

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



**MERIT FINANCIAL ADVISORS  
275 S. 5th Ave, Suite 151,  
Pocatello, ID 83201  
(208) 233-0080**

This Brochure Supplement provides information about our advisors at Merit Financial Group, LLC dba Sanctuary Wealth Management LLC that supplements our firm Brochure. Please contact Doug Baxley, Chief Compliance Officer, 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).

Brett D. Robison  
Gene Clay Esplin  
Joel D. Phillips  
Lauren M. Dalton  
Ashley Anderson  
Ty T. Gentry  
Austin Smellie

## Item 2. Educational Background and Business Experience

### **Brett D. Robison**

Born: 1967

#### **Educational Background:**

Utah State University - Logan; BA Business and Spanish, 1993

#### **Business Background:**

03/2025 – Present: Merit Financial Group, LLC; Wealth Manager, Partner

12/2021 - Present: Fiduciary Services, LLC; Financial Advisor

05/2004 – 03/2025: Sanctuary Wealth Management, LLC; Managing Member/Chief Compliance Officer

### **Gene Clay Esplin**

Born: 1970

#### **Educational Background:**

Utah State University – Logan; BA Finance, 1996

#### **Business Background:**

03/2025 – Present: Merit Financial Group, LLC; Wealth Manager, Partner

01/2022 - Present: Fiduciary Services, LLC; Member

05/2004 – 03/2025: Sanctuary Wealth Management, LLC; Managing Member

### **Joel D. Phillips**

Born: 1980

#### **Educational Background:**

Idaho State University –Pocatello; BA in Economics, 2007

Idaho State University – Pocatello; MBA in Business Administration, 2010

#### **Business Background:**

12/2021 – Present: Fiduciary Services, LLC; Chief Compliance Officer and Financial Advisor

03/2025 – Present: Merit Financial Group, LLC; Wealth Manager, Partner

05/2013 – 03/2025: Sanctuary Wealth Management, LLC; Investment Adviser Representative

### **Lauren M. Dalton**

Born: 1989

#### **Educational Background:**

University of Idaho – Moscow; BA Finance, 2013

**Business Background:**

03/2025 – Present: Merit Financial Group, LLC; Service Advisor  
08/2017 – 09/2019: Kalos Capital Inc.; Registered Representative  
08/2017 – 03/2025: Sanctuary Wealth Management, LLC; Investment Adviser Representative

**Ashley Anderson**

Born: 1983

**Educational Background:**

Idaho State University – Pocatello; BA Business Marketing and Business Management, 2008

**Business Background:**

03/2025 – Present: Merit Financial Group, LLC; Client Service Manager  
07/2018 – 03/2025: Sanctuary Wealth Management, LLC; Paraplanner

**Ty T. Gentry**

Born: 1997

**Educational Background:**

Brigham Young University – Rexburg; BA Finance with a minor in Business Analytics, 2022

**Business Background:**

03/2025 – Present: Merit Financial Group, LLC; Service Advisor  
06/2022 – 03/2025: Sanctuary Wealth Management, LLC; Portfolio Manager  
02/2022 – 06/2022: Idaho Central Credit Union; Accounting Officer  
06/2021 – 02/2022: Idaho Central Credit Union; Consumer Loan Officer  
02/2021 – 02/2022: Brigham Young University; Data Analyst  
09/2018 – 05/2022: Brigham Young University; Student

**Austin Smellie**

Born: 1997

**Educational Background:**

Idaho State University – Pocatello; BA Finance, 2022  
Idaho State University – Pocatello; MBA, 2023

**Business Background:**

03/2025 – Present: Merit Financial Group, LLC; Service Advisor  
12/2023 – 03/2025: Sanctuary Wealth Management, LLC; Investment Adviser Representative  
09/2023 – 12/2023: Sanctuary Wealth Management, LLC; Associate Advisor  
06/2023 – 09/2023: Sanctuary Wealth Management, LLC; Intern

### 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 due to 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.

#### Real Estate:

Gene "Clay" Esplin, Joel Phillips and Brett Robison are actively engaged in real estate as developers, managers, or owners of rental properties.

#### Registered Investment Adviser:

Brett Robison, Gene "Clay" Esplin, and Joel Phillips are actively engaged as the owners of RIA Fiduciary Services LLC, a registered investment adviser.

### 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](mailto:compliance@meritfa.com)