:

- all amounts dispersed from the account, and
- the amount of advisory fees paid directly to BIP

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## **Termination of Agreement**

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Either the client or BIP may terminate the services described above, with a written ten (10)-day notice to the other. Any charges incurred prior to termination will be charged *pro rata* based upon the period covered. Termination requests may be sent to BIP at the following address:

BIP Wealth, LLC  
3575 Piedmont Road, Building 15, Suite 730  
Atlanta, GA 30305  
Attention: Bill Harris, Co-Founder, CCO

## Item 5: Fees and Compensation

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### Description

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#### Asset Management Fees

BIP calculates advisory fees based on a percentage of total assets under BIP management, including both public and private market securities. The fee schedule is as follows:

Account(s) Value	Annual Percentage
\$1,000,000 to \$2,499,000	0.95%
\$2,500,000 - \$4,999,999	0.90%
\$5,000,000 - \$7,499,999	0.80%
\$7,500,000 - \$9,999,999	0.70%
\$10,000,000 and above	0.60%

The minimum portfolio value is generally set at \$1,000,000. If we agree to an asset management relationship for a portfolio valued at less than \$1,000,000, the annual fee rate is 1.25%. The minimum annual fee for any relationship is \$4,000. BIP may, at its discretion, make exceptions to the foregoing or negotiate special fee arrangements where BIP deems it appropriate under the circumstances. For example, BIP may, at its sole discretion, charge a lesser or no advisory fee based upon certain criteria (i.e. employees and family of employees, anticipated future additional assets, related accounts, account composition, etc.). No increase in BIP's fees will be effective without not less than thirty (30) days' prior written notification to the client.

The more assets BIP manages for a client, the more the client will pay in fees. However, BIP has breakpoints in the fee schedule so as client assets grow the percentage fee paid by the client declines as the breakpoints are met. The value of public market assets is reported by the custodians using their pricing services and is not guaranteed by BIP. The value of an account for the purposes of pricing may exclude the negative value of any short positions or margin balances.

BIP takes a conservative approach to valuing and billing on private market assets under management. For the purposes of billing, the value of private market investments held by a single entity or in a pooled investment fund is the lesser of (a) the most recent Estimated Fair Value (EFV) as provided by the investment sponsors or (b) the aggregate amount of funds called as of the close of business the day prior to the billing period. The advisory fee charged is based on the Fee Schedule above.

#### Other Consulting Fees

For specific consulting projects or other unique opportunities to serve clients, BIP may charge a fee on a flat rate or other basis. Such fee will be agreed upon at the time of the engagement.

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### Assessment of Asset-Based Fees for BIP Clients

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The first BIP fee invoice will be calculated and prorated according to the date when assets are received in an account managed by BIP (inception date). This fee will be payable on the last day of the initial quarter and will be based upon a percentage of the value of assets in the client's account(s) as of that date.

Going forward, BIP will calculate the quarterly advisory fees in advance, based upon a percentage of the value of assets held in client's account(s) as of the last business day of the prior calendar quarter. This fee amount will be calculated by assessing one quarter (1/4) of the total annual percentage charged with respect to the assets in the client's account(s).

In the event of termination of a client's IAA, the client will receive a *pro-rata* refund of any pre-paid fees attributable to any period after the effective date of termination.

Most clients prefer to authorize the account custodian to have BIP's advisory fees debited from their account(s) and remit the fees to BIP. If so desired, the client may choose to be billed directly by BIP for BIP's fees, in which case the client will be invoiced on or before the fifth business day of the month subsequent to the immediately preceding billing period. Payments are due on or before the final business day of the month with respect to which the invoice is generated.

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## **Custodial Fees**

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Custodians may charge transaction fees on purchases or sales of investment securities. These transaction charges are usually small and incidental to the purchase or sale of a security. We believe the selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security. (See **Item 12: Brokerage Practices**)

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## **Expense Ratios**

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Mutual funds, exchange-traded funds, and other investment company securities generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the fund company charges for their services 0.5% of the value of the security purchased. These fees are in addition to the fees paid by you to BIP.

Performance figures quoted by fund companies in various publications are generally calculated after their fees have been deducted.

## **Item 6: Performance-Based Fees**

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### **Sharing of Capital Gains**

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BIP does not have any performance-based fee arrangements. "Side-by-Side Management" refers to a situation in which the same firm manages accounts that are billed based on a percentage of assets under management and at the same time manages other accounts for which fees are assessed on a performance fee basis. Because BIP has no performance-based fee accounts, it has no side-by-side management.

## **Item 7: Types of Clients**

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### **Description**

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BIP generally provides investment advice to individuals, trusts, estates and various entities (such as corporations, partnerships and limited liability companies) through which individuals and families hold investment assets.

Client relationships may vary in scope and length of service.

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### **Account Minimums**

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BIP imposes a minimum account value of \$1 million. Occasionally, BIP will accept accounts below the account minimum for clients with highly illiquid net worth, clients that are young and upwardly mobile/emerging affluent and related accounts of family members. BIP has a minimum Advisory Fee of \$4,000 per year for accounts falling below the minimum asset size.



Certain investment programs/products recommended by BIP may also impose minimum investment amounts or other conditions for participation in such programs/products. Such other conditions will be separate and distinct from those that may be imposed by BIP.

## Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

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### **Methods of Analysis**

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As described earlier, BIP will invest in a variety of investment types as appropriate. Security analysis methods will generally include statistical analysis which includes time series regression analysis to assess the impact of various independent variables on historical returns. In certain cases, BIP may use fundamental analysis which involves the Internet, financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the SEC, and company press releases.

Mutual funds and ETFs are generally evaluated and selected based on a variety of factors, including, as applicable and without limitation, past performance, fee structure, portfolio manager, fund sponsor, overall ratings for safety and returns, and other factors.

Fixed income investments may be used to fulfill liquidity or income needs in a portfolio, to generate price appreciation, or to add a component of capital preservation. BIP will generally evaluate and select bond mutual funds or bond ETFs based on a number of factors including, without limitation, sector or type, credit rating, yield and duration.

Private market securities are used to target a specific area of the market or to participate in a private equity or debt offering of a particular company or investment fund. Private market investment opportunities are generally selected to create or add-to diversified private market exposure. Private market investments are non-discretionary and the BIP Wealth PWA will discuss the risks involved with clients based on analyzing and evaluating the client's financial position and goals. There are two methods by which a private investment opportunity may be evaluated prior to presenting to clients. BIP Capital, LLC and Buckhead Capital Management Services, LLC, as pre-approved by BIP's Investment Committee as a private investment provider, may offer BIP clients the opportunity to participate in a co-investment or fund. Alternatively, underlying investments are recommended based on BIP's Investment Committee's approval of third party, non-affiliated private opportunities after an evaluation of the strength of the company, depth and experience of management, prospects for growth, and other factors.

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### **Investment Strategies**

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Investments are determined based upon the client's investment objectives, risk tolerance, net worth, net income, time horizon, tax situation and various suitability factors. These unique characteristics are documented in BIOS (Buckhead Investments Operating System) and MoneyGuide Pro (financial planning software) at the outset of the BIP relationship and revisited at each client review and updated as necessary.

