

Item 1. Cover Page for Part 2B of  
Form ADV: Brochure Supplement  
August 2024



**MERIT**  
Financial Advisors

**MERIT FINANCIAL ADVISORS**  
2400 Lakeview Parkway, Suite 550  
Alpharetta, Georgia 30009  
(678) 867-7050

1160 Fond Du Lac Ave  
Sheboygan Falls, WI 53085  
(920) 467-4909

This Brochure Supplement provides information about the supervised persons listed below that supplements the firm Brochure for Merit Financial Group, LLC dba Merit Financial Advisors. Please contact the Compliance Department of Merit Financial Advisors 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](mailto:compliance@meritfa.com). Additional information about each advisor is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Rick L. Kent, ChFC®, CFP®  
Kay Lynn Mayhue, CFP®, AEP®  
Chrissy A. Lee  
Brian K. Andrew, CFA®

## Item 2. Educational Background and Business Experience

### **Rick L. Kent, ChFC®, CFP®**

Born 1955

#### **Educational Background:**

Mr. Kent attended Indiana University SE from 1975 to 1978

#### **Business Background:**

03/1997 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; CEO; Investment Adviser Representative

08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative

12/2010 – 08/2024: LPL Financial; Registered Representative

06/1995 – 12/2019: Allegiance Financial Group, Inc.; Owner, Vice President, Secretary & Treasurer

04/2004 – 12/2011: Allegiance Financial Strategies Group; Partner

05/2000 – 12/2010: Securities America Advisors, Inc.; Registered Representative

08/2002 – 01/2007: Securities America Advisors, Inc.; Investment Adviser Representative

04/2004 – 05/2009: The Goal Cultivator Group; Sole Proprietorship

### **Kay Lynn Mayhue, CFP®, AEP®**

Born 1976

#### **Educational Background:**

University of North Texas, Bachelor of Business Administration, 1998

#### **Business Background:**

10/2017 - Present: Merit Financial Group, LLC dba Merit Financial Advisors; President; Investment Adviser Representative

08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative

05/2012 – 08/2024: LPL Financial Inc.; Registered Representative

01/1999 - 10/2017: Botsford Financial Group; Investment Adviser Representative

07/2012 - 08/2019: Lifestyle Planning Solutions, LLC; Chief Compliance Officer & Financial Planner

02/2013 - 10/2017: Stratos Wealth Partners, Ltd.; Investment Adviser Representative

05/2010 - 05/2012: DeWaay Financial Network, LLC; Registered Representative & Investment Adviser Representative

06/2007 - 06/2012: Biltmore Capital Advisors; Investment Adviser Representative

01/2006 - 05/2010: FSC Securities Corporation; Registered Representative & Investment Adviser Representative

08/1999 - 01/2006: Lincoln Financial Advisors; Registered Representative & Investment Adviser Representative

**Chrissy A. Lee**

Born 1972

**Educational Background:**

Ms. Lee attended California State University from 1997 to 1998.

**Business Background:**

10/2022 - Present: Merit Financial Group, LLC dba Merit Financial Advisors; COO; Investment Adviser Representative

08/2024 - Present: Purshe Kaplan Sterling Investments; Registered Representative

10/2022 - 08/2024: LPL Financial Inc.; Registered Representative

03/2007 - 09/2022: Kalos Financial, Inc.; President & COO

**Brian K. Andrew, CFA®**

Born 1962

**Educational Background:**

University of Minnesota, Bachelor of Science, Business, 1991

**Business Background:**

01/2024 - Present: Merit Financial Group, LLC dba Merit Financial Advisors; CIO; Investment Adviser Representative

08/2015 - 01/2024: Johnson Financial Group; President & CIO

03/2011 - 08/2015: Cleary Gull, Inc.; President & CIO

**The Accredited Estate Planner® (AEP®)** designation is awarded by the National Association of Estate Planners & Councils to recognized estate planning professionals who meet special requirements of education, experience, knowledge, professional reputation, and character. The AEP® designation helps both clients and colleagues understand an adviser's belief in, and dedication to, the team concept of estate planning. The designation is available to credentialed professionals in the following disciplines – accounting (CPA); insurance and financial planning (CLU®, ChFC®, CFP®, CPWA®); legal (JD); philanthropy (CAP®, CSPG); and trust services (CTFA) – who are devoting at least a third of one's professional time to estate planning. Eligible applicants must meet stringent qualifications at the time of application and commit to ongoing continuing education and recertification requirements. With a minimum of 5 years of experience, the designation is available after taking two courses through The American College. For those individuals who have 15 years of experience or more, one may choose to be exempt from the required graduate-level courses in estate planning.

**The CERTIFIED FINANCIAL PLANNER™ (CFP®)** certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam (administered in 10 hours over a 2-day period) and agreeing to be bound by the CFP® board's standard of professional conduct. As a prerequisite the designee must have a bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full-time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30

hours of continuing education every 2 years and renewing an agreement to be bound by the standards of professional conduct.

**The Chartered Financial Analyst® (CFA®)** charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

**The Chartered Financial Consultant® (ChFC®)** designation requires charter holders to serve clients with the highest level of professionalism. The authority to use the ChFC® mark is granted by the Certification Committee of the Board of Trustees of The American College, and that privilege is contingent on adherence to strict ethical guidelines. All ChFC® advisors are required to do the same for clients that they would do for themselves in similar circumstances, the standard of ethical behavior most beneficial for their clients. Each Chartered Financial Consultant has completed the most extensive educational program required for any financial services credential. Each ChFC® has taken nine or more college-level courses on all aspects of financial planning from The American College of Financial Services, a non-profit educator with the highest level of academic accreditation. The average study time for the program is over 400 hours, and advisors frequently spend years earning this coveted distinction. Each ChFC® must also complete a minimum of 30 hours of continuing education every two years and must meet extensive experience requirements.

### 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 of Purshe Kaplan Sterling Investments ("PKS"), 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.

In addition to the activities described above, some of our advisors are also engaged in other business activities pertaining to the ownership of rental real estate property.

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

No one provides an economic benefit to our advisors for providing advisory services who is not a client.

### **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 this brochure supplement at (678) 867-7050 or [compliance@meritfa.com](mailto:compliance@meritfa.com).