

Quincy Caldwell

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SUPREME ALLIANCE LLC

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Part 2B of Form ADV: Brochure Supplement

1/31/2021

This Brochure Supplement ("Supplement") provides information about **Quincy Caldwell**, that supplements the applicable Supreme Alliance LLC Brochure ("Brochure"). You should have already received a copy of that Brochure. Please contact the Investment Advisory Compliance Department 561-410-5002 if you did not receive Supreme Alliance LLC's Brochure or if you have any questions about the contents of this Supplement.

Additional information about Quincy Caldwell is available on the SEC's website at www.adviserinfo.sec.gov.

ITEM 2: Education background and Business experience

Name : Quincy D. Caldwell

Title: Investment Advisor Representative

Year of Birth: 1980

Education:

Baylor University

2003

BBA Finance

Ten Year Business Background:

Supreme Alliance LLC 09/2020-Present

PlanMember Securities Corporation IAR

10/2013 – 09/2020

PlanMember Securities Corporation RR

10/2013 – 09/2020

Veritrust Financial, LLC, IAR

04/2013 - 10/2013

Veritrust Financial, LLC RR

04/2013 - 10/2013

Ridgeway & Conger, Inc. IAR

1/2011 - 04/2013

Ridgeway & Conger, Inc. RR

11/2011 - 04/2013

IMS Securities Inc., IAR

09/2010 - 03/2011

IMS Securities Inc. RR

06/2010 - 03/2011

ITEM 3: Disciplinary Information:

Supreme Alliance LLC is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Quincy Caldwell does have a disciplinary event to disclose, as follows:

ACCEPTANCE AND CONSENT

A. Respondent (Quincy Caldwell), hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an

adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

Quincy Caldwell entered the securities industry in 2008 and registered as a General Securities Representative ("GSR") in 2010. Subsequently, he was associated with several member firms. From October 2013 through October 2018, he was registered through PlanMember Securities Corporation as a GSR.

RELEVANT DISCIPLINARY HISTORY

Respondent does not have any disciplinary history with the Securities and Exchange Commission, any state securities regulators, **FINRA**, or any other self-regulatory organization.

OVERVIEW

Between February 2014 and September 2018, Caldwell recommended and effected 119 unsuitable short-term trades in Class A mutual fund shares in six customer accounts, including 22 mutual fund switches in three of those accounts. Based on the foregoing, Caldwell violated FINRA Rules 2111 and 2010.

FACTS AND VIOLATIVE CONDUCT

FINRA Rule 2111 states that a registered representative must have a "reasonable basis to believe that a recommended transaction or investment strategy involving a security or securities is suitable for the customer." A violation of this rule also constitutes a violation of FINRA Rule 2010.

Between February 2014 and September 2018, Respondent recommended and effected 119 unsuitable short-term trades in Class A mutual fund shares in six customer accounts, including 22 mutual fund switches in three of those accounts. Class A mutual fund shares are intended to be held long-term because they are front-loaded-i.e., there are significant upfront costs associated with the purchase of these products. Despite the long-term nature of Class A mutual fund shares, Respondent made the 119 recommendations for the purchase and the subsequent sale of Class A mutual fund shares within a few short months of purchase (with an average holding period of 110 days). Moreover, on at least 22 occasions, Respondent recommended and effected the purchase of Class A mutual fund shares, the redemption of those shares within a year of their purchase (with an average holding period of 89 days), and the purchase of Class A mutual fund shares offered by a different mutual fund company using the redemption proceeds on the same day or within a few days. Respondent's unsuitable recommendations caused his six customers to incur approximately \$57,820 in upfront sales charges for Class A mutual fund shares.¹ Respondent did not have a reasonable basis to believe that his recommended patterns of short-term trading and mutual fund switching were suitable for his customers, in view of the frequency and cost of the transactions.

By virtue of the foregoing, Respondent violated FINRA Rules 2111 and 2010.

B. Respondent also consents to the imposition of the following sanctions:

1. A three-month suspension from associating with any FINRA member in any capacity; and
2. A \$5,000 fine. The fine has been paid in full.

II.