This information becomes the basis for the strategic asset allocation plan which we believe will best meet the client's stated long-term, personal financial goals. The investment advice we provide is based upon investment strategies which incorporate the principles of Modern Portfolio Theory. The utilization of several different asset classes as part of an investor's portfolio is emphasized, as this has been shown to usually effect a reduction in portfolio volatility over long periods of time. We diversify our clients' assets among various asset classes and then among individual investments, following the strategy agreed to by the client. We rebalance portfolios periodically, at our discretion, based on how far the client portfolio has deviated from its target and the costs to the client, including transaction costs and taxes.

Our investment approach is firmly rooted in the belief that markets are fairly efficient and that investor's gross returns are determined principally by asset allocation decisions. We almost

always utilize no-load, low-cost, tax-efficient, well-diversified equity and fixed income mutual funds, individual bonds and other similar investments to develop globally diversified portfolios.

### **Key Investment Philosophies**

Following is a summary of our key investment philosophies, which we believe help provide the best long-term risk/reward return for our clients:

- Broad and global diversification optimizes the risk/return ratio. Mutual funds and ETFs enable much broader diversification than is feasible with individual stocks. Fee-only service reduces conflicts and aligns the interests of BIP with those of our clients.
- Passively-managed funds, including index funds and ETFs from low-cost leaders, provide a greater likelihood of success than actively managed funds, and should represent the majority of the portfolio.
- Driving costs out of the investment process allows clients to retain more of their wealth.
- Small and value stocks have been shown to provide superior returns over time, and around the world.
- Covered call strategies (i.e. strategies that involve the sale to third parties of purchase options to acquire a specific security for a designated price by a date certain) can create attractive risk/reward dynamics.

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## Risk of Loss

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All investment programs have certain risks that are borne by the investor. Our investment approach is to educate clients on these risks and select only those investments commensurate with the risks the investor accepts. Investors face the following investment risks:

- **Management Risks:** While BIP manages client investment portfolios based on BIP's experience, research and proprietary methods, the value of client investment portfolios will change daily based on the performance of the underlying securities in which they are invested. Accordingly, client investment portfolios are subject to the risk that BIP allocates client assets to individual securities and/or asset classes that are adversely affected by unanticipated market movements, and the risk that BIP's specific investment choices could underperform their relevant indexes.
- **Interest Rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying attributes. For example, political, economic and social conditions may trigger negative market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power erodes at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e., interest rate). This primarily relates to fixed income securities (bonds).
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business's operations increases the risk of profitability, because the company must meet the terms of its repayment obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- **Small Company Risk:** Securities of small companies with lower market capitalization may have a higher risk of default and/or loss of principal. As a result, small company stocks may fluctuate relatively more in price. In general, smaller capitalization companies are also more vulnerable than larger companies are to adverse business or economic developments and they may have more limited resources.
- **Private Investment Risk:** From time to time and as appropriate, BIP may invest a portion of a client's portfolio in private market investments. In many cases, BIP or a

related party may serve as general partner or in another managerial capacity that may result in a conflict of interest. The value of client portfolios will be based in part on the value of private market investments in which they are invested, the success of each of which will depend heavily upon the efforts of their respective managers. When the investment objectives and strategies of a manager are out of favor in the market or a manager makes unsuccessful investment decisions, the private market investments managed by the manager may lose money. A client account may lose a substantial percentage of its value if the investment objectives and strategies of many or most of the private market investments in which it is invested are out of favor at the same time, or many or most of the managers make unsuccessful investment decisions at the same time

- **Value Investment Risk:** Stocks trading at various price-to-book ratios may perform differently from the market as a whole. Following a value oriented investment strategy over any period of time may cause the portfolio to underperform equity funds that use other investment strategies.
- **Covered Call Risk:** Selling covered calls reduces the volatility of a covered call strategy under most market conditions; however, volatility under extreme market conditions may not adequately reduce the risk of the portfolio.

## Item 9: Disciplinary Information

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### **Legal and Disciplinary**

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Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events of their firm or certain management personnel which would be material to our clients' evaluation of the firm or the integrity of the firm's management of their investment portfolio.

Neither BIP nor its employees have been involved in legal or disciplinary events related to past or present investment clients.

## Item 10: Other Financial Industry Activities and Affiliations

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### **Financial Industry Activities**

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BIP Capital, LLC, and BIP Capital Management Services, LLC are affiliated with BIP Wealth. BIP Capital LLC became a Registered Investment Advisor April 2, 2018. Both BIP Capital and BIP Capital Management Services create limited partnerships, limited liability companies, special purpose vehicles or other similar structures to invest in private equity, private debt or other unregistered securities. BIP Wealth may offer clients the opportunity to participate in one or more of these offerings. Offerings may include single-deal investment opportunities where the client determines whether to participate based on the merits of the underlying investment, or through one or more private fund offerings where BIP Capital or BIP Capital Management has discretionary authority to make investment decisions based on strategy, mandate and/or objectives set forth in the offering documents. Terms, conditions, fees, expenses, risks and other material disclosures are provided to investors in each investment's offering documents.

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## **Affiliations**

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### **Sub-Advisory Accounts**

BIP may recommend products or services managed or offered by other investment advisers or third parties that may or may not be affiliated with BIP. Such products or services are customarily referred to as "sub-advisory accounts".

A sub-advisory account is essentially a traditional brokerage account managed by another investment adviser. In the context of BIP services, BIP may refer its clients to outside investment advisers who would perform specific investment advisory or portfolio management services for client accounts. Specific services and fees related to such programs will be available in the outside adviser's current disclosure documents.

The selection of investment managers may be provided on a discretionary or non-discretionary basis where BIP has the authority to hire or fire the investment manager, and BIP's fee may be paid by the sub-advisor. The decision to hire or fire a particular investment manager will be based upon continued suitability and performance of a client's account.

## **Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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### **Code of Ethics**

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At BIP, we take great pride in our commitment to serving our clients' needs and the integrity with which we conduct our business. In our recent history, the financial services industry has come under significant scrutiny, especially in the area of the inherent responsibility of financial professionals to behave in the best interests of their clients.

BIP has developed a Code of Ethics (the "Code") as a means of memorializing our vision of appropriate and professional conduct in carrying out the business of providing investment advisory services. Our Code addresses issues such as the following:

- Standards of conduct and compliance with applicable laws rules, and regulations
- Protection of material non-public information
- Addressing conflicts of interest
- Employee disclosure and reporting of personal securities holdings and transactions
- The firm's initial public offering and private placement policy
- The reporting of violations of the Code
- Enforcement of the Code

As outlined above, BIP has adopted procedures to protect client interests when its associated persons invest in the same securities as those selected for or recommended to clients. In the event of any identified potential trading conflicts of interest, BIP's commitment is to place client interests first.

Consistent with the foregoing, BIP maintains policies regarding participation in initial public offerings ("IPOs") and private placements in order to comply with applicable laws and avoid conflicts with client transactions. If a BIP-associated person wishes to participate in an IPO or invest in a private placement, he or she must submit a pre-clearance request and obtain the approval of BIP's Chief Compliance Officer.

