

Item 1. Cover Page for Part 2B of
Form ADV: Brochure Supplement
October 2025



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.

Robyn Jameson
Matthew Ligman

1189 Lancaster Avenue, Suite 101
Berwyn, Pennsylvania 19312

(610) 687-8040

Item 2. Educational Background and Business Experience

Robyn Jameson

Born 1979

Educational Background:

The University of North Carolina at Greensboro, BA Business

Business Background:

12/2024 – Present: Merit Financial Group, LLC; Investment Adviser Representative

12/2024– Present: Purshe Kaplan Sterling Investments; Registered Representative

03/2010– 12/2024: Kestra Investment Services, LLC; Registered Representative

03/2010–12/2024: Trinity Financial Partners II LLC.; Owner and Investment Advisor Representative

Matthew Ligman

Born 1984

Educational Background:

Slippery Rock University of Pennsylvania; BA Economics

Creighton University; Master's in Investment Management

Business Background:

02/2025 – Present: Merit Financial Group, LLC; Wealth Manager

04/2025 – Present: Purshe Kaplan Sterling Investments; Registered Representative

09/2023 – 02/2025: Cetera Investment Advisers; Investment Adviser Representative

06/2023 – 02/2025: Cetera Advisors; Registered Representative

03/2021 – 06/2023: Investment Performance Services, LLC; Research Analyst

08/2015 – 02/2021: PNC Bank, NA; Retirement Plan Advisor

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 also registered representatives Purshe, Kalpan, Sterling Investments ("PKS"), member FINRA/SIPC, as well as licensed to sell insurance products. They may offer securities and 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 invest in a security or 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 securities or insurance products from our advisors.

Robyn Jameson 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