



Where Relationships Are the Difference

FORM ADV PART 2B BROCHURE SUPPLEMENT

TODD ROLLINS

**1650 N. Arlington Heights Road, STE 100
Arlington Heights, IL 60004
(847) 342-1700**

WORLD EQUITY GROUP, INC.

1650 N. Arlington Heights Road, Suite 100
Arlington Heights, IL 60004
(847) 342-1700
www.worldequitygroup.com

This brochure supplement provides information about Todd Rollins that supplements the World Equity Group, Inc. brochure. You should have received a copy of that brochure. Please contact the Compliance Department at (847) 342-1700 or compliance@weg1.com if you did not receive World Equity Group's brochure or if you have any questions about the contents of this supplement.

Additional information about Todd Rollins is also available on the SEC's website at www.adviserinfo.sec.gov.

World Equity Group is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

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TABLE OF CONTENTS

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE	3
DISCIPLINARY INFORMATION	3
OTHER BUSINESS ACTIVITIES.....	4
ADDITIONAL COMPENSATION.....	4
SUPERVISION	4



EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

TODD ROLLINS

Year of Birth: 1985

Formal Education after High School

- University of Wisconsin - Whitewater, Bachelor's Degree, Finance, Graduated in 2007

Business Background for the Previous Five Years:

- 9/07-present, World Equity Group
Registered Representative & Investment Advisor Representative
- 8/07-9/07, Pepsi
Pricing
- 5/07-8/07, GAP
Sales Associate
- 8/03-5/07
Student

Certifications:

- **Certified Financial Planner (CFP)**
Accredited by the National Commission for Certifying Agencies (NCCA), this designation is issued by the Certified Financial Planner Board of Standards, Inc. (CFPBS) and is granted to individuals who complete a CFP Certification Examination and also meet the following prerequisites: bachelor's degree from an accredited college or university and three years of full time personal financial planning experience. In order to qualify, the candidate must complete a CFP-board registered program or hold one of the following titles: CPA, ChFC, Chartered Life Underwriter (CLU), CFA, PhD in Business Economics, Doctor of Business Administration or Attorney's License. Once issued, the candidate is required to complete 30 hours of continuing education every two years and must continuously meet the standards administered by CFPBS.

DISCIPLINARY INFORMATION

The Securities and Exchange Commission requires that any significant legal or disciplinary events material to a client's evaluation of the investment advisor representative must be disclosed. If applicable, such events are listed below. Additional information regarding this investment advisor representative is available on the SEC's website at www.adviserinfo.sec.gov.

This investment advisor representative has no material disciplinary events.

OTHER BUSINESS ACTIVITIES



Todd Rollins is also a Registered Representative of the affiliated World Equity Group broker/dealer. World Equity Group is a FINRA member firm that also offers securities on a commission basis, including trail fees in the sale of mutual funds and variable annuities. By being dually registered with both the B/D and RIA, conflicts of interest may arise. The investment advisor representative may have an incentive to recommend products based on the compensation received, rather than client's needs. The investment advisor representative may receive a commission on the sale of a product and also charge a management fee. Todd Rollins is a landlord of condominium rental property and also sells fixed insurance and uses a doing business name of Midway Wealth Partners.

ADDITIONAL COMPENSATION

None

SUPERVISION

Each investment advisor representative is supervised through the World Equity Group home office. Prior to each account being opened, a firm supervisory principal reviews each account for suitability and appropriateness of the investment recommendation and/or managed account program. For existing accounts, the activity and recommendations made are monitored through the trade review process and periodic account reviews are completed by firm supervisory principals. The firm's Compliance Department also conducts periodic account reviews and audits each investment advisor representative's office on a regularly scheduled basis. Rich Babjak, President, is the person responsible for supervising the advisory activities of Todd Rollins. Mr. Babjak can be reached directly at 847-342-1700, ext. 222.

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