



Where Relationships Are the Difference

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

RICHARD BABJAK

**1650 N. Arlington Heights Road, Suite 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 Richard Babjak 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 Richard Babjak 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.

**DATED
AUGUST 1, 2020**



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

RICHARD BABJAK

Year of Birth: 1963

Formal Education after High School

- Wayne State University, MBA, Graduated 1988
- North Central College, BS, Business and Psychology, Graduated 1985

Business Background for the Previous Five Years:

- 9/97-present, World Equity Group, Inc.
President, Registered Representative & Investment Advisor Representative

Certifications:

- **Chartered Financial Consultant (ChFC)**

This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take seven mandatory courses which include the following disciplines: financial, insurance, retirement and estate planning; income taxation, investments and application of financial planning; as well as two elective courses involving the application of the aforementioned disciplines. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

- **Chartered Life Underwriter (CLU)**

This designation is issued by the American College. Three years of full-time business experience within the five years preceding the awarding of the designation is required. Each candidate must take five core and three elective courses and pass a final proctored exam for each course. Once the designation is issued, 30 hours of continuing education is required every two years.

- **Certified Fund Specialist (CFS)**

This designation is issued by the Institute of Business and Finance. The candidate must either have a bachelor's degree or one year of financial services work experience. The candidate must also complete a six module self study program, including three exams and a case study. Once earned, 30 hours of continuing education are required every two years.

- **Registered Financial Consultant (RFC)**

This designation is issued by the International Association of Registered Financial Consultants (IARFC). The candidate must possess an undergraduate or graduate financial planning degree, or have earned one of the following designations: AAMS, AEP, CEP, CFA, CFP, ChFC, CLU, CPA, EA, LUTC, MS, MBA, JD, Ph.D, or completed a CFP equivalent, IARFC-approved college curriculum. The candidate must also be either securities or investment adviser licensed as well as possess four years experience as a financial planning practitioner. To earn this designation, the candidate must complete approved college curriculum in personal financial planning or a self study course and a final exam. Once earned, forty hours per year of continuing education is required.

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.



Material Disciplinary Events: In November 2011, World Equity Group (WEG) and Mr. Richard Babjak, President and an owner of WEG, signed a Financial Industry Regulatory Authority (FINRA) letter of Acceptance, Waiver and Consent (AWC). The AWC alleged specific deficiencies in regard to the supervision of advertisements, communications with the public, licensing and registration occurring between December 2007 and November 2008 and involved the supervision of advertising activities of one representative relative to non-securities insurance products. The AWC was signed for the purpose of settling the alleged rules violations and was consented to without admitting or denying the findings. WEG and Mr. Babjak were censured and fined jointly and severally. WEG and Mr. Babjak worked cooperatively and proactively with FINRA in connection with the issues and the AWC. The allegations applied only to the supervision of the firm and there has not been a complaint of any type from any of Mr. Babjak's clients regarding his financial planning or investment advisory practice.

Mr. Babjak, as an owner and President of WEG, is ultimately responsible for all activities regarding the firm. As a result of these issues, WEG significantly enhanced its supervisory and compliance infrastructures to address all of the identified matters.

Additional information about Richard Babjak can be found on the SEC's website at www.adviserinfo.sec.gov and on FINRA's website at www.finra.org under the BrokerCheck section. The searchable CRD number for Mr. Babjak is 2074968.

OTHER BUSINESS ACTIVITIES

Richard Babjak 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.

Mr. Babjak is a member of Arlington Ventures, a real estate rental company and Prosper, Inc. an S-Corp for private investments and real estate. Mr. Babjak is also the Managing Partner and shareholder admin. member for World Fund Manager, a pre-IPO fund. Mr. Babjak 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. William Webb, Jr., Chief Compliance Officer, is the person responsible for supervising the advisory activities of Richard Babjak. Mr. Webb can be reached directly at (847) 342-1700, ext. 277.

END OF DOCUMENT