



**URBAN WEALTH
MANAGEMENT GROUP, LLC**

FORM ADV PART 2B

BROCHURE SUPPLEMENT

MARCH 30, 2021

DERENDA KING

FINANCIAL ADVISOR

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This brochure supplement (“Supplement Brochure”) dated March 30, 2021 provides information about Derenda King that supplements Urban Wealth Management Group, LLC’s (“UWM” or the “Adviser”) Form ADV Part 2A (“Brochure”). You should have received a copy of the Brochure. If you did not receive UWM’s Brochure or if you have any questions about the contents of this Supplement Brochure, please contact us by telephone at (424) 277-2260 or by email at rene.nourse@urbanwm.com.

Additional information about Derenda King is available on the SEC’s website at www.adviserinfo.sec.gov. The site is searchable by a unique identifying number known as a CRD number. Derenda King’s CRD number is 6265680.

ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Derenda King

CRD No. 6265680

Born: 1969

EDUCATIONAL BACKGROUND

1993 – University of California, Los Angeles, Bachelor of Arts – Psychology

1996 – Pepperdine University, Masters, Education/Psychology Concentration

2004 – University of Southern California, Doctorate, Education

BUSINESS EXPERIENCE

03/2021 – Present	Owner and Member	Collegiate Financial Coach, LLC
07/2019 – Present	Registered Representative	Veritas Independent Partners, LLC
05/2018 – Present	Financial Advisor	Urban Wealth Management Group, LLC
08/2018 – 11/2018	Registered Representative	LaBrunerie Financial Services, Inc.
05/2014 – 05/2018	Financial Advisor	Waddell & Reed, Inc.
10/2013 – 05/2014	Planning Intern	Abacus Wealth Partners, LLC
03/2006 – 08/2013	Director, Academic Enrichment Programs	Loyola Marymount University
01/1999 – 03/2006	Director, Learning Assistance Services	Biola University

PROFESSIONAL DESIGNATIONS, LICENSING & EXAMS

State Securities Law Exam

Series 66 – Uniform Combined State Law Examination

General Industry/Products Exam

Series 6 – Investment Company Products/Variable Contracts Representative Examination

Series 7 – General Securities Representative Examination

Insurance Licenses

California Insurance License No. 0F70631

Certified Financial Planner (CFP)

To receive the CFP designation from the Certified Financial Planner Board of Standards, Inc., you must successfully complete four components: education, examination, experience, and ethics.

1. *Education*- The two-part education requirement includes both (1) completing coursework on financial planning through a CFP Board Registered Program, and (2) holding a bachelor's degree or higher (in any discipline) from an accredited college or university. You must complete the coursework before you can take the CFP® exam. You have 5 years from the date you pass the CFP® exam to complete the bachelor's degree requirement.
2. *Examination*- Passing the CFP® exam demonstrates that you have attained the knowledge and competency necessary to provide comprehensive personal financial planning advice. The CFP® exam is a 170-question, multiple-choice test that consists of two 3-hour sessions over one day. The exam includes stand-alone and scenario-based questions, as well as questions associated with case studies.
3. *Experience*- The experience requirement prepares you to provide personal financial planning to the public without supervision. You can fulfill the experience requirement either before or after you take the exam. You need to complete either 6,000 hours of professional experience related to the financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
4. *Ethics*- The ethics requirement is the final step. It indicates you have agreed to adhere to high ethical and professional standards for the practice of financial planning, and to act as a fiduciary when providing financial advice to your client, always putting their best interests first.

Certified Divorce Financial Analyst (CDFA)

The CDFA designation is available to individuals who have a minimum of two years' experience as a financial professional, accountant, or matrimonial lawyer. To earn the designation, the participant must complete a series of self-study course modules and pass an exam for each module.

In the USA, this training qualifies for 32 hours of continuing education for the CFP® Board of Standards, 25 CPE credits for the CPA designation, and 32 PACE credits for ChFCs and CLUs. To retain the Certified Divorce Financial Analyst™ designation, a CDFA™ must obtain 20 hours of Continuing Education (CE) every two years (ten of which must be divorce-related), remain in good standing with the IDFA™, and keep his/her dues current.

ITEM 3: DISCIPLINARY INFORMATION

As it relates to past, current or prospective clients, Derenda King has not been involved in legal or disciplinary events, has not been involved in arbitrations, has not been subject to self-regulatory organization or administrative proceedings and has not filed or planning to file a bankruptcy petition.

ITEM 4: OTHER BUSINESS ACTIVITIES

Derenda King is also a licensed insurance agent and may receive compensation according to the insurance provider's commission schedule and is compensated through UWM Insurance Services, LLC. To the extent that Derenda may recommend securities, insurance or other products and receives commissions and/or other compensation creates a conflict of interest may exist between the interests of Derenda King and those of the advisory clients. However, clients are under no obligation to act upon any recommendations of Derenda King or affect any transactions through Derenda King if they decide to follow the recommendations. There is no assurance that these products are recommended at the lowest price and that products from other providers may be available at a lower cost.

Derenda King is a registered securities representative of Veritas Independent Partners, a registered broker- dealer, member of the Financial Industry Regulatory Authority, Inc. ("FINRA"), and the Securities Investor Protection Corporation ("SIPC").

Derenda King is the owner of Collegiate Financial Coach, LLC. Through Collegiate Financial Coach, LLC, Ms. King receives compensation for providing financial coaching to families in need of assistance with developing a college funding plan and to individuals seeking strategies for repaying their student loan debt. To the extent that some of UWM's clients may benefit from Ms. King's coaching services, a conflict of interest may exist between the interests of Ms. King and those of the advisory clients. However, clients are under no obligation to seek coaching services from Ms. King.

Ms. King serves as a board member on the Ladylike Foundation for which she receives no compensation.

ITEM 5: ADDITIONAL COMPENSATION

In the course of business Derenda King does not receive economic benefit from non-clients for providing advisory services.

ITEM 6: SUPERVISION

Derenda King is supervised by René Nourse as Chief Compliance Officer. She reviews Derenda King's work through frequent office interactions as well as remote interactions. She also reviews Derenda King's activities through our client relationship management system.

René Nourse's contact information:

Telephone: (424) 277-2260

Email: rene.nourse@urbanwm.com