

4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33634  
(813) 935-6776 (866)592-6531 FAX (813) 935-6775

## **Part 2B of Form ADV: *Brochure Supplement***

***March 5th, 2019***

### **Item 1 Cover Page**

This brochure supplement provides information about Leonard M. Rhoades that supplements J.W. Cole Advisors, Inc. ("J.W. Cole Advisors; JWCA") brochure (Form ADV, Part 2A and/or Appendix 1.) You should have received a copy of JW Cole Advisors' brochure. Please contact J.W. Cole Advisors' Advisory Services Team at (813) 935-6776 if you did not receive JWCA's brochure or if you have any questions about the contents of this supplement.

### **Leonard M. Rhoades**

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Phone – 616-698-9844  
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## **Item 2 Educational Background and Business Experience**

Leonard M. Rhoades, Born 1970, started his financial career in 1993-2001 with Foresters, a non-profit fraternal benefit society. Mr. Rhoades served as president of Advanced Refinishing, Inc. from 1995-2001. Mr. Rhoades served as registered representative for Woodbury Financial Services from 2001-2006. From 2006-2011, Mr. Rhoades operated as an Investment Advisor Representative for Retirement Wealth Advisors, Inc. From 2007-2010, Mr. Rhoades operated as Vice President for FormulaFolios, Inc., which acted as model money manager for advisors throughout the United States, including Retirement Wealth Advisors, Inc. Since 2011 Leonard Rhoades has acted as President of L.M. Rhoades Global Wealth Solutions, LLC. Mr. Rhoades has been an Investment Advisor Representative with Global Financial Private Capital from 01/2012 to 03/2019. In 03/2019, Leonard Rhodes joined JW Cole Advisors, Inc. as an Investment Advisor Representative.

## **Item 3 Disciplinary Information**

Investment Advisor Representatives are required to disclose all material facts regarding any legal or disciplinary events that would be material in your evaluation. Currently, Leonard M. Rhoades has no information applicable to this requirement.

For more information about Leonard M. Rhoades, please visit FINRA's Broker Check at [www.finra.org/brokercheck](http://www.finra.org/brokercheck) and/or the SEC's Investment Advisor Search at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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

In addition to offering investment advisory services as an Investment Advisor Representative of J.W. Cole Advisors, Inc. (a Registered Investment Adviser), Leonard M. Rhoades is a Registered Representative of J.W. Cole Financial, Inc. (a Broker Dealer), member FINRA/SIPC, and an independent insurance agent who is appointed by numerous insurance companies. As a Registered Representative of JW Cole Financial, Leonard M. Rhoades may recommend transactions in securities products such as mutual funds and variable annuities. When clients purchase or sell securities through J.W. Cole Financial, Inc. at Leonard M. Rhoades's recommendation, he may be paid a commission. As an independent insurance agent, Leonard M. Rhoades may recommend fixed insurance contracts to clients such as fixed annuities or life insurance. When clients purchase fixed insurance contracts at Leonard M. Rhoades's recommendation, he may be paid a commission.

Leonard M. Rhoades may receive commissions, bonuses, distribution or service ("trail") fees, and other compensation based on the sale of securities (including mutual funds and insurance products) and other investment products. Leonard M. Rhoades may also receive incentive-based, non-cash compensation in connection with his attendance at conferences, seminars, sales or training programs, and other trips (such as reimbursement for travel, lodging and meal expenses) and/or in the form of entertainment, merchandise and other benefits. Such payments and benefits may provide incentive to recommend certain products based on the compensation received.

Based on your account type and the arrangements made by Leonard M. Rhoades, a portion of the fee you pay is often shared with other IARs affiliated with J.W. Cole Advisors, Inc. Seeing as the advisory fee is negotiated between you and your IAR, your fee is not affected by any fee sharing arrangement.

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A conflict of interest may exist between Leonard M. Rhoades and his clients related to the compensation he receives for advisory services offered as an Investment Advisor Representative of JWCA and the compensation Leonard M. Rhoades receives for services offered as a Registered Representative of J.W. Cole Financial, broker- dealer and an independent insurance agent. Leonard M. Rhoades may offer investment advice related to the purchase or sale of securities and/or insurance products. In some cases, when such investment advice is offered outside of a managed account arrangement, Leonard M. Rhoades may receive a fee for the investment advice and, if the client purchases or sells a security or purchases a fixed insurance contract, Leonard M. Rhoades may also be paid a commission.

## **Item 5 Additional Compensation**

Leonard M. Rhoades may receive additional compensation in connection with his attendance at conferences, seminars, sales or training programs, and other trips (such as reimbursement for travel, lodging and meal expenses) and/or in the form of entertainment, merchandise and other benefits for providing advisory services.

## **Item 6 Supervision**

Leonard M. Rhoades is currently supervised by Marco Fuentes, Chief Compliance Officer for J.W. Cole Advisors, Inc. Mr. Fuentes may be reached at 813-935-6776. J.W. Cole Advisors supervises the activities of Leonard M. Rhoades through on-site visits conducted by a designated qualified professional. In addition, Mr. Fuentes or a qualified designee supervises e-mail communication and other activities that require such supervision and or approval. Lastly, JWCA utilizes various audit and monitoring/surveillance mechanisms to oversee the advisory activities of Leonard M. Rhoades.