A copy of BIP's Code of Ethics will be furnished upon request.

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## **Participation or Interest in Client Transactions**

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As noted elsewhere in this Brochure, BIP's affiliates and/or officers serve as general partners, managing members or in other similar capacities of several investment-related private market securities which may be recommended to BIP clients. When serving in such capacities, certain BIP affiliates and/or officers may have financial interests in the investing entities.

BIP or its personnel may invest for their own accounts or have a financial interest in the same securities or private market securities that BIP recommends or acquires for the accounts of its clients and may engage in transactions that are the same as or different than transactions recommended to or made for client accounts. Such transactions are permitted if effected, pre-cleared and reported in compliance with BIP's policy on personal securities transactions. Generally, personal securities transactions will not be pre-cleared when an order for the same or a related security is pending for the account of the client. BIP's compliance personnel review reports of personal transactions in securities by BIP personnel quarterly or more frequently if required.

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## **Personal Trading**

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None of BIP's investment adviser representatives may affect for himself or herself or for his or her immediate family (i.e. spouse, minor children, etc.; collectively, "covered persons") any transactions in a security that is being actively recommended to any of BIP's clients, unless in accordance with the following firm procedures:

1. If the firm is recommending that any of its clients buy any security, no covered persons may purchase that security prior to the client's purchase of that security; and
2. If the firm is recommending that any of its clients buy any security, no covered persons may sell that security prior to the client's sale of that security.

It is the primary intent of the preceding procedure to ensure that the best interests of BIP clients are always served.

## **Item 12: Brokerage Practices**

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### **Selecting Brokerage Firms**

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BIP is not a broker-dealer. Unless the client directs otherwise, BIP will generally recommend that all the client's accounts be maintained at custodian firms that are unaffiliated with BIP. This is done to protect the client and provide the ability to control and view assets without solely relying on BIP's reporting.

Although not all-inclusive, BIP recommends the following brokers of record and their corresponding custodian:

<b>Broker of Record</b>	<b>Custodian</b>
Fidelity Brokerage Services, LLC	National Financial Services, LLC
TD Ameritrade Clearing, Inc.	TD Ameritrade Clearing, Inc.
Charles Schwab & Co., Inc.	Charles Schwab & Co., Inc.
n/a	Millennium Trust Company, LLC

Factors that BIP considers in recommending to clients' certain broker-dealers or custodians may include such entity's financial strength, reputation, transaction execution, pricing and service. In return for effecting securities transactions through certain broker-dealer/custodians, BIP or certain of its representatives receive certain support services that may assist BIP in its investment decision-making process for all of BIP's clients.

BIP participates in the institutional advisor programs (each a "Program") offered by Fidelity Investments ("Fidelity"), Charles Schwab & Co., Inc. ("Schwab") and TD Ameritrade Institutional (collectively "the Brokers"), a division of TD Ameritrade Inc., member FINRA/SIPC ("TD Ameritrade"). The Brokers offer their Programs to independent investment advisers. The Programs include such services as custody of securities, trade execution, clearance and settlement of transactions. BIP receives some benefits from the Brokers through its participation in the Programs. BIP is independently owned and operated and is not affiliated with the Brokers.

BIP recommends Fidelity, Schwab or TD Ameritrade to clients for custody and brokerage services. While there is no direct link between BIP's participation in the Programs and the investment advice it gives to its clients through its participation in the Programs, BIP receives economic benefits that are typically not available to retail investors. These benefits generally include, without limitation, the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving program participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to BIP by third party vendors. The Brokers may also pay for business consulting and professional services received by BIP's related persons.

Some of the products and services made available by the Brokers through the Programs may benefit BIP but may not directly benefit its client accounts. These products or services may assist BIP in managing and administering client accounts, including accounts not maintained at the Brokers. Other services made available by the Brokers are intended to help BIP manage and further develop its business enterprise. The benefits received by BIP or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to the Brokers. As part of its fiduciary duties to clients, BIP endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by BIP or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the BIP's choice of the Brokers for custody and brokerage services.

#### Soft Dollars

Generally, in addition to a broker's ability to provide "best execution," BIP may also consider the value of "research" or additional brokerage products and services a broker-dealer has provided or may be willing to provide to BIP. The provision of these added benefits may be based in whole or in part on the value of the BIP's assets under management held at TD Ameritrade, on the brokerage revenue to TD Ameritrade generated by BIP's activities, or on a combination of these two factors. This is known as paying for those services or products with "soft dollars." Because many of the services or products could be considered to provide a benefit to BIP, and because the "soft dollars" used to acquire them are client assets, the firm could be considered to have a conflict of interest in allocating client brokerage business. In this way, BIP could receive valuable benefits by selecting a particular broker or dealer to execute client transactions and the transaction compensation charged by that broker or dealer might not be the lowest compensation the firm might otherwise be able to negotiate. In addition, the firm could have an incentive to cause clients to engage in more securities transactions than would otherwise be optimal in order to generate brokerage compensation with which to acquire products and services.

The firm's use of soft dollars is intended to comply with the requirements of Section 28(e) of the Securities Exchange Act of 1934. Section 28(e) provides a "safe harbor" for investment

managers who use commissions or transaction fees paid by their advised accounts to obtain investment research services that provide lawful and appropriate assistance to the manager in performing investment decision-making responsibilities. As required by Section 28(e), the firm will make a good faith determination that the amount of commission or other fees paid is reasonable in relation to the value of the brokerage and research services provided. That is, before placing orders with a particular broker, we generally determine, considering all the factors described below, that the compensation to be paid to TD Ameritrade is reasonable in relation to the value of all the brokerage and research products and services provided by TD Ameritrade. In making this determination, we typically consider not only the particular transaction or transactions, and not only the value of brokerage and research services and products to a particular client, but also the value of those services and products in our performance of our overall responsibilities to all of our clients. In some cases, the commissions or other transaction fees charged by a particular broker-dealer for a particular transaction or set of transactions may be greater than the amounts another broker-dealer who did not provide research services or products might charge.

#### Directed Brokerage

The client may direct BIP to use a particular broker-dealer (subject to BIP's right to decline and/or terminate the engagement) to execute some or all transaction for the client's account. In such an event, the client will negotiate terms and arrangements for the account with the broker-dealer and BIP will not seek better execution services or process from other broker-dealers to be able to "batch" the client's transactions for execution through other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealer orders for other accounts managed by BIP. As a result, the client can pay higher commissions or other transaction costs or greater spreads or receive less favorable net prices or transactions for the account than would otherwise be the case.

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### **Best Execution**

In seeking best execution, the determinative factor is not always the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including factors such as execution, capability, commission rates and responsiveness. Accordingly, although BIP will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for the client's account transactions.

BIP reviews the execution of trades at each at least quarterly. The review process is documented in the BIP *Compliance Manual*. Trading fees charged by the custodians are also reviewed at least quarterly as the trades are reviewed. BIP does not receive any portion of the trading fees.

