Item 1. Cover Page for Part 2B of Form ADV: Brochure Supplement October 2026

MERIT FINANCIAL ADVISORS

This Brochure Supplement provides information about our advisors at Merit Financial Group, LLC, dba Merit Financial Advisors, that supplements our firm Brochure. You should have received a copy of that brochure. Please contact the Compliance Department if you did not receive our firm's Brochure or if you have any questions about the contents of this Supplement by telephone (678) 867-7050 or email at compliance@meritfa.com. Additional information about each advisor is available on the SEC's website at www.adviserinfo.sec.gov.

Jay Riggs
Craig Riggs
Cameron Foster
James Houston

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American Fork, UT 84003

5470 Kietzke Lane, Suite 300
Reno NV 89511

170 S Green Valley Pkwy, Suite 300
Henderson NV 89012

101 Jefferson Dr, Menlo Park,
CA 94025

(801)221-7923

Item 2: Educational Background & Business Experience

Jay Anthony Riggs
Born: 1971

Educational Background:
Brigham University, Bachelor of Science in Business Management
University of Utah, Master's in Business Administration with an emphasis in Finance

Business Background:
05/2025 – Present: Merit Financial Advisors; Wealth Manager, Partner
04/2002 – 05/2025: Riggs Capital Management; Founder, President and Chief Investment Officer

Craig Riggs
Born: 1974

Educational Background:
University of Utah, Bachelor of Science in Business Management

Business Background:
05/2025 – Present: Merit Financial Advisors; Wealth Manager, Partner
01/2003 – 05/2025: Riggs Capital Management; Vice President, Partner

Cameron Foster
Born: 1975

Educational Background:
Westminster College, Bachelor of Science in Finance

Business Background:
05/2025 – Present: Merit Financial Advisors; Wealth Manager, Partner
03/2005 - 05/2025: Riggs Capital Management; Partner

James Houston
Born: 1970

Educational Background:
Brigham Young University, Bachelor of Science in Business Management with an emphasis in Finance

Business Background:
05/2025 – Present: Merit Financial Advisors; Wealth Manager, Partner
03/2014 - 05/2025: Riggs Capital Management; Partner

Item 3: Disciplinary Information

Merit Financial Group, LLC is required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of its advisory business or the integrity of management.

There are no legal or disciplinary events material to your evaluation of our advisors to disclose.

Item 4: Other Business Activities

Most of our advisors are licensed to sell insurance products. They may offer insurance products and receive normal and customary commissions, as a result of these transactions. This presents a conflict of interest to the extent that they recommend that a client purchase an insurance product that results in a commission being paid to them. To mitigate this potential conflict, our advisors, as fiduciaries, will always put the interests of their clients before their own. Clients are under no obligation to purchase insurance products from our advisors.

Tony Riggs is actively engaged in real estate as a developer, manager, or owner of rental property.

James Houston is actively engaged in real estate as a developer, manager, or owner of rental property.

Craig Riggs is actively engaged in real estate as a developer, manager, or owner of rental property.

Item 5: Additional Compensation

We will from time to time receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors underwrite the costs incurred for marketing such as client appreciation events, advertising, publishing, and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for which sales have been made or for which it is anticipated sales will be made. This creates a conflict of interest in that there is an incentive to recommend certain products and investments based on the receipt of this compensation instead of what is in the best interest of our clients. The amount of these expense reimbursements is not considered to be material; further, we attempt to control this conflict by basing investment decisions on the individual needs of our clients.

Item 6: Supervision

Doug Baxley, Chief Compliance Officer, supervises and monitors the activities of our advisors on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Baxley if you have any questions about the information in this brochure supplement at (678) 867-7050 or compliance@meritfa.com.