ITEM 4: Other Business Activities:

Quincy Caldwell is affiliated with Supreme Alliance LLC, as a Registered Person. Supreme Alliance LLC is a Registered Broker/Dealer and an Investment Advisor with the Securities Exchange Commission ("SEC") and is a Member of the Financial Industry Regulatory Authority, Inc ("FINRA"). Registered Persons affiliated with Supreme Alliance LLC, recommend certain securities for which they receive a commission, markup or markdown. Registered Persons affiliated with Supreme Alliance LLC that offer various advisory services for which they receive a fee, are called Investment Advisor Representatives ("IARS").

Commissions/Mark-ups/Mark-downs for effecting securities transactions are separate and apart from the fees charged by Supreme Alliance LLC IARs for advisory services.

Supreme Alliance LLC and the IAR may receive compensation from the sale of securities or other investment products, including but not limited to investment company securities, variable products, or other assets purchased within advisory accounts. Additionally, these products may have additional internal expenses such as custodial fees, account maintenance fees, and / or a portion of fund manager fees that may result in increased costs to the Client. This creates a potential conflict of interest, however, Supreme Alliance LLC has implemented a policy that states that IARs may not receive commissions and advisory fees simultaneously for products purchased in an advisory account. An IAR may, however, recommend, and/or sell a product, receive a commission, and link that product to an advisory account after one year for ongoing management services. In lieu of waiting a full year to link the product to the advisory account, the IAR may utilize the Fee Offset Program described in the applicable Supreme Alliance LLC Brochure.

Quincy Caldwell is currently engaged in the following "Other Business Activities", and may receive compensation for these activities:

Outside Business Activity:

Fixed/Index Insurance/Annuity sales, Real Estate Investments

Please note that the compensation that the IAR receives for participating in the activities listed above is separate and distinct from the advisory fees that they receive when performing investment advisory services through Supreme Alliance LLC.

ITEM 5: ADDITIONAL COMPENSATION:

Supreme Alliance LLC has entered into arrangements called "Revenue Sharing Agreements" with some product sponsors (referred to as "Premier Partners". These Premier Partners provide compensation and in return, they receive

increased marketing exposure to the sales force. To see a list of product sponsors who are considered Premier Partners, please visit our website at www.supremealliancellc.com .

Supreme Alliance LLC does to pay nor does it allow its IARs to receive any monetary compensation from Premier Partners in the form of bonuses or incentives either as an inducement to sell or as a reward for having sold a Premier Partner's product. Supreme Alliance LLC receives the revenue directly from the Premier Partners; the revenue is not paid to IARs.

Supreme Alliance LLC uses the revenue from its Premier Partners to support certain marketing efforts. For example, the monies are used for Supreme Alliance LLC's National Educational Conference. The Conference is an opportunity to communicate new product ideas to Supreme Alliance LLC Registered Persons and IARs, to train them and their assistants, and to keep them abreast of regulatory requirements. The revenue is also used to pay for annual awards for the Supreme Alliance LLC Registered Persons who generate the most sales overall and to pay for Supreme Alliance LLC's general marketing expenses. A Supreme Alliance LLC Registered Person or IAR may receive an award, in the form of a Trophy, Plaque or Medal from Supreme Alliance LLC as recognition for total sales. As such, top producing Supreme Alliance LLC Registered Persons may receive an award based upon total sales with Supreme Alliance LLC, which may or may not include the Premier Partners products.

Additionally, Supreme Alliance LLC hosts a top producer event each year as well as periodic regional events that have production qualification requirements to participate. These events are designed to provide education and training but may include recreational activities as well. Qualification for such events are based on total production at Supreme Alliance LLC, traditional insurance/annuity, securities, and advisory production. None of the qualifications require the sale of specific products or the use of specific money managers.

ITEM 6: SUPERVISION:

Henry C. Smith II
Supervising Principal

President, CEO, CCO
TITLE

561-460-2870
Telephone #

Office of Supervisory Jurisdiction Managers (OSJ Managers) and Home Office Principals (HOPS) collectively, "Principals", may be designated as the immediate supervisors of IARs. The Principal designated by Supreme Alliance LLC is responsible for the day-to-day management and supervision of the activities of the IARs under their direct supervision

The Principals supervise the IARs that are assigned to them by reviewing certain new account documentation for suitability and use systems to ensure that the transactions are Suitable and Appropriate.

Supreme Alliance LLC values your business. If you have any questions that are not addressed in this Brochure Supplement, please contact your IAR.