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### **Order Aggregation**

Most trades are mutual funds or ETFs where trade aggregation does not garner any client benefit. However, there may be situations where BIP decides to purchase or sell the same securities for several clients at approximately the same time. BIP may (but is not obligated to) combine or "batch" such orders to obtain best execution or to negotiate more favorable transaction rates. BIP will not receive any additional compensation or remuneration because of the aggregation.

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### **Relationships with Investment Product Providers**

Following a stringent interview process, BIP was granted access by Dimensional Fund Advisers (DFA) to its mutual funds. DFA is an Austin, Texas-based mutual fund company with over 100 separate funds in aggregate and over \$609 billion of discretionary assets under management (as of December 31, 2019).

While there is no direct linkage between the investment advice given and the approval of BIP to access the mutual funds of DFA, BIP receives benefits from DFA. These benefits, which are also received by other Registered Investment Adviser firms granted access to the DFA funds include:



- Attendance at seminars hosted by DFA at which the investment products of DFA are explained, academic instruction is given on asset allocation strategies, and financial planning and practice management is given. BIP pays all of the travel and hotel costs for members and staff attending these seminars. DFA provides, at no charge to BIP or the other attendees at such seminars, the speakers and facilities for the seminar, occasional luncheons or dinners and the materials handed out at the seminar.
- Access to the “financial adviser” portion of the DFA website ([www.dfaus.com](http://www.dfaus.com)), which contains additional academic research, practice management articles, newsletters, educational video presentations, software and investment returns data.
- Use of the DFA Returns and DFA Allocation Evaluator software programs and accompanying data, which can be utilized to ascertain how different asset classes (as represented by various indices) and different mutual funds of DFA have performed over time and which provide a method for calculation based upon historical results of rate of return and standard deviation for those assets classes and mutual funds.
- Various print materials (including article reprints and DFA brochures)
- Occasional practice management conferences and telephone conferences with DFA's team members to discuss specific issues relating to academic research relating to investment theory and/or relating to practice development (marketing) and management issues.

We are under no obligation to recommend the mutual funds of Dimensional Fund Advisers to our clients. We recommend the mutual funds of DFA or other mutual fund companies or other investment products only when we believe they best suit our client's objectives. We do not provide any payment to DFA for the access provided to our clients. DFA does not pay to BIP any monetary compensation in order to recommend the funds of DFA.

## Item 13: Review of Accounts

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### **Periodic Reviews**

Managed portfolios are reviewed at least quarterly but may be reviewed more often if requested by the client, upon receipt of information material to the management of the portfolio, or at any time such review is deemed necessary or advisable by BIP. These factors generally include but are not limited to, the following: unusual cash flows, change in general client circumstances (marriage, divorce, retirement) or economic, political or market conditions. Additional triggering factors could be performance on an individual account being an outlier to the performance of accounts with similar investment objectives.

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### **Regular Reports**

Quarterly written reports are provided to clients, detailing investment allocations and performance. The primary custodian, (typically TD Ameritrade, Fidelity Investments and Charles Schwab), provides at least quarterly statements that itemize client account holdings and activities. Clients are encouraged to review both statements closely for comparative purposes.

## Item 14: Client Referrals and Other Compensation

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### **Incoming Referrals**

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BIP is fortunate to receive many client referrals. The referrals come from current clients, estate planning attorneys, accountants, personal friends of employees and other similar sources. The firm does not compensate for the majority of these referrals.

There is a limited number of solicitor agreements with strategic partners.

BIP *DOES NOT* charge clients introduced by third-parties fees or costs greater than the fees or costs BIP charges its advisory clients who were not introduced by the third-party solicitors and have similar portfolios under management with BIP. In other words, being introduced to the firm from a solicitor will have no influence whatsoever on the fees charged to clients. Any such agreements are handled in accordance with the provisions of Rule 206(4)-3 under the Investment Advisors Act of 1940. For more information on our solicitor arrangements, please call (404) 495-5230.

BIP receives client referrals from TD Ameritrade through its participation in TD Ameritrade *AdvisorDirect*. In addition to meeting the minimum eligibility criteria for participation in *AdvisorDirect*, BIP may have been selected to participate in *AdvisorDirect* based on the amount and profitability to TD Ameritrade of the assets in, and trades placed for, client accounts maintained with TD Ameritrade. TD Ameritrade is a discount broker-dealer independent of and unaffiliated with BIP and there is no employee or agency relationship between them. TD Ameritrade has established *AdvisorDirect* as a means of referring its brokerage customers and other investors seeking fee-based personal investment management services or financial planning services to independent investment advisors. TD Ameritrade does not supervise BIP and has no responsibility for BIP's management of client portfolios or BIP's other advice or services. BIP pays TD Ameritrade an on-going fee for each successful client referral. This fee is usually a percentage (not to exceed 25%) of the advisory fee that the client pays to BIP ("Solicitation Fee"). BIP will also pay TD Ameritrade the Solicitation Fee on any advisory fees received by BIP from any of a referred client's family members, including a spouse, child or any other immediate family member who resides with the referred client and hired BIP on the recommendation of such referred client. BIP will not charge clients referred through *AdvisorDirect* any fees or costs higher than its standard fee schedule offered to its clients or otherwise pass Solicitation Fees paid to TD Ameritrade to its clients. *For information regarding additional or other fees paid directly or indirectly to TD Ameritrade, please refer to the TD Ameritrade AdvisorDirect Disclosure and Acknowledgement Form.*

BIP's participation in *AdvisorDirect* raises potential conflicts of interest. TD Ameritrade will most likely refer clients through *AdvisorDirect* to investment advisors that encourage their clients to custody their assets at TD Ameritrade and whose client accounts are profitable to TD Ameritrade. Consequently, in order to obtain client referrals from TD Ameritrade, BIP has an incentive to recommend to *AdvisorDirect* clients that the assets under management by BIP be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade. In addition, BIP has agreed not to solicit clients referred to it through *AdvisorDirect* to transfer their accounts from TD Ameritrade or to establish brokerage or custody accounts at other custodians, except when its fiduciary duties require doing so. BIP's participation in *AdvisorDirect* does not diminish its duty to seek best execution of trades for client accounts.

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### **Referrals Out**

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While BIP may refer clients to other professionals (e.g., accountants, lawyers, etc.), BIP does not receive a referral fee or other compensation for doing so.

## Item 15: Custody

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### **Account Statements**

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All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

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### **Standing Letter of Instruction**

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BIP Wealth is deemed to have custody of client assets as a result of clients authorizing BIP Wealth to distribute assets from their accounts to a specific named recipient in accordance with a standing letter of instruction. BIP Wealth is complying with the SEC No-Action Letter dated February 21, 2017 (Investment Adviser Association) allowing firms who comply with all of the provisions of the no-action letter to forego the annual surprise custody examination. BIP Wealth is also deemed to have custody due to directly debiting advisory fees.

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### **Performance Reports**

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Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by BIP.

