

4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33635
(813) 935-6776 (866)592-6531 FAX (813) 935-6775

Part 2B of Form ADV: *Brochure Supplement*

July 31, 2018

Item 1 Cover Page

This brochure supplement provides information about James E. Mathias, III that supplements J.W. Cole Advisors, Inc. ("J.W. Cole Advisors; JWCA") brochure (Form ADV, Part 2A and/or Appendix 1.) You should have received a copy of JW Cole Advisors' brochure. Please contact J.W. Cole Advisors' Advisory Services Team at (813) 935-6776 if you did not receive JWCA's brochure or if you have any questions about the contents of this supplement.

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Item 2 Educational Background and Business Experience

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

YOUR ADVISOR'S HIGHEST LEVEL OF EDUCATIONAL ACHIEVEMENT

HIGH SCHOOL DIPLOMA
BELLEVUE COMMUNITY HIGH SCHOOL

YOUR ADVISOR CURRENTLY MAINTAINS THE FOLLOWING SECURITIES REGISTRATIONS

SERIES 6 – THE INVESTMENT COMPANY AND VARIABLE CONTRACTS PRODUCTS REPRESENTATIVE QUALIFICATION EXAMINATION MEASURES THE DEGREE TO WHICH EACH CANDIDATE POSSESSES THE KNOWLEDGE NEEDED TO PERFORM THE CRITICAL FUNCTIONS OF AN INVESTMENT COMPANY AND VARIABLE CONTRACT PRODUCTS REPRESENTATIVE, INCLUDING THE SALE OF MUTUAL FUNDS AND VARIABLE ANNUITIES.

SERIES 7 - THE GENERAL SECURITIES REPRESENTATIVE (SERIES 7) QUALIFIES A HOLDER FOR THE SOLICITATION, PURCHASE, AND/OR SALE OF ALL SECURITIES PRODUCTS, INCLUDING CORPORATE SECURITIES, MUNICIPAL SECURITIES, MUNICIPAL FUND SECURITIES, OPTIONS, DIRECT PARTICIPATION PROGRAMS, INVESTMENT COMPANY PRODUCTS, AND VARIABLE CONTRACTS.

SERIES 24 -THE GENERAL SECURITIES PRINCIPAL EXAM (SERIES 24) QUALIFIES INDIVIDUALS AS GENERAL SECURITIES PRINCIPALS WHO CAN MANAGE OR SUPERVISE THE MEMBER'S (BROKER DEALER FIRM'S) INVESTMENT BANKING OR SECURITIES BUSINESS FOR CORPORATE SECURITIES, DIRECT PARTICIPATION PROGRAMS, AND INVESTMENT COMPANY PRODUCTS/VARIABLE CONTRACTS

SERIES 51 - THE MUNICIPAL FUND SECURITIES PRINCIPAL (SERIES 51) TESTS A HOLDER'S KNOWLEDGE OF THE RULES AND STATUTORY PROVISIONS APPLICABLE SPECIFICALLY TO MUNICIPAL FUND SECURITIES AND THE SUPERVISION OF THE ACTIVITIES OF REGISTERED REPRESENTATIVES EFFECTING MUNICIPAL FUND SECURITIES TRANSACTIONS (E.G. 529 COLLEGE SAVINGS PLANS, LOCAL GOVERNMENT INVESTMENT POOLS (LGIPS).

SERIES 63 - THE UNIFORM SECURITIES AGENT STATE LAW (SERIES 63) QUALIFIES HOLDERS AS SECURITIES AGENTS. THE EXAMINATION COVERS THE PRINCIPLES OF STATE SECURITIES REGULATION REFLECTED IN THE UNIFORM SECURITIES ACT.

SERIES 65 – THE UNIFORM INVESTMENT ADVISER LAW EXAMINATION IS FOR INVESTMENT ADVISER REPRESENTATIVES. IT IS A NORTH AMERICAN SECURITIES ADMINISTRATORS ASSOCIATION (NASAA) EXAM ADMINISTERED BY FINRA.

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YOUR ADVISOR CURRENTLY MAINTAINS THE FOLLOWING PROFESSIONAL DESIGNATIONS

CHARTERED FINANCIAL CONSULTANT (CHFC) - THIS DESIGNATION IS OBTAINED BY COMPLETING 6 CORE, 2 ELECTIVE COURSES AND A FINAL EXAM FOR EACH COURSE. AS A PREREQUISITE THE IAR MUST HAVE 3 YEARS OF FULL TIME BUSINESS EXPERIENCE WITHIN THE 5 YEARS PRECEDING THE AWARDING OF THE DESIGNATION. THIS DESIGNATION REQUIRES 30 HOURS OF CONTINUING EDUCATION EVERY 2 YEARS.

