

# WILLS FINANCIAL GROUP

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REGISTERED INVESTMENT ADVISOR

## Item 1 Cover Page

A.

**Janet H. Wills**

Wills Financial Group

ADV Part 2B, Brochure Supplement

Dated: March 11, 2022

Contact: Grace Choi, Chief Compliance Officer

704 Libbie Avenue

Richmond, Virginia 23226

B.

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

**Additional information about Janet H. Wills is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**

## Item 2 Education Background and Business Experience

Janet H. Wills was born in 1951. Ms. Wills graduated from Sullins College in 1971 with an Associate of Arts degree and from West Chester University in 1974 with a Bachelor of Arts degree in Sociology and Anthropology. Ms. Wills has been the President of Wills Financial Group since March 1989.

Ms. Wills has been a CERTIFIED FINANCIAL PLANNER™ professional since 1985. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP® marks"). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 90,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s *Code of Ethics and Standards of Conduct* and to acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*. The *Code of Ethics and Standards of Conduct* require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii)

disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

### **Item 3 Disciplinary Information**

None.

### **Item 4 Other Business Activities**

- A. Ms. Wills is a 10% owner of a rental property with an existing client of Registrant. Registrant does not believe that this activity presents a conflict of interest, as clients are not solicited for investment in this property. Ms. Wills is not involved in any other investment-related activity.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

### **Item 5 Additional Compensation**

Ms. Wills' annual compensation is based, in part, on the amount of assets under management that Ms. Wills introduces to the Registrant. Accordingly, Ms. Wills has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

### **Item 6 Supervision**

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). The Registrant's Chief Compliance Officer, Grace

Choi, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, 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 Ms. Choi at (804) 330-3100.

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## Item 1 Cover Page

A.

**Adam J. Mehrer**

Wills Financial Group

ADV Part 2B, Brochure Supplement

Dated: March 11, 2022

Contact: Grace Choi, Chief Compliance Officer

704 Libbie Avenue

Richmond, Virginia 23226

B.

**This Brochure Supplement provides information about Adam J. Mehrer that supplements the Wills Financial Group Brochure; you should have received a copy of that Brochure. Please contact Grace Choi, Chief Compliance Officer, if you did *not* receive Wills Financial Group's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Adam J. Mehrer is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**

## Item 2 Education Background and Business Experience

Adam J. Mehrer was born in 1988. Mr. Mehrer graduated from Columbia University in 2011 with a Bachelor of Arts degree in Economics. Mr. Mehrer is now the Chief Strategy Officer at Wills Financial Group. Mr. Mehrer was previously an Associate at Wills Financial Group beginning in August 2013. From August 2011 to August 2013, Mr. Mehrer was a program content associate at Argyle Executive Forum.

## Item 3 Disciplinary Information

None.

#### **Item 4 Other Business Activities**

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

#### **Item 5 Additional Compensation**

Mr. Mehrer's annual compensation is based, in part, on the amount of assets under management that Mr. Mehrer introduces to the Registrant. Accordingly, Mr. Mehrer has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

#### **Item 6 Supervision**

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# WILLS FINANCIAL GROUP

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REGISTERED INVESTMENT ADVISOR

## Item 1 Cover Page

A.

**Grace R. Choi**

Wills Financial Group

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Contact: Grace Choi, Chief Compliance Officer

704 Libbie Avenue

Richmond, Virginia 23226

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Additional information about Grace R. Choi is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Education Background and Business Experience

Grace R. Choi was born in 1991. Ms. Choi graduated from the University of Richmond in 2013 with a Bachelor of Science degree in Business Administration. Ms. Choi is the Chief Compliance Officer of Wills Financial Group since February 2018. She was previously a Client Relationship Manager at Wills Financial Group since June 2013.

## Item 3 Disciplinary Information

None.

#### **Item 4 Other Business Activities**

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

#### **Item 5 Additional Compensation**

Ms. Choi's annual compensation is based, in part, on the amount of assets under management that Ms. Choi introduces to the Registrant. Accordingly, Ms. Choi has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

#### **Item 6 Supervision**

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). The Registrant's Chief Compliance Officer, Grace Choi, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, 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 Ms. Choi at (804) 330-3100.