

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



**MERIT FINANCIAL ADVISORS  
11 E. Chocolate Avenue, Suite 201  
Hershey, Pennsylvania 17033  
(717) 533-0656**

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).

Gregory K. Richards CFP, J.D.

## Item 2. Educational Background and Business Experience

### **Gregory K. Richards**

Born 1961

#### **Educational Background:**

Marshall-Wythe School of Law, College of William & Mary; Juris Doctorate (J.D.), 1993

Temple University; Bachelor of Business Administration (BBA), 1987

#### **Business Background:**

01/2025 – Present: Merit Financial Group, LLC; Wealth Manager, Partner

12/2016 – 01/2025: Hershey Wealth Advisors, LLC; Principal/Owner

11/2016 – 01/2025: Osaic Advisory Services, LLC; Investment Adviser Representative

**The Certified Financial Planner™ (CFP®)** designation 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 IAR 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.

**Juris Doctorate (J.D.)** A degree conferred upon individuals who have completed law school that has been approved by the American Bar Association.

## 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"), 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.

#### 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).