



William M. Arthur II

211 Grandview Dr., Ste. 235

Fort Mitchell, KY 41017

This Brochure Supplement provides information about William Arthur, Independent Investment Adviser Representative, which supplements the Focus On Success, LLC. Form ADV Part 2A Brochure. Please inform William Arthur at the contact information listed above if you did not receive Focus's Form ADV Part 2A Brochure or if you have any questions about the contents of this supplement. Additional information about William Arthur is available on the SEC's website at www.adviserinfo.sec.gov and FINRA's website at www.finra.org/brokercheck



William M. Arthur II

Focus On Success
211 Grandview Dr., Ste. 235
Fort Mitchell, KY 41017
(859) 331-2010

Educational Background and Business Experience

William M. Arthur II

Date of Birth: 10/19/1970

Education:

- Thomas More College, Crestview Hills, KY
- Bachelor of Science, Accounting

Examinations and Professional Designations:

- Series 6 – Investment Company Products/Variable Contracts Limited Representative
- Series 63 – Uniform Securities Agent State Law Exam
- Series 65 – Investment Advisors Law Exam
- AIF®
- CRPS®
- CPFA®

AIF® - Accredited Investment Fiduciary®

The Accredited Investment Fiduciary® professional designation is the industry's first and only designation that demonstrates knowledge and competency in the area of fiduciary responsibility and communicates a commitment to standards of investment fiduciary excellence.

- Holders of the AIF® mark have successfully completed a specialized program on investment fiduciary standards and subsequently passed a comprehensive examination.
- Demonstrate the focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to excellence.
- Represents a thorough knowledge of and ability to apply the fiduciary Practices.
- Designees must sign and agree to abide by a code of ethics and complete a continuing education requirement annually.

CRPS® - Certified Retirement Services Professional

- Minimum of three years of experience in ERISA and IRS Code/Regulations and completion of the approved employee benefit/retirement services training program OR five years of experience in ERISA, plus IRS Code/Regulations.

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- One letter of recommendation from manager attesting to qualifications for certification including ERISA and IRS Code/Regulations experience.
 - Completion of ICB-approved employee benefit/retirement services training program, if experience criteria is not met.
 - Final certification exam.
 - 30 hours of related continuing education every 3 years.

CPFA® - Certified Plan Fiduciary Advisor

The credential — developed by some of the nation’s leading advisors and retirement plan experts — demonstrates your knowledge, expertise, and commitment to working with retirement plans. Plan advisors who earn their CPFA® credential demonstrate the expertise required to act as a plan fiduciary or help plan fiduciaries manage their roles and responsibilities.

- No prerequisites required.
- Training requirements are completed online through a self-study course.
- Final certification exam is a proctored, closed-book exam.
- 10 hours of continuing education every year.

Business Experience:

- Investment Adviser Representative, Focus On Success, LLC – March 2010 to Present
- Registered Representative, Valmark Securities, Inc. – March 2010 to Present
- Investment Adviser Representative, Valmark Advisers, Inc. – March 2010 to Present
- Pension Representative, O.N. Equity Sales Company – January 2007 to January 2010
- Retirement Plan Consultant, Ohio National Life Insurance Company – November 2006 to 2010
- Ameritas Investment Corporation – June 2006 to November 2006
- Retirement Plan Consultant, Union Central Life Insurance Company – April 1996 to 2006

Disciplinary Information

Registered Investment Advisers are required to disclose material facts regarding any investment related legal or disciplinary events, including issues involving criminal or civil actions, findings resulting from administrative proceeding before the SEC, a self-regulatory body or any other federal or state regulatory authority that would be material to your evaluation of each supervised person providing investment advice.

William Arthur has no disciplinary record that would impact a client’s evaluation of the practice.

Other Business Activities

William Arthur is a Registered Representative of Valmark Securities, Inc., and an Independent Investment Adviser Representative of Valmark Advisers, Inc. Valmark Securities, Inc. is a broker dealer under common ownership and management of Valmark Advisers, Inc.

William Arthur is also an insurance agent affiliated with Executive Insurance Agency, Inc., an agency under common ownership and management of Valmark Advisers, Inc.

William Arthur is also an investment adviser representative for Focus On Success, LLC , a State Registered Investment Advisor.

William Arthur is a member of the Investment Committee of the Diocese of Covington. William Arthur is also a basketball coach for the Diocese of Covington Saint Henry school.

Additional Compensation

As a Registered Representative of an affiliated broker dealer, Valmark Securities, Inc., William Arthur will receive normal commissions associated with securities sales. As an Independent Investment Adviser Representative of Valmark Advisers, Inc. William Arthur will receive Advisory fees for the management of client assets.

William Arthur will receive insurance commissions surrounding the sales of insurance products sold through the affiliated insurance agency, Executive Insurance Agency, Inc.

As an investment adviser representative for Focus On Success, LLC William Arthur will receive financial planning fees. These fees are separate from fees earned for his work with Valmark Advisers, Inc.

William Arthur does not receive any compensation as a member of the Investment Committee of the Diocese of Covington. William Arthur does receive W2 compensation for his role as a basketball coach.

Supervision

The initial and ongoing reviews are under the direction of Chief Compliance Officer, Troy Crook, who can be reached at 859-331-2010.