## Item 16: Investment Discretion

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### **Discretionary Authority for Trading**

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As described above under **Item 4 - Advisory Business**, BIP manages portfolios on a discretionary basis. This means that after an investment plan is developed for the client's investment portfolio, BIP will execute that plan without specific consent from the client for each transaction. For discretionary accounts, a Limited Power of Attorney ("LPOA") is executed by the client, giving BIP the authority to carry out various activities in the account, generally including the following: trade execution; the ability to request checks on behalf of the client in the client's name and sent to the address of record, and, the withdrawal of advisory fees directly from the account. BIP then directs investment of the client's portfolio using its discretionary authority. The client may limit the terms of the LPOA to the extent consistent with the client's investment advisory agreement with BIP and the requirements of the client's custodian. The discretionary relationship is further described in the agreement between BIP and the client.

The only non-discretionary investment recommendations made by BIP involves client investments in private market investments. In this situation, BIP will make recommendations it believes are appropriate for the client's investment plan. Investments in the private equity/debt market must be authorized by the client prior to BIP's facilitation of such transactions that may have been recommended.

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### **Limited Power of Attorney**

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Clients sign a limited power of attorney as a trading authorization so that BIP may execute the trades that they have authorized. See **Item 16 – Discretionary Authority for Trading**.

## Item 17: Voting Client Securities

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### **Proxy Votes**

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Effective March 2012, as a policy and in accordance with BIP's client agreement, BIP no longer votes proxies related to securities held in client accounts. The custodian of the account will normally provide proxy materials directly to the client. Clients may contact BIP with questions relating to proxy procedures and proposals; however, BIP generally does not research particular proxy proposals.

## Item 18: Financial Information

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### **Financial Condition**

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BIP does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore has no disclosure with respect to this item.

# Exhibit A

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**William J. Harris, CFP®**

**CRD# 2166332**

**of**

**BIP Wealth, LLC**

3575 Piedmont Road  
Building 15, Suite 730  
Atlanta, Georgia 30305

(404) 495-5230

[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about William ("Bill") Harris, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Bill is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Bill Harris (year of birth 1970), Co-Founder of BIP, is a Personal Wealth Advisor and serves on the Investment Committee. Bill has over 25 years of experience in capital markets with expertise in financial planning and investment management.

Bill co-founded BIP Wealth in 2007, and in 2009 he co-founded BIP Holdings, LLC. Prior to this, Bill was a Business Development Officer of U.S. Trust from 2004 until 2007, and a Managing Director with Charles Schwab & Co., Inc. from 1993 to 2004.

Bill earned his Bachelor of Science from the Ivan Allen School of Management at Georgia Institute of Technology, and his MBA from J. Mack Robinson School of Business at Georgia State University. He also attended the Cannon Trust School. In 2007, Bill obtained his CERTIFIED FINANCIAL PLANNER™ certification\*. He was formerly President of the Financial Planning Alumni Association at Georgia State University and has also been involved with Junior Achievement of Georgia and Habitat for Humanity.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Bill has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

As an officer of BIP, Bill is engaged in one or more affiliates of BIP.

### ***Item 5 - Additional Compensation***

Bill has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority and for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Eric Cramer, CFA, CFP®**

**CRD# 2957889**

**of**

**BIP Wealth, LLC**

3575 Piedmont Road  
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Atlanta, Georgia 30305

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[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Eric Cramer, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Eric is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Eric Cramer (year of birth 1966) is the Chief Investment Officer and Chairman of the Investment Committee for BIP. Eric has over two decades of experience helping affluent families in 25 states manage their investment portfolios. As a CERTIFIED FINANCIAL PLANNER® practitioner\*, he is keenly aware of the tax implications and other planning implications of portfolio management decisions. As a Chartered Financial Analyst® charterholder\*, Eric is dedicated to promoting the highest standards of education, integrity, and professional excellence in his role as Chief Investment Officer for BIP clients' investments.



Eric joined BIP in 2011. Prior to his involvement with BIP, Eric worked at Charles Schwab & Co., Inc. as a Financial Consultant with the Schwab Private Client program from 2001 until 2011 and as a Senior Relationship Manager with Schwab Services to Plan Administrators from 1997 to 2001.

Eric earned his Bachelor of Science from the College of Human Resources at Virginia Tech, and his MBA from Virginia Tech Pamplin School of Business. He is a member of the Financial Planning Association, the Atlanta Society of Financial Analysts, and the MBA Alumni Association of Virginia Tech.

\* The Chartered Financial Analyst® (“CFA®”) is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charter holder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor’s degree.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate’s ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Eric has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Eric is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Eric has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy and strategy are governed and implemented by BIP’s Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP’s Chief Compliance Officer and serves on the firm’s Investment Committee. Eric reports to the managing board of BIP, members of which also may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Dennis A. Booker**

**CRD# 4173823**

**of**

**BIP Wealth, LLC**

2500 Northwinds Parkway  
Building III, Suite 150  
Alpharetta, Georgia 30009

(404) 495-5230

[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Dennis Booker, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Dennis is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Dennis A. Booker (year of birth 1974) is a Personal Wealth Advisor with BIP. Dennis has over 20 years of experience in capital markets with expertise in financial planning and investment management.

Dennis joined BIP in 2010. Prior to his involvement with BIP, Dennis was a Financial Consultant with the Schwab Private Client program of Charles Schwab & Co., Inc. from 2000 until 2010, and served as a Financial Consultant at American Express Financial Advisors in 2000.

Dennis is a Registered Paraplanner (RP®)\*, earned from the College for Financial Planning, and is also a Level III Candidate in the Chartered Financial Analyst® program.

\* The RP® designation is awarded by the College for Financial Planning. Individuals who hold this designation have completed a course of study encompassing the financial planning process, the five disciplines of financial planning and general financial planning concepts, terminology and product categories. The individual must have also passed the final examination and have completed a three-month long internship. Designees must renew their right to continue using the RP® designation by completing 16 hours of continuing education, reaffirming to abide by the Standards of Professional Conduct, complying with self-disclosure requirements, and paying a biennial renewal fee.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Dennis has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Dennis is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Dennis has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Dennis' direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Lori L. Boykin**

**CRD# 2784418**

**of**

**BIP Wealth, LLC**

2500 Northwinds Parkway  
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[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Lori Boykin, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Lori is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Lori L. Boykin (year of birth 1968) joined BIP in 2014 as a Relationship Manager. Lori has over 23 years of capital markets experience with expertise in financial planning and investment management. Prior to joining BIP, Lori served as a Financial Consultant at Charles Schwab & Co., Inc. from 1999 to 2014. Lori's previous experience also includes several years in a sales support position at A.G. Edwards & Sons, Inc.

Lori is an active volunteer with the Susan G. Komen Race for the Cure in Atlanta and the American Cancer Society.

***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Lori has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Lori is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Lori has no other income or compensation to disclose.

***Item 6 - Supervision***

William J. Harris has oversight and decision-making authority and responsibility for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. Lori's direct supervisor is Nathan Smith, BIP's Chief Operations Officer. He may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Michael S. Brocker, CFP®**

**CRD# 6317670**

**of**

**BIP Wealth, LLC**

3575 Piedmont Road  
Building 15, Suite 730  
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(404) 495-5230

[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Michael Brocker, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Michael is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 - Educational Background and Business Experience**

Michael Brocker (year of birth: 1984) is a Personal Wealth Advisor with BIP. Prior to joining BIP in 2015, Michael was a Vice President and Family Wealth Advisor with GenSpring Family Offices, an affiliate of SunTrust Bank. He spent 8 years at GenSpring working closely with families delivering a wide range of services that include financial planning, tax and estate planning, insurance reviews, trust administration, and philanthropic plans.

