

Item 1 – Cover Page

WBH Advisory, Inc.

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

Phone (410) 653-7979

Toll-Free (800) 886-9262

Facsimile (410) 653-8142 WWW.WBHADVISORY.COM

09/30/2021

FORM ADV PART 2A BROCHURE

This brochure provides information about the qualifications and business practices of WBH Advisory, Inc. If you have any questions about the contents of this brochure, please contact us at 410-653-7979. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about WBH Advisory, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for WBH Advisory, Inc. is 105289.

WBH Advisory, Inc. 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.

Item 2 – Material Changes

This Form ADV Part 2A Brochure has been materially amended since last year’s Annual Amendment filing on March 12, 2020 as follows:

- *Items 5 and 19 were amended to reflect that WBH Advisory, Inc. (“WBH”) no longer offers a Digital Investment Advisory offering.*
- *Item 17 was amended to reflect that WBH has engaged the services of a class action settlement service to assist clients with class action settlements. Current clients will be notified, in writing, before this new service provider is engaged on their behalf and provided with an opportunity to opt out.*
- *References throughout this Brochure have been revised to reflect that Daniel Wagner retired as of December 31, 2020.*

ANY QUESTIONS: WBH’s Chief Compliance Officer, Marc Hertzberg, remains available to address any questions regarding this Brochure.

Item 3 -Table of Contents

Item 1 – Cover Page.....	1
Item 2 – Material Changes.....	2
Item 3 -Table of Contents	2
Item 4 – Advisory Business	3
Item 5 – Fees and Compensation	5
Item 6 – Performance-Based Fees and Side-By-Side Management	7
Item 7 – Types of Clients.....	7
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	7
Item 9 – Disciplinary Information	9
Item 10 – Other Financial Industry Activities and Affiliations	9
Item 11 – Code of Ethics	9
Item 12 – Brokerage Practices	10
Item 13 – Review of Accounts	12
Item 14 – Client Referrals and Other Compensation	12
Item 15 – Custody	13
Item 16 – Investment Discretion	13
Item 17 – Voting Client Securities.....	13
Item 18 – Financial Information.....	14

Item 4 – Advisory Business

A. Describe your advisory firm, including how long you have been in business. Identify your principal owner(s).

WBH Advisory, Inc. (“WBH”) is a registered investment adviser with the Securities and Exchange Commission. WBH’s principal office is located at 1829 Reisterstown Road, Suite 225, Baltimore, Maryland 21208. The phone number is 410-653-7979. The facsimile number is 410-653-8142. Marc Hertzberg owns 100% of WBH.

B. Describe the types of advisory services you offer. If you hold yourself out as specializing in a particular type of advisory service, such as financial planning, quantitative analysis, or market timing, explain the nature of that service in greater detail. If you provide investment advice only with respect to limited types of investments, explain the type of investment advice you offer, and disclose that your advice is limited to those types of investments.

WBH offers to provide investment management, financial planning, estate planning and income tax planning. WBH does not hold itself out as specializing in a particular type of advisory service. WBH maintains two service offerings that are dependent on the client’s level of assets and need for financial planning services. Each of these offerings is discussed below.

Wealth Management

WBH’s Wealth Management offering is intended for clients with more assets and more complex financial pictures. This service provides ongoing portfolio management services, and clients can notify WBH to receive financial planning, estate planning, tax planning, college planning, and risk management. In the Wealth Management offering, clients receive customized investment management based on their unique needs and circumstances and risk tolerance.

Portfolio Management + Financial Planning

WBH’s Portfolio Management + Financial Planning offering is for clients that hire WBH on or after October 1, 2019 who have not yet reached the asset level necessary for the Wealth Management offering. This offering makes available portfolio management. In addition, WBH is available to provide financial planning, estate planning, tax planning, college planning, and risk management. However, clients must pay additional fees for financial planning services, which are described further in Item 5 below.

C. Explain whether (and, if so, how) you tailor your advisory services to the individual needs of clients. Explain whether clients may impose restrictions on investing in certain securities or types of securities.

WBH manages each client’s portfolio based on unique factors that are specific to each client. These factors include the client’s investment objectives, risk tolerance, investment time horizon, withdrawal requirements, and other special circumstances. Clients may impose restrictions on investing in certain securities or types of securities.

