Item 1. Cover Page for Part 2B of Form ADV: Brochure Supplement April 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) 8677050 or email at compliance@meritfa.com. Additional information about each advisor is available on the SEC's website at www.adviserinfo.sec.gov.

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

Peter Mersberger
Joshua Mersberger
Zachary Mersberger
Paul Jochimsen
Donald Hammond
William Morrison
Anthony Hellenbrand
Andrew Schroeder
Mitchell Parker
John Brazier
Matthew Krier
Sydney Thompson
Joshua Preiss
Andrea Zoeller
Austin Summers
Eric Sajdak
Casey Mahoney
Christian Kalnins

Item 2. Educational Background and Business Experience

Peter Mersberger
Born 1958

Educational Background:
University of Wisconsin – Oshkosh, Bachelor of Business Science/Education

Business Background:
09/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
09/2022 – 08/2024: LPL Financial; Registered Representative
11/2017 – 09/2022: Cambridge Investment Research Advisors, Inc.; Investment Adviser Representative

Joshua Mersberger
Born 1987

Educational Background:
University of Wisconsin – Oshkosh, Bachelor of Science, Finance

Business Background:
09/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
09/2022 – 04/2024: LPL Financial; Registered Representative
11/2017 – 09/2022: Cambridge Investment Research Advisors, Inc.; Investment Adviser Representative

Zachary Mersberger
Born 1989

Educational Background:
University of Wisconsin – Oshkosh, Bachelor of Business Administration in Finance

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2022 – 04/2024: LPL Financial; Registered Representative
11/2017 - 08/2022: Cambridge Investment Research Advisors, Inc.; Investment Adviser Representative

Paul Jochimsen
Born 1961

Educational Background:
University of Wisconsin – Madison, Bachelor of Business Administration
University of Wisconsin – Madison, Master of Business Administration

Business Background:
09/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
09/2022 – 08/2024: LPL Financial; Registered Representative
02/2019 – 09/2022: Jochimsen Wealth Management LLC; President/Owner/Financial Advisor

Donald Hammond
Born 1973

Educational Background:
Marquette University, Master of Business Administration
University of Wisconsin – Whitewater, Bachelor of Business Administration in Finance

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2022 – 04/2024: LPL Financial; Registered Representative
12/2019 – 08/2022: Mersberger Advisory Group, LLC; Principal & Investment Adviser Representative

William Morrison
Born 1973

Educational Background:
Bradley University, Master's in Accounting

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
09/2008 – Present: University of Wisconsin – Oshkosh; Accounting/Finance Professor
09/2020 - 08/2022: Cambridge Investment Research Advisors, Inc.; Investment Advisor Representative
09/2020 - 08/2022: Cambridge Investment Research, Inc.; Registered Representative

John Brazier
Born 1994

Educational Background:
University of Wisconsin – Whitewater, Bachelor of Business Administration in Finance

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
08/2022 – 08/2024: LPL Financial; Registered Representative
09/2019 – 08/2022: Mersberger Financial Group; Investment Adviser Representative

Matthew Krier
Born 1996

Educational Background:
University of Wisconsin – Oshkosh, Bachelor of Business Administration in Finance

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
08/2022 – 08/2024: LPL Financial; Registered Representative
06/2021 – 08/2022: Mersberger Financial Group; Investment Adviser Representative
06/2021 – 08/2022: Cambridge Investment Research Advisors, Inc.; Investment Adviser Representative
04/2021 – 08/2022: Cambridge Investment Research, Inc.; Registered Representative
Research, Inc.; Administrative
01/2021 – 08/2022: Cambridge Investment Research, Inc.; Administrative
05/2020 – 02/2021: Northwestern Mutual; Financial Representative

Sydney Thompson
Born 1999

Educational Background:
University of Wisconsin - Oshkosh, Bachelor of Business Administration in Finance

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
08/2022 – 08/2024: LPL Financial; Registered Representative