Michael earned a B.S. degree in Financial Planning from the University of Georgia in 2007. He also earned the CERTIFIED FINANCIAL PLANNER® certification\* in November 2010.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Michael has no such disciplinary information to report.

### **Other Business Activities**

Michael is not engaged in any other business activities.

### **Additional Compensation**

Michael has no other income or compensation to disclose.

### **Supervision**

William J. Harris has oversight and decision-making authority and responsibility for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Michael's direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Karen L. Chermak**

**CRD# 2624905**

**of**

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March 30, 2020

This Brochure Supplement provides information about Karen Chermak, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Karen is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Karen L. Chermak (year of birth 1965) is a Relationship Manager with BIP. Karen has over 20 years of capital markets experience. Her expertise includes small business and individual retirement solutions.

Karen joined BIP in 2011. Prior to her involvement with BIP, Karen was a Realtor with Atlanta Fine Homes-Sotheby's from 2010 until 2011, and served as a Financial Consultant at Charles Schwab & Co., Inc. from 1994 to 2010.

Karen is a member of Trees Atlanta, Habitat for Humanity, and the Humane Society.



***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Karen has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Karen is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Karen has no other income or compensation to disclose.

***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. Karen's direct supervisor is Nathan Smith, BIP's Chief Operations Officer. He may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Michel Cowdery**

**CRD# 4571500**

**of**

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[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Michel Cowdery, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Michel is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Michel I. Cowdery (year of birth 1974) is a Relationship Manager with BIP. He has over 17 years of experience in financial services with a thorough understanding of financial planning, investment management, risk planning, and compliance.

Michel joined BIP Wealth in March 2018. Prior to his involvement with BIP, he held various roles as a financial advisor, client service manager, and registered principal delegate with Ameriprise Financial, SunTrust Investment Services, Barclays, and Habif, Arogeti & Wynne.

Michel earned Bachelor of Science and Bachelor of Arts degrees from the University of Florida. He holds a Series 66 license which qualifies individuals as Investment Advisers. has served on the Cobb Adult Soccer League advisory board and on his HOA board. He is also actively involved with the American Foundation for Suicide Prevention and Soccer in the Streets.

***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Michel has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Michel is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Michel has no other income or compensation to disclose.

***Item 6 - Supervision***

William J. Harris oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. Michel's direct supervisor is Nathan Smith, BIP's Chief Operations Officer. He may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Thomas E. Day, Jr., CFA®**

**CRD# 4677527**

**of**

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March 30, 2020

This Brochure Supplement provides information about Thomas E. Day, Jr., and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Thomas is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 - Educational Background and Business Experience**

Thomas E. Day, Jr. (year of birth: 1983) is a Portfolio Manager with BIP. Prior to joining BIP in 2016, Thomas spent more than ten years at SunTrust Banks, Inc. where he spent two years as a PAM Portfolio Specialist and eight years as Vice President – Investment Portfolio Manager. Thomas' primary responsibilities at BIP include portfolio management and securities trading for client investment portfolios and assisting in the implementation and management of a number of proprietary BIP investment strategies.

Thomas received his Bachelor's degree in Economics from the Furman University in 2005. Thomas also received the Chartered Financial Analyst® designation and is a member the CFA Institute and the Atlanta Society of Finance and Investment Professionals.

\* The Chartered Financial Analyst® ("CFA®") designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charter holder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor's degree.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Thomas has no such disciplinary information to report.

### **Other Business Activities**

Thomas is not engaged in any other business activities.

### **Additional Compensation**

Thomas has no other income or compensation to disclose.

### **Supervision**

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He may be contacted at (404) 495-5230.

Thomas's direct supervisor is Eric Cramer, Chief Investment Officer. He may also be contacted at (404) 495-5230.

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**Form ADV Part 2**

**Item 1 - Cover Page**

**Xavier Herschberg**

**CRD# 7188282**

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March 30, 2020

This Brochure Supplement provides information about Xavier Herschberg, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Dennis is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Xavier Herschberg (year of birth 1996) is an Associate with BIP. Xavier has over 2 years of experience in the financial services industry.

Xavier joined BIP in 2018 and has recently passed the Series 65 Investment Adviser Law Exam which qualifies individuals as Investment Advisers.

Xavier earned his Bachelor of Science in Business Administration, with a Concentration in Finance, from the Scheller College of Business at the Georgia Institute of Technology (2017). Xavier is currently pursuing his Certificated Financial Planner (CFP) certification.

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### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Xavier has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Xavier is a coach of youth soccer in Alpharetta, GA for which he's compensated. A minimal number of hours per month are spent on this activity.

### ***Item 5 - Additional Compensation***

Other than disclosed above, Xavier is not engaged in any other business activities.

### ***Item 6 - Supervision***

William J. Harris has oversight and decision-making authority and responsibility for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. Xavier's direct supervisor is Nathan Smith, BIP's Chief Operations Officer. He may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1 - Cover Page**

**Marcia M. Mayoue, CFA® CFP®**

**CRD# 1887472**

**of**

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[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Marcia Mayoue, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@buckheadinvestments.com](mailto:bipclientcare@buckheadinvestments.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about James is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Marcia M. Mayoue (year of birth 1966) is a Personal Wealth Advisor with BIP. Marcia has over 32 years of experience in capital markets with expertise in financial planning and investment management.

Marcia joined BIP in 2011. Prior to her involvement with BIP, Marcia was a Director with Holcombe Financial, Inc., owned her own wealth management firm (Mayoue Wealth Management) from 2007 to 2010, and served as Director at Homrich Berg Wealth Management from 2006 to 2007. She was with Balantine & Company from 1992 to 2006. And Manufacturers Hanover Securities from 1988 to 1992.

Marcia earned her Bachelor of Science in both finance and accounting from Miami University in Oxford, Ohio and her MBA from the University of Michigan in Ann Arbor, Michigan. Marcia became a Chartered Financial Analyst® charterholder\*in 2001. In 2006, Marcia obtained her Certified Financial Planner® certification\*\*.



Marcia is on the board of Moving in the Spirit. Marcia is also on the board of Usher's New Look Foundation.

\* The Chartered Financial Analyst® ("CFA®") is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor's degree.

\*\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Marcia has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Marcia is engaged in no other business activities.

### ***Item 5 - Additional Compensation***

Marcia has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight and decision-making authority and responsibility for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Marcia's direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**James R. Poole, CFP®**

**CRD# 5502339**

**of**

**BIP Wealth, LLC**

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Alpharetta, Georgia 30009

(404) 495-5230

March 30, 2020

This Brochure Supplement provides information about James Poole, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about James is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 – Educational Background and Business Experience**

James R. Poole (year of birth: 1966) is a Personal Wealth Advisor with BIP. Since 1993, James has served on the Major League Baseball Players Benefit Plan Pension Committee. Beginning in 2004, he has acted as a Resource Player to the Rookie Career Development Program co-sponsored by MLB and MLBPA. James previously served on Major League Baseball Players Association Executive Committee from 1993 – 2000. In 2014, James was named Chairman of Major League Alumni Marketing (for-profit company under the MLBPA umbrella).

