

ADV 2B - Brochure Supplement

SHERRI LYNN GOSS

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This brochure supplement provides clients with information about SHERRI LYNN GOSS that supplements the Royal Alliance Associates disclosure brochure. Please contact Vanessa ARNIC Gutierrez, Supervision Regional Vice President (SRVP) at 602-262-3357 or Royal Alliance Associates at the firm phone number above, if you did not receive a copy of the Royal Alliance Associates disclosure brochure or if you have any questions about the contents of this brochure supplement. Additional information about SHERRI LYNN GOSS is available on the SEC's website at www.adviserinfo.sec.gov. Information of any disciplinary history for the advisor can be found through the Financial Industry Regulatory Authority's ("FINRA") BrokerCheck system's website; www.finra.org/brokercheck.

In addition to being an Investment Advisory Representative ("Advisory Representative") and Registered Representative (RR) of the Advisor Group Broker Dealer referenced above, I am also an Investment Advisory Representative of the Independent Registered Investment Adviser below. Advisor Group Broker Dealer is a dually registered Broker Dealer/Investment Adviser where securities and investment advisory services are offered through Advisor Group Broker Dealer, member FINRA/SIPC.

Rosenberg Financial Group, Inc.

EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

SHERRI LYNN GOSS

Year of Birth: 1961

Education

University of Idaho, Bachelor of Science, Recreation, 1983

Boston University, Masters in Education, 1989

Business Experience

07/2005 - Present - ROYAL ALLIANCE ASSOCIATES, INC.
WARNER RIBONBS, GA, USA
REGISTERED REPRESENTATIVE

07/2005 - Present - ROSENBERG FINANCIAL GROUP, INC.
WARNER ROBINS, GA, USA
VICE PRESIDENT

02/2004 - 07/2005
MML INVESTOR SERVICES INC
PEACHTREE CITY, GA, USA
REGISTERED REP

12/2003 - 07/2005 - MASSMUTUAL
PEACHTREE CITY, GA, USA
AGENT

09/1999 - AFLAC
COLUMBUS, GA, USA

AGENT & MANAGER
09/1990 - 09/1999

CONSUMER CREDIT
ATLANTA, GA, USA

Professional Licenses/Designations

Certified Financial Planner (CFP®)

Important Information About the Certified Financial Planner (CFP®) Designation: The Certified Financial Planner (CFP®) certification represents proven expertise within the

financial planning profession and possesses a bachelor's degree from an accredited college or university. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates for the CFP® designation must pass a certification exam administered by the Certified Financial Planner Board of Standards Inc. that focuses on over 100 topics of concern to the financial planning field, such as retirement, estate, and investment planning. In addition to passing the CFP® certification exam, candidates must also complete qualifying work experience (three years full-time or equivalent part-time experience in the financial planning field) and agree to adhere to the CFP® Board's code of ethics and professional responsibility and financial planning standards.

Series 7 - General Securities Representative Exam (Stockbroker)

To obtain the Series 7 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirement include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Series 24 - General Securities Principal Exam

To obtain the Series 24 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirement include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

Series 66 - Uniform Investment Adviser, Combined State Laws Exam 66

To obtain the Series Combined 63 and 65 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirement include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

DISCIPLINARY INFORMATION

I have no material disciplinary events to report.

OTHER BUSINESS ACTIVITIES

Your advisor is also a registered representative of Royal Alliance Associates. As such, your advisor may recommend the purchase of securities from Royal Alliance Associates. If you purchase securities from Royal Alliance Associates, your advisor will

receive commissions on the sale of investment products and in certain instances receive ongoing 12b-1 fees, in addition to the receipt of advisory fees for advisory services such as financial planning services.

Your advisor is also an insurance agent and receives commissions on the sale of insurance products and in certain instances, payments for the renewal of certain insurance products, in addition to advisory fees for advisory services, such as financial planning services.

These payments vary by insurance product and company and may provide different incentives depending on the amount of the renewal payment. In some instances, sales commissions from life insurance provide a higher deposit rate to registered representatives than investment products. As such, a registered representative may have a financial incentive to promote certain life insurance products over other investment products. While the firm and your financial advisor intend to provide recommendations of products and services they believe are suitable for you, you should carefully evaluate each product or service recommendation based on your own financial situation and investment objectives.

I have an insurance license, volunteer on a board and we own rental property, but none of these activities account for more than 10% of my time.

Please note that registered representative and insurance agent activities are reviewed and supervised by Royal Alliance Associates. This review includes transactions that you may conduct in your accounts based on specific recommendations to purchase products and/or services made by your registered representative.

With respect to certain other business activities unrelated to registered representative or certain insurance agent activities that your financial advisor may participate in, these activities are reviewed, and when appropriate approved in accordance with industry rules. While the firm may initially review these other business activities, these activities are not associated or in any way related to activity conducted by Royal Alliance Associates. Therefore, Royal Alliance Associates will not be responsible with respect to any recommendation or determination as to the suitability of your choice to participate in such activities. These other business activities may present certain conflicts of interest that you should be aware of and consider before participating in such activities. Please ask your financial advisor for further information.

ADDITIONAL COMPENSATION

As discussed previously above, your advisor is a registered representative and may also be an insurance agent. In addition to the receipt of advisory fees, traditional commissions and ongoing 12b-1 fees, Royal Alliance Associates may pay bonuses based on a registered representative's overall product and/or service sales, including with respect to advisory business, conduct sales incentive contests or provide marketing payments to its financial advisors to the extent permitted under applicable law. As a

result, these arrangements may create a conflict of interest. While Royal Alliance Associates and your financial advisor intend to provide recommendations of products and services they believe are suitable for you, you should carefully evaluate each product or service recommendation based on your own financial situation and investment objectives.

Financial advisors may receive compensation from someone other than a client for providing investment advice or other advisory services to clients by referring clients to other investment advisers. As such, there may be potential conflicts of interests with these arrangements, including situations where the compensation paid to the firm or the financial advisor differs based on the particular third-party adviser. Therefore, financial advisors may have an economic incentive to recommend one third-party adviser over another. Additionally, certain third-party advisers may provide reimbursements to financial advisors as an offset for marketing and seminar materials for the advisory products and services offered. These situations may also create conflicts of interest that you should carefully consider.

SUPERVISION

Royal Alliance Associates supervises the investment advisory services provided by its financial advisors through a variety of methods, including a review by a licensed principal prior to a client's enrollment in any investment advisory service or prior to any new account opening. This review is designed to ensure that the products and services offered and recommended to clients are appropriate based on the particular client's situation. Additionally, the Firm conducts periodic ongoing supervision related to its investment advisory services. These efforts, which vary in frequency, include review based on a number of different factors, including but not limited to specific account activity and changes in a client's financial situation or investment objectives.

The individual responsible for supervising SHERRI LYNN GOSS is Vanessa ARNIC Gutierrez, Supervision Regional Vice President (SRVP). Vanessa ARNIC Gutierrez may be reached at 602-262-3357.