01/2022 – 08/2022: Cambridge Investment Research Advisors, Inc.; Investment Adviser Representative
07/2021 – 08/2022: Cambridge Investment Research, Inc.; Registered Representative
01/2021 – 08/2022: Cambridge Investment Research, Inc.; Administrative
01/2021 – 08/2022: Mersberger Financial Group; Investment Adviser Representative
08/2019 – 06/2021: University of Wisconsin – Oshkosh; Full-Time Student

Joshua Preiss
Born 1994

Educational Background:
University of Wisconsin - Oshkosh, Bachelor of Business Administration in Finance

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
08/2022 – 08/2024: LPL Financial; Registered Representative
11/2017 – 08/2022: Cambridge Investment Research, Inc.; Registered Representative

Andrea Zoeller
Born 1989

Educational Background:
University of Wisconsin – Oshkosh, Bachelor of Business Administration in Finance and Psychology

Business Background:
08/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative
08/2022 – 08/2024: LPL Financial; Registered Representative
11/2017 – 08/2022: Cambridge Investment Research Advisors, Inc.; Investment Adviser Representative

Austin Summers
Born 1996

Educational Background:
University of Wisconsin – Oshkosh, Bachelor of Business Administration in Finance/Economics

Business Background:
09/2022 – Present: Merit Financial Group, LLC dba Merit Financial Advisors; Investment Adviser Representative
08/2024 – Present: Purshe Kaplan Sterling Investments; Registered Representative

09/2022 – 08/2024: LPL Financial; Registered Representative
05/2019 – 09/2022: Cambridge Investment Research, Inc.; Registered Representative

Anthony Hellenbrand
Born: 1987

Educational Background:
Michigan Technological University, Bachelor of Business Administration in Finance

Business Background:
04/2025 – Present: Merit Financial Advisors; Regional Vice President, Partner
01/2020 - 04/2025: Safeguard Wealth Management; Advisor, Partner

Eric Sajdak
Born: 1994

Business Background:
04/2025 – Present: Merit Financial Advisors; Director of Content, Partner
01/2020 - 04/2025: Safeguard Wealth Management; Advisor, Partner

Andrew Schroeder
Born: 1995

Educational Background:
University of Wisconsin - La Crosse, Bachelor of Science in Economics & Finance

Business Background:
04/2025 – Present: Merit Financial Advisors; Wealth Manager
02/2022 - 04/2025: Safeguard Wealth Management; Senior Advisor
02/2020 - 02/2022: Associated Trust Company; Assistant Vice President, Portfolio Manager

Casey Mahoney
Born: 1992

Educational Background:
University of Missouri – Columbia, Bachelor of Arts

Business Background:
04/2025 – Present: Merit Financial Advisors; Regional Vice President
02/2023 - 04/2025: Safeguard Wealth Management, Senior Advisor
08/2019 - 02/2023: UBS Financial Services Inc., Client Service Associate

Mitchell Parker
Born: 1996

Educational Background:
Ohio University, Bachelor of Business Administration – Personal Finance

Business Background:
04/2025 – Present: Merit Financial Advisors; Wealth Manager
02/2023 - 04/2025: Safeguard Wealth Management, Senior Advisor
05/2019 - 02/2023: Morgan Stanley; Registered Associate

Christian Kalnins
Born: 1993

Educational Background:
University of Wisconsin-Madison, Bachelor of Science – Personal Finance

Business Background:
04/2025 – Present: Merit Financial Advisors; Wealth Manager
06/2024 - 04/2025: Safeguard Wealth Management, Senior Advisor
03/2023 - 05/2024: MML Investors Services; Registered Representative
03/2023 - 05/2024: MassMutual Life Insurance Co.; Agent
02/2020 - 03/2022: Robert W. Baird & Co., Financial 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 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.

Donald Hammond is actively engaged in real estate as a developer and 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