

Item 1 Cover Page

A.

Richard Winters

CRD# 4047376

Winters Financial Group, Inc.

ADV Part 2B, Brochure Supplement

Dated: May 20, 2021

Contact: Richard Winters, Chief Compliance Officer
100 E. Thousand Oaks Blvd., Suite 101
Thousand Oaks, California 91360

B.

This Brochure Supplement provides information about Richard Winters that supplements Winters Financial Group, Inc.'s Brochure; you should have received a copy of that Brochure. Please contact Richard Winters, Chief Compliance Officer, if you did *not* receive Winters Financial Group, Inc.'s Brochure or if you have any questions about the contents of this Supplement.

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

Item 2 Education Background and Business Experience

Mr. Winters was born in 1965. Mr. Winters graduated from the California State University Northridge in 1989, with a Bachelor of Science degree in Business with an emphasis in Finance. Mr. Winters has been an investment adviser representative of Winters Financial Group, Inc. since October of 2020 and a registered representative of The Leaders Group Inc. since April of 2021. From April of 2016 to April of 2021, Mr. Winters was a registered representative of Mutual Securities, Inc. From May of 2007 to April of 2016, Mr. Winters was a registered representative of Royal Alliance Associates, Inc. From April 2016 until October, 2020, Mr. Winters was an investment adviser representative of Professional Planning, LLC, DBA Winters Financial Group, Inc. Mr. Winters is also a licensed insurance agent in his individual capacity and is not affiliated with any insurance agency.

Item 3 Disciplinary Information

If there are legal or disciplinary events material to a client's or prospective client's evaluation of the supervised person, disclose all material facts regarding those events.

Mr. Winters does not have any legal or disciplinary events to disclose.

Items 3.A, 3.B, 3.C, and 3.D below list specific legal and disciplinary events presumed to be material for this Item. If the supervised person has been involved in one of these events, the events must be disclosed under this Item for ten years following the date of the event, unless (1) the event was resolved in the supervised person's favor, or was reversed, suspended or vacated, or (2) the event is not material.

- A. A criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which the supervised person 1. was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses; 2. is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses; 3. was found to have been involved in a violation of an investment-related statute or regulation; or 4. was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order.

Mr. Winters has nothing to disclose.

- B. An administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which the supervised person 1. was found to have caused an investment-related business to lose its authorization to do business; or 2. was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority (a) denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business; (b) barring or suspending the supervised person's association with an investment-related business; (c) otherwise significantly limiting the supervised person's investment-related activities; or (d) imposing a civil money penalty of more than \$2,500 on the supervised person.

Mr. Winters has nothing to disclose.

- C. A self-regulatory organization (SRO) proceeding in which the supervised person 1. was found to have caused an investment-related business to lose its authorization to do business; or 2. was found to have been involved in a violation of the SRO's rules and was: (i) barred

or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500.

Mr. Winters has nothing to disclose.

- D. Any other hearing or formal adjudication in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct. If the supervised person resigned (or otherwise relinquished the attainment, designation, or license) in anticipation of such a hearing or formal adjudication (and the adviser knows, or should have known, of such resignation or relinquishment), disclose the event.

Mr. Winters has nothing to disclose

Item 4 Other Business Activities

- A. **Registered Representative of The Leaders Group, Inc.** Mr. Winters is a registered representative of The Leaders Group, Inc. ("Leaders Group"), an SEC Registered and FINRA member broker-dealer. Clients may choose to engage Mr. Winters in his individual capacity as a registered representative of Leaders Group, to implement investment recommendations on a commission basis.
1. **Conflict of Interest** The recommendation by Mr. Winters that a client purchases a securities commission product presents a conflict of interest, as the receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products from Mr. Winters. Clients are reminded that they may purchase investment products recommended by Registrant through other, non-affiliated broker dealers. **The Registrant's Chief Compliance Officer, Richard Winters, remains available to address any questions that a client or prospective may have regarding the above conflict of interest.**
 2. **Commissions.** In the event the client chooses to purchase investment products through Leaders Group, brokerage commissions will be charged by Leaders Group to effect securities transactions, a portion of which commissions shall be paid by Leaders Group to Mr. Winters. The brokerage commissions charged by Leaders Group may be higher or lower than those charged by other broker-dealers. In addition, Leaders Group, relative to commission mutual fund purchases, may also receive additional ongoing 12b-1 trailing commission compensation directly from the mutual fund company during the period that the client maintains the mutual fund investment. The securities commission business conducted by Mr. Winters is separate and apart from the Registrant's investment management services discussed in the Registrant's *Brochure*.
- B. **Licensed Insurance Agent.** Mr. Winters, in his individual capacity, is a licensed insurance agent, and may recommend the purchase of certain insurance-related products on a

commission basis. Clients can engage Mr. Winters to purchase insurance products on a commission basis. **Conflict of Interest:** The recommendation by Mr. Winters that a client purchase an insurance commission product presents a conflict of interest, as the receipt of commissions may provide an incentive to recommend investment products based on commissions received, rather than on a particular client's need. No client is under any obligation to purchase any insurance commission products from Mr. Winters. Clients are reminded that they may purchase insurance products recommended by the Registrant through other, non-affiliated insurance agents. **The Registrant's Chief Compliance Officer, Richard Winters, remains available to address any questions that a client or prospective may have regarding the above conflict of interest.**

Item 5 Additional Compensation

Mr. Winters does not receive any additional compensation aside from investment advisory fees earned in his capacity as an investment adviser representative of Winters Financial Group, Inc.

Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The Registrant's Chief Compliance Officer, Richard Winters, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. As an investment adviser and fiduciary, Mr. Winters is subject to the firm's policies and procedures, which include a code of ethics. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicable state securities laws or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Winters at (805) 497-1717.