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


**MERIT FINANCIAL ADVISORS**
**27604 Marine View Drive S**
**Des Moines, WA 98198**
**(253) 946-1304**


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 by telephone at (678) 867-7050 or email at compliance@meritfa.com if you did not receive our firm's Brochure or if you have any questions about the contents of this Supplement. Additional information about each advisor is available on the SEC's website at www.adviserinfo.sec.gov.

Barry J. Reid, RICP®, CEBS, MRFC
Brian "Robert" Giboney, CMFC®, CRPS®
Tait C. Lane

## Item 2. Educational Background and Business Experience

**Barry J. Reid, RICP®, CEBS, MRFC**
Born 1957

**Educational Background:**
University of Pennsylvania, The Wharton School Bachelor of Science in Economics, 1990
University of California, Los Angeles, Bachelor of Arts Degree, History and Political Science, 1979

**Business Background:**
01/2023 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
08/1994 – 08/2024: LPL Financial Inc.; Registered Representative
08/1994 – 01/2023: Financial Design Group, Inc.; Owner, Investment Adviser Representative

**Brian "Robert" Giboney, CMFC®, CRPS®**
Born 1970

**Educational Background:**
Highline Community College, General Business Degree with a Marketing and Selling Certificate, 1992

**Business Background:**
01/2023 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
01/2023 – 08/2024: LPL Financial Inc.; Registered Representative
01/2004 – 01/2023: Financial Design Group, Inc.; Investment Adviser Representative

**Tait C. Lane**
Born 1976

**Educational Background:**
Seattle Pacific University, Degree in Finance and Accounting 1999

**Business Background:**
09/2022 – Present: Merit Financial Group, LLC; Regional Director, Partner
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
01/2010 – 08/2024: LPL Financial LLC; Registered Representative
01/2010 – 09/2022: Triad Financial Strategies, Inc.; President
11/2018 – 09/2022: Triad Investment Management; Investment Adviser Representative
05/2014 – 03/2019: Financial Advocates Investment Management; Investment Adviser Representative
02/2003 – 12/2009: Principal Funds Distributor, Inc.; Regional Vice President

**The Certified Employee Benefits Specialist (CEBS)** designation involves a curriculum covering an entire spectrum of employee benefits. It is designed to help individuals develop a comprehensive understanding of employee benefit principles and concepts. To qualify for the CEBS designation, an individual must pass five examinations after completing five associated self-paced online courses. Individuals with the CEBS designation are expected to follow a set of principles of conduct. CEBS designees must promise not to allow personal financial gain to interfere with the best interests of plan participants and others. Individuals can complete the courses at their own pace but earning a CEBS certification typically takes approximately three years. To maintain the designation, individuals must obtain 30 credits every two years. The continuing education can include group benefits and retirement plan management and administration, wealth management, and personal financial planning. Meanwhile, CEBS designees also can study plan design and governance, plan funding and finance, cost containment, regulatory developments, and professional ethics.

**The Chartered Mutual Fund Counselor (CMFC®)** is a professional designation for mutual fund advisers. It was previously awarded by the College for Financial Planning, now part of Kaplan, to financial services professionals who complete a study program and pass an exam covering mutual fund topics. Chartered Mutual Fund Counselors help clients select mutual funds, which are growing in number every day. The Chartered Mutual Fund Counselor course emphasizes how to evaluate mutual funds and how to use that information to make recommendations to clients. A credentialed adviser should be able to review a client's entire investment portfolio and provide suggestions. Applicants who successfully pass the program earn the right to use the Chartered Mutual Fund Counselor designation. This designation requires 16 hours of continuing education every two years.

**The Chartered Retirement Plans Specialist℠ (CRPS®)** designation is awarded to financial professionals who complete a study program and pass a final multiple-choice examination. The CRPS® designation program is designed for advisors and agents who wish to obtain the unique skills needed to design, install, and maintain company retirement plans. This program provides experienced advisors who are focused on retirement plans with the knowledge to recommend implementation techniques that can be executed into well-structured, company-appropriate retirement plans. Professionals should be able to effectively administer retirement plans for businesses and their employees. All CRPS® professional designation holders are responsible for completing 16 hours of continuing education (CE) credits every two years.

**The Master Registered Financial Consultant (MRFC)** designation is offered and recognized by the International Association of Registered Financial Consultants (IARFC). The qualification and training requirements for the designation consist of self-assertion and documentation of a minimum of four years full-time experience as a financial planning practitioner in the field of financial services (which can include investment planning/securities, financial planning, insurance planning, retirement planning, estate planning, tax preparation, bank and trust services, and CPA or Enrolled Agent); evidence of having satisfied licensing and registration requirements (registered representative, investment adviser representative, insurance agent or CPA); the ability to attest to a sound record of business integrity and attest to a Code of professional conduct and business integrity. To maintain the designation, MRFC designees must complete 40 units of professional continuing education hours every year, 2 units every year must be related to ethics.

**The Retirement Income Certified Professional® (RICP®)** program provides an extensive and intensive retirement income education that is available exclusively at The American College of Financial Services. It focuses on advanced knowledge of retirement income styles and planning strategies. The American College of Financial Services requires that all candidates have at least three years of business experience in insurance and healthcare, financial services and employee benefits, or another related field. An undergraduate or graduate degree from an accredited institution constitutes as one year of business experience. Those with part-time experience may meet this requirement with 2,000 hours. In addition, candidates must complete a robust, multi-course program that covers a variety of topics including retirement income process, strategies, and solutions, sources of retirement income, and managing the retirement income plan. Each course takes about 45 to 60 hours. Once they fulfill their education requirements, candidates must pass a 100-question, closed-book, proctored exam at the end of each course. After a financial professional earns the RICP® designation, the professional will need to complete three hours of approved continuing education every two years. Designees must also adhere to The American College Code of Ethics and Procedures.

## 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.

## 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.