D. If you participate in wrap fee programs by providing portfolio management services, (1) describe the differences, if any, between how you manage wrap fee accounts and how you manage other accounts, and (2) explain that you receive a portion of the wrap fee for your services.

Not applicable

E. If you manage client assets, disclose the amount of client assets you manage on a discretionary basis and the amount of client assets you manage on a non-discretionary basis. Disclose the date “as of” which you calculated the amounts.

As of December 31, 2020, WBH managed \$856,562,066 on a discretionary basis. WBH does not manage client assets on a non-discretionary basis.

F. Miscellaneous

Limitations of Financial Planning and Non-Investment Consulting/Implementation Services. To the extent generally engaged by a client to do so per the terms and conditions of a written agreement, WBH may provide financial planning and related consulting services regarding non-investment related matters, such as estate, tax, and insurance planning. WBH does not serve as a law firm, accounting firm, or insurance agency, and no portion of our services should be construed as legal or accounting services. Accordingly, WBH does not prepare estate planning documents, tax returns, or sell insurance products. To the extent requested by a client, we may recommend the services of other professionals for certain non-investment implementation purpose (e.g., attorneys, accountants, insurance agents) including WBH's representatives in their individual capacity. For example Marc Hertzberg is an attorney and CPA. See disclosure at Item 10 below. A client is under no obligation to engage the services of any recommended professional. The client retains absolute discretion over all implementation decisions and is free to accept or reject any recommendation that we make. It remains the client's responsibility to promptly notify WBH if there is ever any change in their financial situation or investment objectives so that WBH can review, and if necessary, revise its previous recommendations. If the client engages any unaffiliated recommended professional, and a dispute arises, the client agrees to seek recourse exclusively from the engaged professional. The recommendation by WBH that a client engage a WBH representative for legal or accounting service presents a conflict of interest, as the receipt of legal or accounting fees provides an incentive to recommend their services based on fees to be received, rather than on a particular client's need. No client is under any obligation to engage Mr. Hertzberg to provide any legal or accounting services. Clients are reminded that they may obtain legal and accounting services from unaffiliated lawyers and accounting firms. WBH's Chief Compliance Officer, Marc Hertzberg, remains available to address any questions that a client or prospective client may have regarding this conflict of interest.

Legal/Accounting Services. Certain of WBH's employees are licensed attorneys and CPAs. However, unless WBH's employees are expressly engaged to provide legal or accounting services, no attorney-client or CPA-client relationship or privilege is obtained by a client's engagement of WBH. No client is under any obligation to engage any of WBH's employees for legal or accounting services.

Use of Mutual Funds and Exchange Traded Funds. WBH recommends and invests in publicly available mutual funds and exchange traded funds that clients can purchase without engaging WBH as an investment adviser. However, if a client or prospective client determines to invest in these mutual funds or exchange traded funds without engaging WBH as an investment adviser, the client or prospective client would not receive the benefit of WBH's initial and ongoing investment advisory services.

Retirement Rollovers. A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If WBH recommends that a client roll over their retirement plan assets into an account to be managed by WBH, such a recommendation creates a conflict of interest if WBH will earn new (or increase its current) compensation as a result of the rollover. When acting in such capacity, WBH serves as a fiduciary under the Employee Retirement Income Security Act (ERISA), or the Internal Revenue Code, or both. No client is under any obligation to roll over retirement plan assets to an account managed by WBH. WBH's Chief Compliance Officer, Marc Hertzberg, is available to address any questions that a client or prospective client may have regarding the conflict of interest presented by rollover recommendations.

emoney. WBH may use emoney to provide periodic comprehensive reporting services, which can incorporate all of the client's investment assets, including those investment assets that are not part of the assets that WBH manages (the "Excluded Assets"). The client and/or their other advisors that maintain trading authority, and not WBH, shall be exclusively responsible for the investment performance of the Excluded Assets. WBH's service relative to the Excluded Assets is limited to reporting only, which does not include investment monitoring or implementation. The client may engage WBH to manage the Excluded Assets pursuant to the terms and conditions of a written agreement between WBH and the client.

Client Obligations. In performing our services, WBH shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely on that information. Each client is responsible for promptly notifying us if there is ever any change in their financial situation or investment objectives so that we can review, and if necessary, revise our previous recommendations.