Prior to joining BIP in 2017, James opened Grand Slam Sports Center in Johns Creek, Georgia. James worked for the Fulton County Schools as a full-time and substitute teacher from 2012 – 2017.

James received his Bachelor's degree in Electrical Engineering from the Georgia Institute of Technology in 1990. In addition, James became a CERTIFIED FINANCIAL PLANNER® professional\* in May 2017.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, James has no such disciplinary information to report.

### **Other Business Activities**

James is the Chairman of the Major League Alumni Marketing ("MLAM"). MLAM provides opportunities for current and former major league baseball players to earn money. James is responsible for strategic planning and oversight of the Chief Executive Officer of MLAM, including approving expenditures/contracts over a certain dollar amount.

### **Additional Compensation**

Other than as disclosed above, James is not engaged in any other business activities.

### **Supervision**

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is James' direct supervisor and may be contacted at (404) 495-5230.

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**Form ADV Part 2**

**Item 1 - Cover Page**

**John M. Ray, J.D.**

**CRD# 5315572**

**of**

**BIP Wealth, LLC**

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Alpharetta, Georgia 30009

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March 30, 2020

This Brochure Supplement provides information about John M. Ray, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about John is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

John M. Ray (year of birth 1967) joined BIP in 2014 as a Personal Wealth Advisor. John has 13 years of experience in capital markets with expertise in financial planning and investment management.

John started out in the financial services industry in 2007, serving as VP/Financial Advisor with Bernstein Global Wealth Management. In 2009, he moved to Bank of New York Mellon Wealth Management where he served as Director of Business Development. From 2011 to 2013, John worked with Level Creek Wealth Management as a financial advisor, and served as a registered representative of Berthel Fisher & Company Financial Services, Inc. John also served in business development/sales roles primarily with AT&T from 1995-2014.

John earned his Bachelor of Arts from Emory University (1989), and his MBA from The University of South Carolina's International Business program (1992). Thereafter, he earned a J.D.\* from the Birmingham School of Law (2000).

\* A Juris Doctorate ("J.D.") degree is the degree commonly conferred by law schools.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, John has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

John is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

John has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is John's direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Aron R. Riddle, CFP®**

**CRD# 4434768**

**of**

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March 30, 2020

This Brochure Supplement provides information about Aron Riddle, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Aron is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 – Educational Background and Business Experience**

Aron R. Riddle (year of birth: 1981) is a Personal Wealth Advisor with BIP. Prior to joining BIP in 2017, Aron worked for Strategic Advisors, Inc., in Atlanta, for 13 years. Strategic Advisors, Inc. is the investment advisory arm of Fidelity Investments. Aron served the firm's private wealth clients as Vice President and Senior Account Executive and specialized in retirement, income, and multigenerational planning.

Aron received his Bachelor's degree in Finance with a minor in Economics from the Westminster College in Salt Lake City, Utah in 2004. In addition, Aron became a CERTIFIED FINANCIAL PLANNER® professional\* in 2011.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others, may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Aron has no such disciplinary information to report.

### **Other Business Activities**

Aron owns and manages rental properties in Salt Lake City, Utah from which he derives rental income. A minimal number of hours per month are spent managing these properties.

### **Additional Compensation**

Other than as disclosed above, Aron is not engaged in any other business activities.

### **Supervision**

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Aron's direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Forrest Robertson, CFP®**

**CRD# 2237591**

**of**

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March 30, 2020

This Brochure Supplement provides information about Forrest Robertson, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Forrest is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Forrest Robertson (year of birth 1968) is a Personal Wealth Advisor with BIP. Forrest has over 26 years of experience in capital markets with expertise in financial planning and investment management.

Forrest joined BIP Wealth in 2009. Prior to his involvement with BIP, Forrest was a Financial Consultant with the Schwab Private Client program of Charles Schwab & Co. from 1999 until 2009, and served as a Branch Manager at Waterhouse Securities, Inc. from 1992 to 1999.



Forrest earned his Bachelor of Arts from the University of North Carolina at Chapel Hill. In 2002, he obtained his CERTIFIED FINANCIAL PLANNER® certification\*. Forrest is a member of the Financial Planning Association, Atlanta Society of Finance and Investment Professionals, and the University of North Carolina General Alumni Association (Atlanta Carolina Club).

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate's ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Forrest has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Forrest is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Forrest has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Forrest's direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**  
**Form ADV Part 2**  
**Item 1 - Cover Page**  
**Kyle A. Schmidt, CFP®**

**CRD# 6003283**

**of**

**BIP Wealth, LLC**

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March 30, 2020

This Brochure Supplement provides information about Kyle Schmidt, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Kyle is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

***Item 2 - Educational and Business Experience***

Kyle Schmidt (year of birth: 1983) is a Personal Wealth Advisor with BIP. Kyle has over 8 years of experience with expertise in financial planning and investment management.

Kyle joined BIP in 2018 to serve the complex financial needs of professional athletes in the BIP Baseball Division. Prior to this, Kyle was a Client Advisor with SunTrust Private Wealth Management from 2015-2018, GenSpring Family Offices (a division of SunTrust) from 2013-2015, Wells Fargo Advisors in 2013, and Morgan Stanley Smith Barney from 2011-2013. Additionally, Kyle was a pitcher with the Baltimore Orioles organization from 2004-2009.

Kyle also serves on the Board of Directors for the Fellowship of Christian Athletes, at the Georgia Tech campus.

Kyle earned his Bachelor of Science in Business from the Warrington School of Business at the University of Florida after his 5 years with the Baltimore Orioles. In 2017, Kyle obtained his CERTIFIED FINANCIAL PLANNER (CFP®).

\*The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2- day period. At least 3 years of qualifying full-time work experience are required for certification.

Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### ***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Kyle has no such disciplinary information to report.

### ***Item 4 - Other Business Activities***

Kyle is not engaged in any other business activities.

### ***Item 5 - Additional Compensation***

Kyle has no other income or compensation to disclose.

### ***Item 6 - Supervision***

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He may be contacted at (404) 495-5230

Kyle's direct supervisor is James Poole, Personal Wealth Advisor. He may also be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**John P. Scott, CFA®CFP®**

**CRD# 4660015**

**of**

**BIP Wealth, LLC**

2500 Northwinds Parkway  
Building III, Suite 150  
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[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about John P. (“JP”) Scott, and supplements the BIP Wealth, LLC (“BIP”) Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP’s Brochure, or if they have any questions about the contents of this supplement.

Additional information about JP is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 – Educational Background and Business Experience**

John P. Scott (year of birth: 1981) is a Personal Wealth Advisor with BIP. JP has over 16 years of industry experience. Prior to joining BIP in 2015, JP was a Vice President – Financial Consultant at Charles Schwab & Co. for 10 years. Preceding his work at Charles Schwab, JP was a Financial Advisor at Cole Wealth Management and American Express Financial Advisors.

