

# Part 2B of Form ADV Brochure Supplement

## Michael Duffy

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This Form ADV Part 2B (“Brochure Supplement”) provides information about Michael Duffy that supplements the Strategic Wealth Advisors Group, LLC (“SWAG”) Form ADV Part 2A (“Brochure”). You should have received a copy of our Brochure. Please contact us if you did not receive our Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Mr. Duffy is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or by contacting us at the address and phone number above.

## **Item 2. Educational Background and Business Experience**

Name of Representative: Michael Duffy

Year of Birth: 1967

### **Education and Training**

CUNY Queens College, Bachelor of Science, Psychology, 1991

Series 7, General Securities Representative Examination

Series 63, Uniform Securities Agent State Law Examination

Series 65, Uniform Investment Adviser Law Examination

### **Previous 5 Years of Business Experience**

03/2018 – Present Strategic Wealth Advisors Group, Investment Adviser Representative

03/2018 - Present LPL Financial, Registered Representative

10/2009 – 03/2018 Merrill Lynch, Pierce, Fenner & Smith Inc., Registered Representative

11/1999 – 10/2009 Banc of America Investment Services, Inc., Registered Representative

## **Item 3. Disciplinary Information**

Not applicable.

## **Item 4. Other Business Activities**

Mr. Duffy is a registered representative of LPL Financial ("LPL"), a registered broker-dealer, member of the Financial Industry Regulatory Authority, Inc. ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). Mr. Duffy is also a licensed insurance agent appointed with various insurance companies. If a client elects to purchase such a brokerage or an insurance product pursuant to a recommendation by and through Mr. Duffy, he will receive usual and customary commission for doing so. Thus, a conflict of interest exists due to the economic incentive, Mr. Duffy has in making brokerage and insurance recommendations to his advisory clients. However, SWAG clients are under no obligation to act upon any recommendations of Mr. Duffy or effect any transactions through Mr. Duffy if they decide to follow the recommendations.

When performing services as an investment adviser representative of SWAG, and/or a registered representative of LPL, Mr. Duffy uses 'doing business as' (DBA) Happiness Wealth Management.

## **Item 5. Additional Compensation**

Mr. Duffy receives the following economic benefits as a result of providing advisory services to clients:

Mr. receives from LPL bonuses based on his production, awards of stock options to purchase shares of LPL's parent company, LPL Investment Holdings, Inc., reimbursement of fees he pays to LPL for items such as administrative services, and other things of value such as complimentary or reduced-cost attendance

at LPL's national sales conference or top producer forums and events. These financial incentives from LPL are based on his overall business production.

Mr. Duffy receives compensation from product sponsors. Such compensation may not be tied to the sales of any products. Compensation includes such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings or marketing or advertising initiatives. Product sponsors also pay for education or training events that he may attend.

As mentioned in Item 4, above, Mr. Duffy also receives commissions for the sale of certain brokerage investment and insurance products to clients. In order to mitigate these potential conflicts of interest, Mr. Duffy strives to make recommendations which are suitable and in the client's best interest.

### **Item 6. Supervision**

The Registrant's team of compliance supervisors is responsible for implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. The Registrant's Chief Compliance Officer, Eric Hewitt, directs the actions of the team on a day to day basis.

Should you have any questions regarding the Registrant's supervision of Mr. Duffy or SWAG's compliance practices, please contact Eric Hewitt at 650-571-1934.