Portfolio Activity. WBH reviews accounts periodically and as necessary to determine if any changes are necessary based upon various factors, which may include, but are not limited to: investment performance, fund manager tenure, style drift, account additions/withdrawals, and changes in the client's investment objectives. WBH may determine that changes to a client's portfolio are unnecessary. Clients are still subject to the fees described in Item 5 below, even during periods of account inactivity.

Item 5 – Fees and Compensation

A. Describe how you are compensated for your advisory services. Provide your fee schedule. Disclose whether the fees are negotiable.

Wealth Management

A new Wealth Management client will pay a fee based on an annual percentage of managed assets between 0.5% and 1.2% depending on various factors described below under the heading "Disclosure Applicable to All Offerings". Historically, fees charged to WBH clients can be either a fixed fee, or a fee based on an annual percentage of managed assets ranging from 1.75% to 0.10% per year.

Portfolio Management + Financial Planning

Portfolio Management + Financial Planning clients pay a fee based on an annual percentage of managed assets equal to 1.2%. In addition, clients in this offering pay a separate fixed-fee for financial planning, which is determined by WBH after it obtains an initial understanding of the client's financial situation. This fee generally ranges between \$2,500 and \$7,500, but may fall outside these ranges. This offering is only available for clients who initially engage WBH to manage less than \$500,000. If a client requests financial planning services at the time that their portfolio exceeds \$500,000 in assets under our management, they will not be subject to additional financial planning fees.

Please Note: Cash Positions. WBH treats cash as an asset class. As such, all cash positions (money markets, etc.) shall be included as part of assets under management for purposes of calculating WBH's advisory fee. At any specific point in time, depending upon perceived or anticipated market conditions/events (there being **no guarantee** that such anticipated market conditions/events will occur), WBH may maintain cash positions for defensive purposes. In addition, while assets are maintained in cash, such amounts could miss market advances. Depending upon current yields, at any point in time, WBH's advisory fee could exceed the interest paid by the client's money market fund. **ANY QUESTIONS: WBH's Chief Compliance Officer, Marc Hertzberg, remains available to address any questions that a client or prospective may have regarding the above fee billing practice.**

Disclosure Applicable to All Offerings

WBH, in its sole discretion, may reduce or waive its investment advisory fee or make alternative fee arrangements. In doing so, WBH may consider a client's anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client. WBH has also acquired other financial advisers and their practices through merger, acquisition or employment arrangements. Clients of these other practices have become clients of WBH with the same or similar fee structures and rates that they previously maintained. As a result, similarly situated clients could pay different fees. In addition, similar advisory services may be available from other investment advisors for similar or lower fees. WBH's Chief Compliance Officer, Marc Hertzberg, remains available to address any questions that a client or prospective client may have regarding advisory fees.

WBH may charge a higher advisory fee for the equity than fixed income portions of certain client portfolios. In these type of arrangements, WBH has an incentive to recommend a higher allocation of equity investments than fixed

income investments. WBH does not intend to act, and does not believe it acts, on any such incentive. Although WBH will allocate client assets consistent with the client's designated investment objective, the fact that WBH earns a higher fee for management of equity vs. fixed income investments presents a conflict of interest since it will present an economic incentive to allocate more assets to those types of securities from which it will earn a higher advisory fee. WBH's Chief Compliance Officer, Marc Hertzberg, remains available to address any questions regarding this conflict of interest.

Use of Margin and Loans from Account Custodian: WBH does not recommend the use of margin for investment purposes. However, from time to time, clients may determine to accept loans or the use margin from their account's custodian. In either scenario, the client will generally be required to post collateral to secure the loan or the use of margin and will pay interest on the borrowed money. The account managed by WBH will typically be used as that collateral. If the securities in the client's account decline in value, so does the value of the collateral supporting the margin loan or the loan, and as a result, the client's custodian may take action, such as issue a margin call and/or sell securities in the account, in order to maintain the required equity.

In calculating its advisory fee, WBH includes the total absolute value of the securities in the client's account, long or short, plus all credit balances, with no offset for any margin or debit balances, unless it agrees to other arrangements with a client.

WBH therefore is conflicted when it (i) recommends that clients take loans from their account custodians, (ii) recommends that clients use and continue using margin, and (iii) when recommending an account custodian as a lender to clients, because in each instance, WBH could otherwise suggest that the client sell securities in their account. Clients remain solely responsible for determining whether to use or continue using margin or taking loans from their account custodian. Our Chief Compliance Officer, Marc Hertzberg, remains available to address any questions that a client of prospective client may have regarding the use of margin.

