

# Willard Pugh

Independent Financial Advisor  
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This Brochure Supplement provides information about Willard Pugh that supplements the B. Riley Wealth Advisors, Inc. Brochure. You should have received a copy of that Brochure. Please contact B. Riley's Compliance Department if you did not receive the B. Riley Wealth Advisors Brochure or if you have any questions about the contents of this Supplement.

Additional information about this Financial Advisor is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Business Experience and Educational Background**

**CRD #:** 1757428

**Year of Birth:** 1963

**Education:** Florida Atlantic University, B.A., 1984

### **Business Experience:**

July 2022 to Present	Financial Advisor, B. Riley Wealth Advisors Registered Representative, B. Riley Wealth Management
May 2016 to July 2022	Financial Advisor, National Asset Management Registered Representative, National Securities Corp.
September 2007 to May 2016	Wealth Management Advisor, Dawson James Asset Management, Inc Registered Representative, Dawson James Securities

## **Item 3 – Disciplinary Information**

Mr. Pugh's industry history can be found on FINRA'S BrokerCheck system at <https://brokercheck.finra.org/individual/summary/1757428> or the Investment Adviser Public Disclosure website at <https://adviserinfo.sec.gov/individual/summary/1757428>.

## **Item 4 – Other Business Activities**

Mr. Pugh is a registered representative with B. Riley Wealth Management, Inc. ("BRWM"), member FINRA/SIPC, as well as an investment advisory representative ("IAR") of B. Riley Wealth Advisors, Inc. ("BRWA") and licensed to conduct business in this state.

Registered representatives of BRWM provide securities brokerage services for commissions and receive a portion of the brokerage commissions paid to BRWM. They may also receive a portion of any ongoing distribution of service (trail) fees from the sale of mutual funds or from variable annuity purchases. The dual registration presents an inherent conflict of interest and an incentive to recommend investment products based on the compensation received, rather than on a client's needs.

However, in accordance with fiduciary duties of an IAR and as a matter of Firm procedure, IARs assist clients in making decisions regarding whether to establish a brokerage or an advisory account (and determine the types of transactions that will take place through each account if a client has both accounts) based on the clients' goals, objectives, risk tolerance, and other factors.

As a registered representative of BRWM, Mr. Pugh can only offer those products and services available through BRWM. Mr. Pugh will direct all your broker-dealer securities transactions through BRWM, and he will only offer advisory programs available through BRWA. This means that you may be able to receive better transaction pricing and execution at a different broker-dealer, and you may be able to receive a more appropriate advisory program from a different registered investment advisor.

Mr. Pugh is a licensed insurance agent with various insurance companies (a complete list will be provided upon request) through B. Riley Wealth Insurance. Mr. Pugh is authorized to offer and sell some or all of the following insurance products: fixed life & annuities, disability, long term care, and employer benefit products. If you purchase an insurance product, the insurance company will pay Mr. Pugh a commission and/or other fees. All such payments are separate from and in addition to the advisory fee.

### **Item 5 – Additional Compensation**

As an SEC-registered Investment Adviser, BRWA pays Mr. Pugh a portion of any investment advisory fees collected. As a Broker-Dealer, BRWM pays Mr. Pugh a portion of any commissions, markups and transaction charges collected, but only on non-advisory assets. Other than normal production bonuses, Mr. Pugh does not receive additional compensation based on the amount of new accounts or client referrals.

### **Item 6 – Supervision**

BRWA provides investment advisory and supervisory services in accordance with the BRWA Policies and Procedures. Each advisor associated with BRWA has been assigned a supervising principal. The supervising principal, or any properly documented qualified designee, is responsible for undertaking the day-to-day supervision of the advisor's activities. Supervising principals have primary responsibility to review and approve the account activities of the advisors assigned to them and may counsel with the Compliance Department to address perceived issues as deemed appropriate. The Compliance & Supervision Departments also provide additional oversight functions, as necessary. Each BRWA advisor must acknowledge that he or she is aware of and agrees to abide by all applicable government and industry regulations as well as the BRWA Code of Ethics.

Steven Maurer, OSJ Principal/ Branch Manager, has primary responsibility for the supervision of Mr. Pugh and may be reached at 561-392-1011.