

This brochure supplement provides information about Marc C. Davis that supplements the Davis & Seiley Wealth Management, Inc. brochure. You should have received a copy of that brochure. Please contact Marc C. Davis if you did not receive Davis & Seiley Wealth Management, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Marc C. Davis is also available on the SEC's website at www.adviserinfo.sec.gov.

Davis & Seiley Wealth Management, Inc.

Form ADV Part 2B – Individual Brochure

for

Marc C. Davis

Personal CRD Number: 2087050

Investment Adviser Representative

Davis & Seiley Wealth Management, Inc.

5400 Connecticut Avenue, Suite 100

La Mesa, CA 91942

(619) 697-2684

marc@davis-seiley.com

UPDATED: 03/31/2020

Item 2: Educational Background and Business Experience

Name: Marc C. Davis

Born: 1966

Educational Background and Professional Designations:

Education:

Bachelor of Arts Economics, Brigham Young University, Provo, UT - 1990

Examinations & Designations:

CFP® - Certified Financial Planner, College for Financial Planning, Denver, CO, 1993

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background:

01/2005Present	Founder & President Davis & Seiley Wealth Management, Inc.
01/2011 – Present	Investment Adviser Representative Davis & Seiley Wealth Management, Inc.
01/2011 – 12/2016	Registered Representative Purshe Kaplan Sterling Investments, Inc.
06/2001 - 01/2011	Investment Adviser Representative LPL Financial Corporation

Item 3: Disciplinary Information

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

Item 4: Other Business Activities

Marc C. Davis is not engaged in any investment-related business or occupation (other than this advisory firm).

Mr. Davis volunteers in a leadership role in his Church. He receives no pay or salary and this work is unrelated to Davis & Seiley Wealth Management. He typically spends about 30 hours a week on these activities which are not investment related.

Item 5: Additional Compensation

Marc C. Davis does not receive any economic benefit from any person, company, or organization, other than Davis & Seiley Wealth Management, Inc. in exchange for providing clients advisory services through Davis & Seiley Wealth Management, Inc.

Item 6: Supervision

Joseph M. Seiley, Vice President and Chief Compliance Officer of Davis & Seiley Wealth Management, Inc., supervises and monitors Mr. Davis's activities on a regular basis. Mr. Seiley is responsible for ensuring that Marc C. Davis adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. Additionally, Mr. Seiley monitors correspondence for written financial advice that Mr. Davis provides to clients, and Mr. Seiley monitors trading activity submitted by Mr. Davis. The phone number for Joseph M Seiley is (619) 697-2684.