

# **Douglas T. Williams Jr.**

16232 Thompson Rd.  
Conneautville, PA 16406  
814-720-5188

## **SUPREME ALLIANCE LLC**

Langenberg Strasse 26, Haschbach Germany 66871  
**561-460-2870**  
[www.supremealliancellc.com](http://www.supremealliancellc.com)

### **Part 2B of Form ADV: Brochure Supplement** **01/15/2021**

This Brochure Supplement ("Supplement") provides information about **Douglas T. Williams Jr.**, 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 Douglas T. Williams Jr. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) .

#### **ITEM 2: Education background and Business experience**

**Douglas T. Williams Jr.**

**04/26/1990**

## Post High School Education:

Allegheny College

08/2008-05/2012

B.A. Economics

## Ten Year Business Background:

Company Name:      Dates:

Supreme Alliance LLC	FROM 03-2020 - Present	RR / IAR
Funkhouser Shaffer Financial Services	10/2015-01/2020	
Doug Williams Landscaping	05/2015-10/2019	
Acutec Precision Machining	02/2015-07/2015	
ERIEBANK	05/2012-02/2015	

### 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.

Douglas T. Williams Jr. has NO material disciplinary events to disclose.

### ITEM 4: Other Business Activities:

Douglas T. Williams Jr. 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").

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.

**Douglas T. Williams Jr.** is currently engaged in the following "Other Business Activities", and may receive compensation for these activities:

**Outside Business Activity:**

Fixed/Index Insurance/Annuity sales, Medicare

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](http://www.supremealliancellc.com) .

Supreme Alliance LLC does not 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.