JP received his Bachelor’s degree in Finance from the University of Georgia in 2003. He is also a member in the CFA Society of Atlanta. In addition, JP received the Chartered Financial Analyst® designation\* in 2014 and became a CERTIFIED FINANCIAL PLANNER™ professional\*\* in 2008.

\* The Chartered Financial Analyst® (“CFA®”) designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charterholder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor’s degree.

\*\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination, experience and ethics requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. A comprehensive examination tests the candidate’s ability to apply financial planning knowledge to client situations. Qualifying work experience is also required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process. CFP® professionals must complete 30 hours of continuing education accepted by CFP Board every two years.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, JP has no such disciplinary information to report.

### **Other Business Activities**

JP is not engaged in any other business activities.

### **Additional Compensation**

JP has no other income or compensation to disclose.

### **Supervision**

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP’s Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP’s Chief Compliance Officer and serves on the firm’s Investment Committee. He is JP’s direct supervisor and may be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Michael F. Sorrow, Jr.**

**CRD# 7204735**

**of**

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March 30, 2020

This Brochure Supplement provides information about Michael F. Sorrow, Jr., and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Dennis is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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***Item 2 - Educational Background and Business Experience***

Michael F. Sorrow, Jr. (year of birth 1974) is a Personal Wealth Advisor with BIP. Michael has over 23 years of industry experience and works with high net worth individuals and families in the areas of financial planning and investment management.

Michael joined BIP in 2019. He began his career in financial services in 1997, serving as a Senior Consultant for Greene Consulting Associates, an industry leader of financial services education and training services. Michael was drafted by the San Francisco Giants in 1996 as an infielder.

Michael earned his Bachelor of Science in Management from the Georgia Institute of Technology (1996), his Master of Business Administration from Mercer University (1999) and his Executive Certificate for Financial Planning from the University of Georgia – Terry College of Business (2007).

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***Item 3 - Disciplinary Information***

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Michael has no such disciplinary information to report.

***Item 4 - Other Business Activities***

Michael is not engaged in any other business activities.

***Item 5 - Additional Compensation***

Michael has no other income or compensation to disclose.

***Item 6 - Supervision***

William J. Harris has oversight and decision-making authority and responsibility for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Michael's direct supervisor and may be contacted at (404) 495-5230.

## **Brochure Supplement**

### **Form ADV Part 2**

#### **Item 1 - Cover Page**

**Merlin W. Tolstyk, CFA®**

**CRD# 3029908**

**of**

**BIP Wealth, LLC**

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March 30, 2020

This Brochure Supplement provides information about Merlin W. Tolstyk and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Merlin is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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#### **Item 2 – Educational Background and Business Experience**

Merlin W. Tolstyk [year of birth: 1970] is a Portfolio Manager with BIP. Prior to joining BIP in March of 2020, Merlin spent five years at Gladiator Capital Management as an equity portfolio manager. Merlin's primary responsibilities at BIP include portfolio management and securities trading for client investment portfolios and assisting in the implementation and management of a number of proprietary BIP investment strategies.

Merlin received his Bachelor's degree in Business Administration from Loyola Marymount University in 1993 and his MBS from Arizona State University in 1997. Merlin also received the Chartered Financial Analyst® designation and is a member the CFA Institute.



\* The Chartered Financial Analyst® (“CFA®”) designation is a professional designation given by the CFA Institute that measures the competence and integrity of financial analysts. The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. Candidates are required to pass three levels of examinations covering areas such as accounting, economics, ethics, money management and security analysis. Before a candidate is eligible to become a CFA charter holder, he/she must meet minimum experience requirements in the area of investment/financial practice. To enroll in the program, a candidate must hold a bachelor’s degree.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Merlin has no such disciplinary information to report.

### **Other Business Activities**

Merlin is a limited partner to an equity hedge fund. No hours are dedicated to the fund.

### **Additional Compensation**

Merlin has no other income or compensation to disclose.

### **Supervision**

William J. Harris has oversight responsibility and decision-making authority for BIP. Firm investment policy and strategy are governed and implemented by BIP’s Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP’s Chief Compliance Officer and serves on the firm’s Investment Committee. He may be contacted at (404) 495-5230.

Merlin’s direct supervisor is Eric Cramer, Chief Investment Officer. He may also be contacted at (404) 495-5230.

**Brochure Supplement**

**Form ADV Part 2**

**Item 1 - Cover Page**

**Taylor N. Williams, CFP®**

**CRD# 3009861**

**of**

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[www.bipwealth.com](http://www.bipwealth.com)

March 30, 2020

This Brochure Supplement provides information about Taylor N. Williams, and supplements the BIP Wealth, LLC ("BIP") Brochure. You should have received a copy of that Brochure.

Clients may contact us at (404) 495-5230, or by email [bipclientcare@bipwealth.com](mailto:bipclientcare@bipwealth.com) if they do not receive BIP's Brochure, or if they have any questions about the contents of this supplement.

Additional information about Taylor is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 - Educational Background and Business Experience**

Taylor N. Williams (year of birth: 1963) is a Personal Wealth Advisor with BIP. Taylor has over 23 years of industry experience and he is a CERTIFIED FINANCIAL PLANNER® professional.

Taylor joined BIP in 2015. Prior to his involvement with BIP, Taylor was an Investment Adviser Representative with Wellspring Associates Wealth Management from 2005 until 2015. He also served as a Registered Representative with LPL Financial, Inc. from 2009 until 2015. His previous experience includes six years with Schwab Private Client serving the financial needs of affluent families.

Taylor received his Bachelor's degree in Business from Charleston Southern University and obtained his CERTIFIED FINANCIAL PLANNER® certification\* from Oglethorpe University.

\* The CFP® certification is granted by Certified Financial Planner Board of Standards, Inc. (CFP Board). To attain the certification, the candidate must complete the required educational, examination and experience requirements set forth by CFP Board. Certain designations, such as the CPA, CFA and others may satisfy the education component, and allow a candidate to sit for the CFP® Certification Examination. The Examination tests the candidate's ability to apply financial planning knowledge to client situations. The 10-hour exam is divided into three separate sessions over a 2-day period. At least 3 years of qualifying full-time work experience are required for certification. Qualifying experience includes work in the area of the delivery of the personal financial planning process to clients, the direct support or supervision of others in the personal financial planning process, or teaching all, or any portion, of the personal financial planning process.

### **Disciplinary Information**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Taylor has no such disciplinary information to report.

### **Other Business Activities**

Taylor is not engaged in any other business activities.

### **Additional Compensation**

Taylor has no other income or compensation to disclose.

### **Supervision**

William J. Harris has oversight and decision-making authority and responsibility for BIP. Firm investment policy and strategy are governed and implemented by BIP's Investment Committee, which is chaired by Eric A. Cramer who may be contacted at (404) 495-5230.

Bill Harris is BIP's Chief Compliance Officer and serves on the firm's Investment Committee. He is Taylor's direct supervisor and may be contacted at (404) 495-5230.