

Securities America Advisors, Inc.  
**Advisor Brochure Supplement**  
(Part 2B of Form ADV)

This Brochure Supplement provides information about Mark Friedman that supplements the Disclosure Brochure for Securities America Advisors, Inc. (SAA). You should have received a copy of that Disclosure Brochure. Please contact Michael Rees if you did not receive SAA's Disclosure Brochure or if you have any questions about the contents of this Supplement. This Supplement has not been reviewed or approved by the U.S. Securities & Exchange Commission, any state regulatory agency or any self-regulatory organization.

Phone: 850-670-1253  
Fax: 866-655-4380  
E-Mail: [mfriedman@pwmcllc.com](mailto:mfriedman@pwmcllc.com)

Additional information about Mark Friedman is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

June 01, 2020



---

12325 Port Grace Blvd  
La Vista, NE 68128  
[www.securitiesamerica.com](http://www.securitiesamerica.com)  
800-747-6111

# Brochure Supplement (Part 2B of Form ADV)

## Item 2. Educational Background and Business Experience

Year of Birth: 1968

Educational Background:

Your financial advisor has graduated from the following institution(s):

Institution Name: Florida State University  
Date Completed: April 1990  
Degree Earned: BS  
Area of Study: Finance

Institution Name: Florida State University  
Date Completed: December 1996  
Degree Earned: BS  
Area of Study: Accounting

Business/Employment Experience (for past five years):

Your financial advisor has the following employment background:

Employer Name: Securities America Advisors, Inc.  
Start Date: 1/2/2018  
End Date: Present  
Title: Investment Advisor Representative  
Address: 12325 Port Grace Blvd., La Vista, NE 68128  
Type of Business: Registered Investment Advisor

Employer Name: Securities America, Inc.  
Start Date: 1/2/2018  
End Date: Present  
Title: Registered Representative  
Address: 12325 Port Grace Blvd., La Vista, NE 68128  
Type of Business: Broker/Dealer

Employer Name: Fisher & Friedman, PA  
Start Date: 7/1/2015  
End Date: Present  
Title: CPA  
Address: 171 Highway 98 West, Suite K, Eastpoint, FL 32328  
Type of Business: Accounting Services

Employer Name: Invest Financial Corporation  
Start Date: 5/19/2010  
End Date: 1/2/2018  
Title: Investment Advisor Representative  
Address: 12750 Citrus Park Lane, Tampa, FL 33625  
Type of Business: Registered Investment Advisor

Employer Name: Invest Financial Corporation  
Start Date: 5/19/2010  
End Date: 1/2/2018  
Title: Registered Representative  
Address: 12750 Citrus Park Lane, Tampa, FL 33625  
Type of Business: Broker/Dealer

Employer Name: Friedman Financial Advisors Inc.  
Start Date: 8/1/2009  
End Date: 1/2/2018  
Title: Financial Planner  
Address: 171 Highway 98 West, Suite K, Eastpoint, FL 32328  
Type of Business: Financial Services

## Professional Designations

Accredited Wealth Management Advisor (AWMA): To be an AWMA, one must:

- Successfully complete the self-study course (consisting of 15 modules requiring 120-150 hours)
- Successfully complete the final designation exam
- Complete 16 hours of continuing education every two years

Certified Public Accountant (CPA): To be a CPA, one must:

- Complete sufficient education hours (typically 150 semester hours but requirements vary by state)
- Successfully complete the Uniform CPA Exam
- Have the experience required (typically 1-2 years but varies by state)
- Obtain license and comply with rules of professional conduct (some states require an ethics exam)
- Complete continuing education requirements for state

Personal Financial Specialist (PFS): To be a PFS, one must:

- Be a member of the American Institute of Certified Public Accountants
- Hold an unrevoked Certified Public Accountant certificate issued by a state authority plus personal financial planning specific education (as defined by the PFS Credential Handbook)

- Earn at least 100 points under the PFS point system (as defined by the PFS Credential Handbook)
- Substantiate business experience in personal financial planning related services
- Successfully complete the final certification exam
- Complete 60 hours of continuing professional education every 3 years related to the personal financial planning body of knowledge

### Item 3. Disciplinary History

Additional information about this advisor is available at [brokercheck.finra.org](http://brokercheck.finra.org)

### Item 4. Other Business Activities

In addition to his work with Securities America, Inc., the financial advisor is engaged in offering insurance and insurance products as an insurance agent. A portion of his time each week is dedicated to insurance and insurance sales, and he can earn commissions when acting in this separate capacity.

Mr. Friedman is also a partner in Fisher & Friedman, PA, an accounting firm, and spends a portion of his workweek on this activity. He is compensated for his time.

Your financial advisor may also be a registered representative with Securities America, Inc., a full service broker/dealer, member FINRA/SIPC. Securities America, Inc. and Securities America Advisors, Inc. are affiliated entities. In this separate capacity, your financial advisor may recommend to clients the purchase and sale of securities products and receive commissions when doing so. A portion of your financial advisor's workweek is dedicated to securities and securities sales.

In addition to the advisory fees disclosed along with your client agreement, your financial advisor may receive compensation, including bonuses and non-cash compensation, for selling certain securities or other investment products. As a result, certain incentives and conflicts of interest may exist for your financial advisor if you buy certain recommended products or services.

Conflicts of interest may arise in the course of providing investment management services to you and the financial advisor's other financial industry activities. These potential conflicts of interest are described in this Supplemental Brochure. To the extent we cannot prevent actual or potential conflicts, we will take reasonable steps to mitigate them and, at a minimum, disclose them to you.

### Item 5. Additional Compensation

The financial advisor may have an incentive to join and remain with Securities America, Inc. and/or Securities America Advisors, Inc. through certain compensation arrangements which could include bonuses, enhanced pay-outs, forgivable loans and/or business transaction loans. There can be production goals associated with your financial advisor recommending a

transaction, and receiving compensation from a recommendation can be considered a conflict of interest. Clients are encouraged to read the Securities America Advisors, Inc. Form ADV Part 2A Disclosure Brochure and discuss any potential conflicts with their financial advisor.

Securities America can issue payments in the form of loans to its representatives which can be forgivable based on years of service or production. This practice can create a conflict of interest because the representative can have a financial incentive to recommend clients engage Securities America Advisors, Inc. for advisory services in order for the loan to be forgiven. Your financial advisor will obtain financial data from you and assist you in setting appropriate investment objectives. Securities America Advisors, Inc. periodically reviews advisory accounts to ensure suitability and adherence to client investment objectives. Clients are encouraged to consult with their financial advisor if they have questions regarding this issue.

The financial advisor can receive bonuses or non-cash compensation relating to the promotion or sale of a program sponsor's products or services. These program sponsors may pay for training, education or prospecting events such as seminars, for due diligence and travel expenses to these events, and can occasionally provide business entertainment or gifts of nominal value to financial advisors.

The financial advisor can receive referral fees for referring a client or prospective client to SAA or a third-party investment advisor.

Incentive programs and cash/non-cash compensation are strictly regulated by the SEC, FINRA and Securities America compliance policies.

## Item 6. Supervision

Your financial advisor's activities are supervised by one or more individuals working in the financial advisor's office and/or a member of SAA's supervision team. The supervisor provides ongoing training and support to your financial advisor and answers questions about providing financial planning or investment advice to clients. The supervisor also reviews the financial advisor's activities through SAA's client relationship management system, business submission reviews, e-mail monitoring and correspondence reviews. The person responsible for supervising the financial advisor's advisory activities, Michael Rees, OSJ Branch Manager, can be reached at 727-896-8166.