B. Describe whether you deduct fees from clients' assets or bill clients for fees incurred. If clients may select either method, disclose this fact. Explain how often you bill clients or deduct your fees.

For Wealth Management and Portfolio Management + Financial Planning clients, WBH both deducts fees from clients' accounts and bills clients for fees incurred, and clients may select either method. By mutual agreement, client billings or fee deductions occur either monthly or quarterly.

C. Describe any other types of fees or expenses clients may pay in connection with your advisory services, such as custodian fees or mutual fund expenses. Disclose that clients will incur brokerage and other transaction costs, and direct clients to the section(s) of your brochure that discuss brokerage.

WBH may buy mutual funds or exchange traded funds ("ETFs") for certain client accounts. Clients that own mutual funds and ETFs are subject to operating costs charged by the fund and ETF companies, which include investment management fees. WBH does not gain any financial benefit from such charges.

Clients incur brokerage costs for certain transactions. These brokerage costs primarily consist of trade commissions for buys and sells of securities. WBH does not receive any part of these brokerage fees. Brokerage fees are paid directly to the custodian of the client's account.

Tradeaway Fees. *Relative to its discretionary investment management services, when beneficial to the client, individual fixed income transactions may be effected through broker-dealers other than the account custodian, in which event, the client generally will incur both the transaction fee charged by the executing broker-dealer and a "tradeaway" fee charged by the account custodian.*

D. If your clients either may or must pay your fees in advance, disclose this fact. Explain how a client may obtain a refund of a pre-paid fee, if the advisory contract is terminated before the end of the billing period. Explain how you will determine the amount of the refund.

WBH generally bills clients in advance. For contributions and withdrawals during a quarter, WBH will make adjustments during the following quarter. Upon written notice of termination, WBH will refund any pre-paid and unearned fees, subject to WBH's investment advisory contract with the relevant client. In general, refunds are based on the pro rata amount of any client prepaid fee that covers the period after termination. WBH usually pays any required refunds within a few days of receiving written notice of a client's termination.

E. If you or any of your supervised persons accepts compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds, disclose this fact.

Not applicable.

Item 6 – Performance-Based Fees and Side-By-Side Management

If you or any of your supervised persons accepts performance-based fees – that is, fees based on a share of capital gains on or capital appreciation of the assets of a client (such as a client that is a hedge fund or other pooled investment vehicle) – disclose this fact. If you or any of your supervised persons manage both accounts that are charged a performance-based fee and accounts that are charged another type of fee, such as an hourly or flat fee or an asset-based fee, disclose this fact. Explain the conflicts of interest that you or your supervised persons face by managing these accounts at the same time, including that you or your supervised persons have an incentive to favor accounts for which you or your supervised persons receive a performance-based fee, and describe generally how you address these conflicts.

At this time, WBH only has one client that is subject to a performance-based fee. WBH acknowledges that a conflict of interest exists between the account subject to a performance-based fee and accounts subject to asset-based fees or fixed fees in that WBH has an incentive to favor accounts for which it accepts performance-based fees. WBH addresses this conflict in two ways. First, WBH's chief compliance officer regularly reviews all trading in the accounts subject to a performance fee. Second, this conflict of interest is negated by the low proportion of managed assets subject to a performance-based fee. WBH no longer accepts performance based fees.

Item 7 – Types of Clients

Describe the types of clients to whom you generally provide investment advice, such as individuals, trusts, investment companies, or pension plans. If you have any requirements for opening or maintaining an account, such as a minimum account size, disclose the requirements.

WBH provides investment advice to individuals, trusts, retirement plans, non-profit and charitable organizations, corporations, partnerships, and LLCs. WBH does not have a minimum account size.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

A. Describe the methods of analysis and investment strategies you use in formulating investment advice or managing assets. Explain that investing in securities involves risk of loss that clients should be prepared to bear.

WBH manages each client's portfolio on an individualized basis. WBH recognizes that each client has different investment related factors. WBH utilizes internal efforts to develop all client portfolio recommendations. Depending on the particular client's situation, WBH may recommend that the client own individual stocks, exchange traded funds, individual bonds, certificates of deposit, mutual funds, publicly traded partnerships, or a combination thereof. WBH has clients with all equity portfolios, all fixed income portfolios, and balanced portfolios of equities and fixed income. Among clients with balanced portfolios, the percentage of each portfolio allocated to equities and fixed income varies by client.

