

**Prentice Wealth Management, LLC**

**1150 Penfield Rd.**

**Rochester, New York 14625**

**(585) 218-0001**

[www.prenticewealth.com](http://www.prenticewealth.com)

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

January 29, 2024

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WILLIAM (“BILL”) J. PRENTICE, II CFP<sup>®</sup>, AWMA<sup>®</sup>, CIMA<sup>®</sup>

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Managing Partner and Chief Compliance Officer

This brochure supplement (“Supplement Brochure”) provides information about Bill Prentice that supplements Prentice Wealth Management, LLC (“PWM” or the “Firm”) Form ADV Part 2A (“Firm Brochure”). You should have received a copy of the Firm Brochure. If you did not receive PWM’s Firm Brochure or if you have any questions about the contents of this Supplement Brochure, please contact Bill Prentice at (585) 218 - 0001 or [wprentice@prenticewealth.com](mailto:wprentice@prenticewealth.com).

Additional information about Bill Prentice is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The site is searchable by a unique identifying number known as a CRD number. William J. Prentice, II CRD number is 3212474.

## ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

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**William J. Prentice, II**

**CRD No. 3212474**

**Born: 1976**

### **Educational Background**

1997 – Cayuga Community College, Associate of Applied Science/Accounting

1999 – Rochester Institute of Technology, Bachelor of Science/Finance

### **Business Experience**

01/2012 – Present	Managing Partner, Chief Compliance Officer, Investment Advisor Representative	Prentice Wealth Management, LLC
02/2008 – Present	Registered Principal and Investment Advisor Representative	Cadaret, Grant & Co, Inc
02/2005 – 02/2008	Vice President	Westminster Financial, LLC
11/1998 – 02/2005	Financial Representative	Northwestern Mutual Life Insurance Company

### **Professional Designations, Licensing & Exams**

#### State Securities Law Exam

Series 63 - Uniform Securities Agent State Law Examination

Series 65 - Uniform Investment Adviser Law Examination

#### General Industry/Products Exam

SIE - Securities Industry Essentials Examination

Series 7 - General Securities Representative Examination

Series 24 - General Securities Representative Examination

Series 6 - General Securities Representative Examination

#### Insurance Licenses

New York – Resident Insurance License - life, health, fixed and variable annuities

Additionally, insurance licensed in District of Columbia, Maryland, Massachusetts, North Carolina, Hawaii, Florida, Colorado, Texas, Rhode Island, and Virginia.

## Professional Designations

### Accredited Wealth Management Advisor (AWMA®):

Accredited Wealth Management Advisors are licensed by the College of Financial Planning to use this designation. Individuals who hold the AWMA® designation have completed a course of study encompassing wealth strategies, equity-based compensation plans, tax reduction alternatives, and asset protection alternatives. AWMA® designations requirements:

- Completion of a 120-150 hour self-study program within one year of enrollment.
- Individuals are required to pass an online, timed and proctored end-of-course examination with a 70% score or higher.
- After successful completion of the end-of-course examination, individuals must apply for authorization to use the designation. The application includes:
  1. Adherence to the following Standards of Professional Conduct
    - Integrity - Provide professional services with integrity, honor, fairness, and dignity and maintain client trust and confidence.
    - Objectivity - Maintain objectivity and impartiality with respect to services rendered and advice given.
    - Competency - Maintain an adequate level of knowledge and skill and effectively apply that knowledge while recognizing its limitations.
    - Confidentiality - Keep client information confidential, disclosing only when authorized or compelled by law.
    - Professionalism - Comply with all laws and regulations as required and applicable, refraining from actions that bring dishonor to you or your profession.
  2. Self-Disclosure - Applicants must disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.
  3. Adherence to Terms and Conditions - The Terms and Conditions outline designees' rights to use the College's Marks and acknowledge the rights of the College to protect the Marks from unauthorized use by individuals or entities.
    - Following initial conferment of one of the professional designation, authorization for continued use of the credential must be renewed every two years by completing 16 hours of continuing education; reaffirming compliance with the Standards of Professional Conduct, Terms and Conditions; and complying with self-disclosure requirements.

- The College monitors its designees' compliance with the designation requirements and standards. Any alleged violations are subject to disciplinary procedure.
- If a violation of the Standards of Professional Conduct is found, disciplinary sanctions shall be based on the seriousness of the situation and may include, but are not limited to, reprimand, suspension or revocation of the designation.