CHARTERED LIFE UNDERWRITER (CLU) - THIS DESIGNATION IS OBTAINED BY COMPLETING 5 CORE COURSES, 3 ELECTIVE COURSES AND A FINAL EXAM FOR EACH COURSE. AS A PREREQUISITE THE IAR MUST HAVE 3 YEARS OF FULL TIME BUSINESS EXPERIENCE WITHIN THE 5 YEARS PRECEDING THE AWARDING OF THE DESIGNATION. THIS DESIGNATION REQUIRES 30 HOURS OF CONTINUING EDUCATION EVERY 2 YEARS.

HISTORY OF EMPLOYMENT

FIRM	POSITION HELD	START DATE	END DATE
JWC ADVISORY	ADVISER REP	9/12/2018	PRESENT
CETERA ADVISOR NETWORKS LLC	REGISTERED REP/INVESTMENT ADVISER REP	11/0/2017	7/31/2018
FOCUS FINANCIAL GROUP INC PRESENT	PRESIDENT	6/1/1991	
GIRARD SECURITIES, INC.	REG REPRESENTATIVE	1/1/2013	11/1/2017

Additional current business positions and firms may be listed under the Other Business Activities section.

Item 3 Disciplinary Information

Investment Advisor Representatives are required to disclose all material facts regarding any legal or disciplinary events that would be material in your evaluation.

Currently, **James E. Mathias** has no information applicable to this requirement.

Add below sentences with web site links.

For more information about **James E. Mathias**, please visit FINRA’s Broker Check at www.finra.org/brokercheck and/or the SEC’s Investment Advisor Search at www.adviserinfo.sec.gov.

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Item 4 Other Business Activities

Your Advisor may independently perform other investment and non-investment related business activities that fall outside their role as a J.W. Cole Advisor. These activities are listed below. Please feel free to discuss the listed activities with your Advisor.

FIRM	TYPE OF BUSINESS	POSITION/RESPONSIBILITIES
J.W. COLE	BROKER-DEALER	REGISTERED PRINCIPAL
FOCUS FINANCIAL GROUP, INC.	INSURANCE AGENCY AND FINANCIAL SERVICES ADVISOR;	PRESIDENT AND FINANCIAL MANAGING COMPANY AND SUPERVISING THE FINANCIAL PLANNING PROCESS AND SECURITIES TRANSACTIONS FOR FOCUS FINANCIAL GROUP

If your Advisor does any other business activity, it may impact the amount of time spent serving as a J.W. COLE Advisory Advisor, create potential conflicts of interest and generate additional compensation for your Advisor.

Other investment related business activities pertain to securities, commodities, banking, insurance, or real estate. Other investment related business activities that your Advisor performs may result in the receipt of fees, commissions and/or bonuses. It may also result in other forms of compensation, which are based on the sales of securities and/or the value of assets under management. This includes trail, distribution and service fees related to certain mutual funds and insurance products. Trail, distribution and service fees are paid out of the fund or insurance product assets and are therefore indirectly paid by you, the client. Another form of “indirect compensation” may also be paid to your Advisor by sponsors of investment products, programs or services. This indirect compensation may include entertainment, attendance at events, attendance at educational conferences, reimbursements for approved business expenses, investment research, technology support and other resources that may assist with your Advisor’s investment business. An incentive (conflict of interest) may exist for your Advisor to recommend investment products and services based upon the amount of compensation received, rather than your best interest. J.W. Cole Advisory maintains a Code of Ethics requiring your Advisor to always act in your best interest and maintains a supervisory structure to monitor the advisory activities of your Advisor in order to reduce potential conflicts of interest.

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Item 5 Additional Compensation

In addition to advisory fees, your advisor may earn sales incentives or awards based on the value of assets under management, investment products sold, number of sales, client referrals, amount of new deposits or amount of new accounts. This additional compensation may include the same items (economic benefits) as listed in the Other Business Activities section above as indirect compensation. Your advisor may also receive forgivable loans from Cetera, which are conditioned on your advisor retaining J.W.Cole's broker-dealer and/or registered investment advisor services. This additional economic benefit creates a conflict of interest for your advisor to retain affiliation with J.W. Cole in order to avoid repayment on a loan. J.W.Cole Advisors maintains a Code of Ethics requiring your Advisor to always act in your best interest and maintains a supervisory structure to monitor the advisory activities of your Advisor in order to reduce potential conflicts of interest.

Item 6 Supervision

James E. Mathias is currently supervised by Marco Fuentes, Chief Compliance Officer for J.W. Cole Advisors, Inc. Mr. Fuentes or a member of the compliance department may be reached at 813-935-6776. J.W. Cole Advisors supervises the activities of the representative through on-site visits conducted by a designated and qualified professional. In addition, Mr. Fuentes or a qualified designee supervises e-mail communication and other activities that require such supervision and or approval. Lastly, JWCA utilizes various audit and monitoring/surveillance mechanisms to oversee the advisory activities of James E. Mathias, III.