

COLTON GROOME FINANCIAL ADVISORS, LLC



ADV 2B Supplemental Brochure

This ADV 2B Brochure Supplement provides information about Jay Garst Reese that supplements the Colton Groome Financial Advisors, LLC ADV 2A Brochure. You should have received a copy of that brochure. Please contact Colin S. Larsen if you did not receive Colton Groome Financial Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Jay Garst Reese is available on the SEC's website at www.adviserinfo.sec.gov.

**Jay Garst Reese
CRD #: 2452844**

**Colton Groome Financial Advisors, LLC
1127-B Hendersonville Road
Asheville, NC 28803
Telephone: 828-252-1816
Website: www.coltongroome.com**

August 20, 2020

Item 2 Educational Background and Business Experience

Jay Garst Reese, born 1970

A. Education and Professional Designations:

- MBA, Finance, Wake Forest University, 2005
- BA Business Administration, Lenoir-Rhyne University, 1993
- CFA (Chartered Financial Analyst), 2008

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

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

High Ethical Standards

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

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

Global Recognition

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

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

Comprehensive and Current Knowledge

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

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

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

B. Business Experience:

- Colton Groome Financial Advisors, LLC, Asheville, NC, Investment Adviser Representative: 7/2020 to Present
- Colton Groome & Company, Asheville, NC , Director of Investment Services: 7/2020 to Present
- Not employed: 01/2020 to 07/2020
- Boys, Arnold & Company, Asheville, NC: 07/2005 – 01/2020

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

Jay Garst Reese is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5 Additional Compensation

Jay Garst Reese does not receive any economic benefit from any person, company, or organization, other than Colton Groome Financial Advisors, LLC in exchange for providing clients advisory services through Colton Groome Financial Advisors, LLC.

Item 6 Supervision

As a representative of Colton Groome Financial Advisors, LLC, Jay Garst Reese is supervised by Colin S. Larsen, the firm's Chief Compliance Officer. Colin S. Larsen is responsible for ensuring that Jay Garst Reese 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. The phone number for Colin S. Larsen is (828) 252-1816.