

WILLIAM H. BRYANT, JR.

CRD 4320326

Bryant & Brannock, LLC

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This Brochure Supplement provides information about William H. Bryant, Jr. that supplements the Bryant & Brannock, LLC Brochure. You should have received a copy of that Brochure. Please contact William H. Bryant, Jr., Managing Partner, if you did not receive Bryant & Brannock, LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about William H. Bryant, Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1- Material Changes

There are no material changes for this document.

Item 2- Educational Background and Business Experience

William H. Bryant, Jr.

Born: 1970

Education:

Virginia Commonwealth University (Richmond, VA), Bachelor of Arts in English, 1993

Virginia Tech (Blacksburg, VA), attended from 09/1988 to 12/1989

Business Background:

Bryant & Brannock, LLC, Sole Member, 08/2008 to 05/2016 Managing Partner, 05/2016 to Present.

H. Beck, Inc., Registered Representative, 08/2008 to 1/1/2017

Durham's Partnership For Children, Chair, 6/2011 to 11/2013; Vice Chair, Member of Finance, Executive and Investment Committees, 06/2008 to 06/2011; Treasurer and Chair of Finance Committee 6/2006 to 6/2008 Chair of Community Awareness and Development Committee, 06/2005 to 06/2006

Scott & Stringfellow, Inc., Financial Advisor, 11/2000 to 08/2008

Central Carolina Bank & Trust Co., Assistant Vice President- Mortgage Banker, 05/1998 to 11/2000.

Professional Designations:

Certified Investment Management Analyst (CIMA), granted by Investments and Wealth Institute, 2007

Certified Financial Planner (CFP), granted by the Certified Financial Planner Board of Standards Inc., 2004

Chartered Retirement Plans Specialist (CRPS), granted by College For Financial Planning, 2001

Qualifications for Professional Designations:

Certified Investment Management Analyst (CIMA)

The CIMA certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable regulatory history. To obtain the CIMA certification, candidates must pass an online Qualification Examination, successfully complete a one-week classroom education program provided by a Registered Education Provider at an AACSB accredited university business school, and pass an online Certification Examination. CIMA designees are required to adhere to the Investment and Wealth Institute's Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through the Investments and Wealth Institute.

Certified Financial Planner (CFP)

Education: CFP® professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by CFP Board. Other options for satisfying the education component include submitting a transcript review or previous financial planning-related course work to CFP Board for review and credit, or showing the attainment of certain professional designations or academic degrees.

Examination: CFP® practitioners must pass a comprehensive two-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.

Experience: CFP® professionals must have three years minimum experience in the financial planning process prior to earning the right to use the CFP® certification marks. As a result, CFP® practitioners possess financial counseling skills in addition to financial planning knowledge.

Ethics: As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, known as CFP Board's *Code of Ethics and Professional Responsibility*, that sets forth their ethical responsibilities to the public, clients and employers. CFP Board also performs a background check during this process, and each individual must disclose any investigations or legal proceedings related to their professional or business conduct.

Chartered Retirement Plans Specialist (CRPS)

Individuals who hold the CRPS® designation have completed a course of study encompassing design, installation, maintenance, and administration of retirement plans. The program is designed for approximately 120-150 hours of self-study. The program is self-paced and must be completed within one year from enrollment. Individuals are required to pass an online, timed and proctored end-of-course examination with a 70% score or higher. The examination tests the individual's ability to relate complex concepts and apply theoretical concepts to real-life situations.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

William Bryant is licensed to sell life and health insurance through various insurance companies. He may offer clients products through these affiliations. Clients should be aware that these products pay a commission.

These relationships can cause a conflict of interest as William Bryant has an incentive to recommend products through these relationships based on compensation received rather than on clients needs.

Clients are under no obligation to purchase products recommended by William Bryant or to purchase products through Bryant & Brannock, LLC.

William Bryant is the owner of Harvey Bryant Music & Art. Through this entity, he offers art and music products for sale. He is paid for these products.

This relationship can cause a conflict of interest as William Bryant has an incentive to recommend products through this relationship based on compensation received rather than on clients' need.

Clients are under no obligation to purchase products recommended by William Bryant or to purchase products through Bryant & Brannock, LLC.

William Bryant may spend as much as 50% of his time with all of these related activities.

Item 5- Additional Compensation

William Bryant does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Bryant & Brannock, LLC.

Item 6 - Supervision

As the Managing Partner of Bryant & Brannock, LLC., William Bryant supervises all duties and activities of the firm and its Investment Advisor Representatives. William Bryant's contact information is located on the cover page of this document.

Item 7- Requirements for State-Registered Advisers

William Bryant has **NOT** been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- a) an investment or an investment-related business or activity;
- b) fraud, false statement(s), or omissions;
- c) theft, embezzlement, or other wrongful taking of property;
- d) bribery, forgery, counterfeiting, or extortion; or
- e) dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- a) an investment or an investment-related business or activity;
- b) fraud, false statement(s), or omissions;
- c) theft, embezzlement, or other wrongful taking of property;
- d) bribery, forgery, counterfeiting, or extortion; or
- e) dishonest, unfair, or unethical practices.

William Bryant has **NOT** been the subject of a bankruptcy petition at any time.