



William Z. Suplee

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**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about William Z. Suplee that supplements the Apella Capital, LLC (“Apella”) brochure. You should have received a copy of that brochure. Please contact Timothy Richards at 860-781-6550 if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about William Z. Suplee is available on the SEC’s website at www.adviserinfo.sec.gov. His individual CRD number is 4744206.

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Educational Background and Business Experience

Form ADV Part 2B, Item 2

William Z. Suplee

Year of Birth: 1954

Formal Education after High School:

- The Episcopal Academy Ursinus College; B.S.
- St. Joseph's University; MBA

Business Background for the Previous Ten Years:

- Mr. Suplee is registered as a Senior Financial Adviser Representative with Apella. Mr. Suplee started with Apella in 2022 as a Senior Financial Adviser.
- Mr. Suplee is also registered as an Investment Adviser Representative with Structured Asset Management, Inc. Prior to joining Apella, Mr. Suplee worked at the following financial institutions:
 - Structured Asset Management, Inc., President and Investment Adviser - 01/2003 - Present
 - Philadelphia Stock Exchange, Market Maker and Specialist – 01/1980 – 01/2000

Certifications and Professional Designations:

Mr. Suplee earned the following professional designations:

- Certified Financial Planning designation, ("CFP")
- Chartered Financial Analyst designation, ("CFA")
- Chartered Financial Consultant ("ChFC")
- Chartered Advisor for Senior Living ("CASL")
- Accredited Investment Fiduciary ("AIF")

Chartered Financial Analyst® CFA

The CFA is offered by the CFA Institute. The Charter gives a strong understanding of advanced investment analysis and portfolio management skills. The program is a self-study, graduate level program divided into three levels of exams.

Prerequisites/Experience Required:

Candidate must meet one of the following education requirements:

- Undergraduate education: a bachelor's degree or in final year of bachelor's degree program.
- 4 years of professional experience
- A combination of professional work experience and education that totals at least four years

Code of Ethics and Standards of Professional Conduct:

Candidates must complete a professional conduct statement to attest that they are in compliance with this requirement.

Educational Requirements:

A rigorous self-study program (250 hours of study for each of the 3 levels) is built from the CFA Institute Body of Knowledge, covering investment management in 10 key areas of study.

Examination:

3 six hour exams (Levels I, II and III) are offered each June and must be passed sequentially.

Continuing Education Requirements:

Voluntary but recommended minimum of 20 hours per year of CE credits with at least two hours in Standards, Ethics and Regulations.

Certified Financial Planner™, CFP® and federally registered CFP (marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by the 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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).

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.

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.

Additional information regarding this designation is available by contacting the CFP Board at www.CFP.net.

ChFC - Chartered Financial Consultant

The Chartered Financial Consultant or ChFC is granted by The American College.

Experience Required:

3 years of full-time business experience within the five years preceding the awarding of the designation

Educational Requirements:

The completion of 6 core and 2 elective college level courses from The American College

Examination:

One final proctored exam for each of the eight courses

Continuing Education Requirements:

30 CE credits every 2 years

Ethics:

To receive the designation, candidates must agree to comply with The American College Code of Ethics and Procedures and participate in the Professional Recertification Program.

CASL - Chartered Advisor for Senior Living

The Chartered Advisor for Senior Living or CASL is granted by The American College.

Experience Required:

3 years of full-time business experience within the five years preceding the awarding of the designation

Educational Requirements:

The completion of five core college level courses from The American College

Examination:

One final proctored exam for each of the five courses.

Continuing Education/Experience Requirements:

15 CE credits every 2 years

Ethics:

To receive the designation, candidates must agree to comply with the American College Code of Ethics and Procedures and participate in the Professional Recertification Program.

AIF-Accredited Investment Fiduciary®

The AIF designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360)).

Disciplinary Information

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Apella is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

William Z. Suplee

No information is applicable to this item for Mr. Suplee.

- A. Mr. Suplee has never been subject to a criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which the supervised person
 - 1. was convicted of, or plead guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
 - 2. is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
 - 3. was found to have been involved in a violation of an investment-related statute or regulation; or
 - 4. was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order.
- B. Mr. Suplee has never been subject to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which the supervised person
 - 1. was found to have caused an investment-related business to lose its authorization to do business; or
 - 2. was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority
 - a) denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business;
 - b) barring or suspending the supervised person's association with an investment-related business;
 - c) otherwise significantly limiting the supervised person's investment-related activities; or
 - d) imposing a civil money penalty of more than \$2,500 on the supervised person.
- C. Mr. Suplee has never been subject to a self-regulatory organization (SRO) proceeding in which the supervised person
 - 1. was found to have caused an investment-related business to lose its authorization to do business; or
 - 2. was found to have been involved in a violation of the SRO's rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500.

Form ADV Part 2B, Item 3

- D. Mr. Suplee has never been subject to any other proceeding in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct.

Other Business Activities

William Z. Suplee

Form ADV Part 2B, Item 4

- Mr. Suplee is not engaged in any investment related business activities separate from Apella.

Additional Compensation

Form ADV Part 2B, Item 5

Mr. Suplee does not receive any additional compensation such as, but not limited to, sales awards, other prizes and from any other source outside of Apella.

Supervision

Form ADV Part 2B, Item 6

Mr. Suplee is supervised by Jason Gentile, Director of Financial Planning. Mr. Gentile can be reached at 860-785-2259.