

Part 2B of Form ADV: *Brochure Supplement*

Paige W. Pierce

Pierce Wealth Partners, Inc.
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This brochure supplement provides information about Paige W. Pierce that supplements the Pierce Wealth Partners (PWP) brochure. You should have received a copy of that brochure.

Please contact David Achzet, at dave@piercewealth.com, if you did not receive the PWP ADV 2A Disclosure Brochure, or if you have any questions about the contents of this supplement.

Additional information about Paige W. Pierce is available on the SEC's website at:
www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Paige W. Pierce, AIF President, CEO Born: 1964

Education:

- The London Business School; 5-year Business Leadership Program Alumnus
- Licensed to provide Life, Accident and Health Insurance.
- Series 7, 14, 24, 27, 52, 53, 66, and 99 registered
- Accredited Investment Fiduciary Designation ("AIF")

Business Experience:

- Pierce Wealth Partners, Inc; President and CEO; from May 2021 to the Present
- Bley Investment Group, Inc.; President and CEO; from April 2021 to the Present
- McLaughlin Ryder Investments, Inc.; President and CFO; from March 2020 to April 2021
- Larimer Capital Corporation: Executive Vice President; from June 2017 to March 2020
- RW Smith & Associates, Inc: President and CEO; from February 2001 to March 2017

Item 3 Disciplinary Information

Paige W. Pierce has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

In addition to being an investment advisor representative of PWP, Paige W. Pierce is a registered representative with Bley Investment Group, Inc. (BIG), an affiliated, Broker-Dealer. This enables her to effect securities transactions for a commission in her capacity as a registered representative. She is able to offer brokerage services to both clients and non-clients of PWP. When acting in the capacity as a registered representative, she will receive compensation based on the sale of securities and brokerage products including, but not limited to, mutual fund share classes that pay sale charges and distribution or service ("trail") fees, transaction commissions, markup and markdowns on principal trades in bonds and other compensation as detailed in the BIG Reg BI Disclosure document. This creates a conflict of interest as there is an inherent incentive to recommend brokerage products and effect transactions based on the broker agent's compensation in a brokerage account. This conflict is mitigated as clients of PWP typically transition from brokerage to advisory and, upon doing so, only have a fee-based account and, should they happen to maintain a commissioned-based brokerage account with BIG, they are not required to implement any brokerage services recommendations provided by a registered representative of BIG. Please discuss any questions regarding brokerage compensation and the related conflicts of interest with this financial professional. Visit <https://www.bleyinvestments.com> to review the Broker-Dealer Regulation Best [Interest Disclosure and additional disclosures](#).

- Ms. Pierce is also a licensed insurance agent. She is able to offer insurance products through Bley Investment Group, Inc appointments or through an unaffiliated insurance agency. She is able to offer these services to clients and non-clients of PWP. An insurance agent will receive a commission on insurance products sold in accordance with the products' respective commission schedule. The commission schedules typically allow for varied methods of commission payouts. The insurance commissions compensation received is separate from and in addition to the compensation she receives in her capacity in providing investment advisory services through PWP or securities transactions with the affiliated broker-dealer. This creates a conflict of interest as this is an inherent incentive to recommend insurance products based on the compensation rather than the client's need. The affiliated broker-dealer will receive a portion of the insurance commission. This creates a conflict of interest as there is an incentive for business to be placed under the broker-dealer. The agents must meet training criteria and best interest and suitability standards which are reviewed as part of the appointment and application review process. Please let us know if you have any questions regarding insurance products, compensation, or conflicts of interest.

B. Non-Investment-Related Activities

- Ms. Pierce serves on the Board of Directors for Revivea, an independent insurance advisory firm providing expert guidance on policy reviews, renewals, and claims to help policyholders make informed decisions.
- Ms. Pierce serves on the Board of Directors and North American Steering Committee for eToro USA Securities, Inc. and eToro USA LLC. Ms. Pierce earns annual compensation for her position held on the Boards. eToro was founded in 2007 with the vision of opening up the global markets so everyone can invest in a simple and transparent way. The eToro platform allows people to invest in the assets they want, from stocks, ETFs, options, to crypto assets and more. eToro is a global community of more than 30 million registered users who can share their investment strategies, and anyone can follow the approaches of those who have been most successful. Due to the simplicity of the platform, users can easily buy, sell, or hold assets and monitor their portfolio in real time.
- Ms. Pierce is the President and CEO of The Pierce Group, LLC a business and management consulting firm.

Item 5 Additional Compensation

Ms. Pierce does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Paige W. Pierce, President, CEO and CCO, will abide by and adhere to all industry rules and regulations in addition to the Firm's Policies and Procedures and Code of Ethics. Ms. Pierce, or her designee, monitors the investment advisory activities, personal investing activities, and adherence to the PWP's compliance / code of ethics program for all firm Financial Professionals, Supervised Persons, and employees on a continuous basis. Various methods of review are completed to include periodic inspection and review of client securities positions and/or transaction activity, obtaining certifications of compliance with company policies & procedures, and reviewing personal trading activity for all Financial Professionals, Supervised, and employees. Paige W. Pierce may be reached at: (817) 732-2442.

Item 7 Requirements for State-Registered Advisers

Ms. Pierce has not been the subject of any bankruptcy petitions, arbitration claim nor any civil, self-regulatory organization, or administration proceeding.