

4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33635  
(813) 935-6776 (866)592-6531 FAX (813) 935-6775

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

*November 21, 2019*

### **Item 1: Cover Page**

This brochure supplement provides information about Michael Reinhart 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.

#### **Michael Reinhart**

5088 Corporate Exchange Blvd. SE, Suite #200

Grand Rapids, MI 49512

Phone: 616-698-9844

Fax: 616-698-9870

4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33635  
 (813) 935-6776 (866)592-6531 FAX (813) 935-6775

**Item 2: Educational Background and Business Experience**

Michael Reinhart, Born 09/18/1958 uses his 30+ years of knowledge and experience in the financial services industry to provide superior service to his clients. After graduating high school, Mike pursued the business experience set out below in lieu of a formal education.

JW Cole Advisors, Inc.: Investment Advisor Representative	03/2019-Present
JW Cole Financial, Inc.: Registered Representative	03/2019-Present
GF Investment Services, LLC: Registered Representative	07/2014-03/2019
Global Financial Private Capital, LLC; Investment Advisor Representative	07/2014-03/2019
Global Wealth Solutions; Registered Representative	06/2014-Present
LPL Financial, LLC; Registered Representative	06/2012 – 06/2014
Woodbury Financial Services; Registered Representative	09/1999 – 06/2012
Independent Order of Foresters; Registered Representative Supervisor, Asst. Manager, District Manager, Regional Manager, VP of Marketing.	

**Item 3: Disciplinary Information**

Currently, Michael Reinhart has no information applicable to this requirement.

For more information about Michael Reinhart, 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).

4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33635  
(813) 935-6776 (866)592-6531 FAX (813) 935-6775

#### **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), Michael Reinhart is an independent insurance agent who is appointed by numerous insurance companies. As an independent insurance agent, Michael Reinhart may recommend fixed insurance contracts to clients such as fixed annuities or life insurance. When clients purchase fixed insurance contracts at Michael Reinhart's recommendation, he may be paid a commission.

Michael Reinhart may conduct these investment-related activities under the assumed or trade name of Global Wealth Solutions LLC. Global Wealth Solutions LLC is not affiliated with JW Cole Advisors.

Based on your account type and the arrangements made by Michael Reinhart, 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.

Michael Reinhart may receive commissions, bonuses, distribution or service ("trail") fees, and other compensation based on the sale of insurance products. Michael Reinhart 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.

4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33635  
(813) 935-6776 (866)592-6531 FAX (813) 935-6775

A conflict of interest may exist between Michael Reinhart and his clients related to the compensation he receives for advisory services offered as an Investment Advisor Representative and the compensation Michael Reinhart receives for services offered as an independent insurance agent. Michael Reinhart may offer investment advice related to the purchase or sale of insurance products. In some cases, when such investment advice is offered outside of a managed account arrangement, Michael Reinhart may receive a fee for the investment advice and, if the client purchases or sells a fixed insurance contract, Michael Reinhart may also be paid a commission.

### **Item 5: Additional Compensation**

Michael Reinhart 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**

Michael Reinhart is currently supervised by Marco Fuentes, Chief Compliance Officer for J.W. Cole Advisors, Inc. Mr. Fuentes or a member of the compliance department may be reached at 813-935-6776. J.W. Cole Advisors supervises the activities of the representative through on-site visits conducted by a designated and 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 Michael Reinhart.