

**Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
January 2021**

William F. Blake

PMG FAMILY OFFICE

5700 West Plano Pkwy, Suite 2600

Plano, TX 75093

www.pmgfamilyoffice.com

Firm Contact:

William F. Blake

Chief Compliance Officer

This brochure supplement provides information about Mr. Blake that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Blake if you did not receive PMG Family Office's brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Blake is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #5790727.

Item 2: Educational Background & Business Experience

William F. Blake
Year of Birth: 1968

Educational Background:

- 11/2005: The London School of Economics and Political Science; Master of Science with Honors of Merit and Distinction in International History, Economics, Finance, and Political Science
- 05/2003: North Carolina Wesleyan College; Bachelor of Business Administration with Honors in Business & Finance

Business Background:

- 01/2021 – Present PMG Family Office; Executive Director & Chief Compliance Officer
- 06/2011 – 01/2021 UBS Financial Services; Financial Advisor/Account Vice President
- 06/2010 – 06/2011 MetLife Securities, Inc.; Financial Advisor

Exams, Licenses & Other Professional Designations:

- 2010: Series 7 & Series 66 Exams
- 2010: TX Life, Accident, Health and HMO Insurance Licensed (Lic#1623415)

Item 3: Disciplinary Information¹

There are no legal or disciplinary events material to the evaluation of Mr. Blake.

Item 4: Other Business Activities

Mr. Blake is a licensed insurance agent/broker. He may offer insurance products and receive customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation earned. To mitigate this potential conflict, Mr. Blake, as a fiduciary, will act in the client's best interest.

¹ Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving the advisor to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of advisor to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

Item 5: Additional Compensation

Mr. Blake does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Mr. Blake is the Chief Compliance Officer and as such has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics.

Item 7: Requirements for State-Registered Advisers

Mr. Blake has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.