

*This brochure supplement provides information about James Trueman that supplements the BWM Advisory LLC brochure. You should have received a copy of that brochure. Please contact James Trueman if you did not receive BWM Advisory LLC's brochure or if you have any questions about the contents of this supplement.*

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

## **BWM Advisory LLC**

### **Form ADV Part 2B – Individual Disclosure Brochure**

*for*

### **James Trueman**

Personal CRD Number: 1185171

Investment Adviser Representative

#### **BWM Advisory LLC**

300 International Dr. Suite 100

Williamsville, NY 14221

(716) 204-3550

[jtrueman@bedrockia.com](mailto:jtrueman@bedrockia.com)

#### **Supervised From:**

7621 E. Gray Road, Suite C

Scottsdale, AZ 85260

(800) 779-4183

UPDATED: 08/20/2020

## Item 2: Educational Background and Business Experience

**Name:** James Trueman      **Born:** 1958

### **Educational Background and Professional Designations:**

#### **Education:**

Rutgers University, Attended 1976-1978

RHU - Registered Health Underwriter®, 1981

LUTCF - Life Underwriting Training Council Fellow, 1984

#### **Business Background:**

12/2017 - Present

Investment Adviser Representative  
BWM Advisory LLC

01/2006 - 12/2017

Investment Adviser Representative  
United Planners' Financial Services Of America

Description of Professional Designations Registered Health Underwriter (RHU) The Registered Health Underwriter® designation is offered and recognized by The American College. To earn the professional designation, candidates must have 3 years of full-time business experience and must be within the 5 years preceding the date of the award. An undergraduate or graduate degree from an accredited education institution qualifies as 1 year of business experience. Part-time qualifying business experience is credited toward the 3 year requirement on an hourly basis with 2,000 hours representing the equivalent of 1 year full-time experience. Candidates must complete 2 required courses and 1 elective course, meet the experience requirements and ethics standards and agree to comply with The American College Code of Ethics and Procedures. Every 2 years, 30 hours of continuing education must be completed.

Life Underwriter Training Counsel Fellow (LUTCF) Life Underwriter Training Counsel Fellow (LUTCF) is issued by The American College. Educational Requirements: Eligible candidates successfully complete 5 courses plus an ethics course and become a member of the National Association of Insurance and Financial Advisors. Cont. Ed. – None.

### **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**

James Trueman is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. BWM Advisory LLC always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients always have the right to decide whether or not to utilize the services of any representative of BWM Advisory LLC in such individual's outside capacities.

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

James Trueman does not receive any economic benefit from any person, company, or organization, other than BWM Advisory LLC in exchange for providing clients advisory services through BWM Advisory LLC.

### **Item 6: Supervision**

As a representative of BWM Advisory LLC, James Trueman is supervised by Jeff Boettcher, the firm's Chief Compliance Officer. Jeff Boettcher is responsible for ensuring that James Trueman 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 Jeff Boettcher is (800) 779-4183.

### **Item 7: Requirements For State Registered Advisers**

*This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

A. James Trueman has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - a) an investment or an investment-related business or activity;
  - b) fraud, false statement(s), or omissions;
  - c) theft, embezzlement, or other wrongful taking of property;
  - d) bribery, forgery, counterfeiting, or extortion; or
  - e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - a) an investment or an investment-related business or activity;
  - b) fraud, false statement(s), or omissions;
  - c) theft, embezzlement, or other wrongful taking of property;
  - d) bribery, forgery, counterfeiting, or extortion; or
  - e) dishonest, unfair, or unethical practices.

B. James Trueman has NOT been the subject of a bankruptcy.