### CFP® - CERTIFIED FINANCIAL PLANNER™

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United

States and a number of other countries for its (1) high standard of professional education;

(2) stringent code of conduct and standards of practice; and (3) ethical requirements that

govern professional engagements with clients. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Certified Investment Management Analyst (CIMA®):

CIMA certificates are permitted by the Investment Management Consultants Association (IMCA) to utilize and display the CIMA® professional designation upon completion of a rigorous advanced educational program culminating a comprehensive competency examination. This designation is directed at established investment management professionals and requires, on average, approximately one year of advanced study to complete. IMCA dictates that candidates meet specific eligibility requirements, inclusive of the “four Es” of experience, education, examination and ethics.

The certification process requires that all candidates complete the following five sequential steps successfully to earn the CIMA certification:

- Submit a CIMA Certification Program Application and fee and undergo a thorough background check.
- Pass a Qualification Examination.
- Complete the IMCA’s required educational training criteria through one of three approved Registered Education Providers which currently are:
  - Carnegie Mellon University/Tepper School of Business
  - The University of Chicago/Booth School of Business
  - University of Pennsylvania/The Wharton School
- Pass IMCA’s online Certification Examination
- Sign a licensing agreement, submit an initial certification fee and agree to adhere to IMCA’s Code of Professional Responsibility, Standards of Practice and Rules and Guidelines for Use of the Marks.

Following initial certification, CIMA certificants must complete and report to IMCA an ongoing minimum Continuing Education requirement of forty (40) hours of training, inclusive of two (2) hours related to professional ethics, every two years to maintain their certification in good standing.

**ITEM 3: DISCIPLINARY INFORMATION**

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There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of Mr. Prentice.

**ITEM 4: OTHER BUSINESS ACTIVITIES**

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Mr. Prentice, in his individual capacity, is a licensed insurance agent, and may recommend the purchase of certain insurance-related products on a commission basis. Clients can engage Mr. Prentice to purchase insurance products on a commission basis. The recommendation by Mr.

Prentice that a client purchase an insurance commission product presents a conflict of interest, as the receipt of commissions or other compensation provides an incentive to recommend insurance products based on commissions to be received, rather than on a particular client's need. The client's particular needs and goals are considered when purchasing an insurance contract. No client is under any obligation to purchase any insurance commission products from Mr. Prentice. Clients are reminded that they may purchase insurance products recommended by Mr. Prentice through other, non-affiliated insurance agents.

Mr. Prentice is a registered representative and investment adviser representative through Cadaret, Grant & Co., Inc, a member FINRA/SIPC, a broker/dealer and Registered Investment Adviser. In such capacity, Mr. Prentice receives commissions and other types of compensation, for example, mutual fund 12b-1 fees or variable annuity trails. The potential for receipt of commissions and other compensation when Mr. Prentice directs securities transactions for client accounts through Cadaret, Grant & Co., Inc may give Mr. Prentice an incentive to recommend investment products based on the compensation received, rather than on the client's needs. However, Mr. Prentice will only offer investment advisory services through Prentice Wealth Management, LLC, and will only recommend securities transactions that he believes are suitable for the client's account. Additionally, the Firm addresses this conflict of interest by addressing the conflict and disclosing the risk to clients.

#### **ITEM 5: ADDITIONAL COMPENSATION**

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Bill Prentice receives additional compensation in his active role as an insurance agent as well as his role as a registered representative. Mr. Prentice is licensed to sell life, health, fixed and variable insurance and may engage in product sales with clients, for which he will receive additional compensation. Any commissions received through insurance sales do not offset advisory fees the client may pay for advisory services under the firm. The client is under no obligation to purchase insurance products through Mr. Prentice.

As mentioned in Item 4, Mr. Prentice is an investment adviser representative and registered representative with Cadaret, Grant & Co., Inc member FINRA/SIPC, a broker/dealer and Registered Investment Adviser. In such capacity, Mr. Prentice receives advisory fees, commissions and other types of compensation, for example, mutual fund 12b-1 fees or variable annuity trails. The potential for receipt of commissions and other compensation when Mr. Prentice directs securities transactions for client accounts through Cadaret, Grant & Co., Inc, may give Mr. Prentice an incentive to recommend investment products based on the compensation received, rather than on the client's needs. However, Mr. Prentice will only recommend securities transactions that he believes are suitable for the client's account.

#### **ITEM 6: SUPERVISION**

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Mr. Prentice is the Chief Compliance Officer of the Firm and as such has no internal supervision placed over him. He is, however, bound by PWM's Code of Ethics. Mr. Prentice may be contacted at the phone number on this Brochure Supplement.