WBH primarily relies on fundamental analysis to review potential equity investments. In general, fundamental analysis involves analyzing an equity's intrinsic value based on economic, financial, and other factors. Fundamental analysis looks at both broad factors and company specific factors. Broad factors may include general economic conditions and industry specific conditions. WBH uses external and internal sources to research and analyze potential equity investments. External sources include, but are not limited to, the following: research materials prepared by third parties, financial publications, annual reports, prospectuses, other filings with the Securities and Exchange Commission, and certain internet sites. Ultimately, WBH employees reach an internal decision on whether to buy or sell a certain equity position.

From time to time, WBH may utilize cyclical analysis to allocate client assets to equity based investments. Cyclical analysis generally involves allocating assets to certain stocks and market sectors based on the relevant economic environment.

WBH primarily gives investment advice that is related to long term equity holdings. However, in certain isolated instances, due to a specific client request, WBH may give short term related investment advice, utilize margin transactions or execute options transactions. Margin transactions require borrowing against current stock holdings to buy more stocks. Option transactions generally involve the use of put or call options to meet a specific client request.

Investing in securities involves a risk of loss that clients should understand and be prepared to withstand. In particular, WBH will only utilize a strategy involving high-frequency trading, margin transactions and options upon an explicit client request.

*For those clients that own fixed income investments, WBH generally utilizes individual bonds, certificates of deposit, exchange traded funds, and mutual funds. For those clients that own individual fixed income positions, WBH may allocate federal government agency bonds, certificates of deposit, U.S. Treasury obligations, municipal bonds and corporate bonds. Depending on the client's circumstances and the relevant interest rate environment, WBH will purchase fixed income positions that mature over a certain period of time. This strategy is commonly referred to as laddering the maturity of fixed income positions. For example, if WBH determines that a client should own bonds that mature within a five-year period, WBH will allocate positions that mature within certain intervals (*i.e.*, every six months). As positions mature or are called, WBH will allocate the proceeds to bonds that mature at the end of the pre-determined maximum maturity period.*

Depending on a client's situation, WBH may deviate from a laddering strategy if the client requires funds at a certain period in time. In these cases, WBH may purchase fixed income positions that mature near the date that the client requires such funds.

B. For each significant investment strategy or method of analysis you use, explain the material risks involved. If the method of analysis or strategy involves significant or unusual risks, discuss these risks in detail. If your primary strategy involves frequent trading of securities, explain how frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

Investing in securities involves a risk of loss that clients should understand and be prepared to withstand. Any investment strategy involves the possible short-term or long-term risk of loss. WBH does not believe that its investment strategies involve any significant or unusual risks as related to other investment strategies. For example, any investment in securities can decline over a given time period. WBH's primary equity strategy does not involve the frequent trading of securities.

For those clients who own individual fixed income positions, WBH holds the majority of these positions until maturity. Based on changes in relevant interest rates, there is a risk that these positions could fluctuate in value during the associated holding period. In certain cases, individual fixed income positions may be called by the issuer prior to the maturity. When a fixed income position is called, there is a risk that the proceeds may be reinvested at a lower interest rate than the interest rate of the position that was called.

C. If you recommend primarily a particular type of security, explain the material risks involved. If the type of security involves significant or unusual risks, discuss these risks in detail.

WBH does not recommend primarily a particular type of security to the majority of its clients.

Item 9 – Disciplinary Information

If there are legal or disciplinary events that are material to a client’s or prospective client’s evaluation of your advisory business or the integrity of your management, disclose all material facts regarding those events.

Not applicable

Item 10 – Other Financial Industry Activities and Affiliations

A. If you or any of your management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, disclose this fact.

Not applicable

B. If you or any of your management persons are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities, disclose this fact.

Not applicable

C. Describe any relationship or arrangement that is material to your advisory business or to your clients that you or any of your management persons have with any related person listed below. Identify the related person and if the relationship or arrangement creates a material conflict of interest with clients, describe the nature of the conflict and how you address it.

Marc J. Hertzberg is an attorney and a certified public accountant (CPA). In certain cases, Mr. Hertzberg may perform legal and accounting services for WBH clients. WBH does not believe a conflict of interest exists in these situations. The legal or accounting services are performed as a value-added service to these clients. Mr. Hertzberg regularly refers clients to other attorneys and CPAs, based on the relevant issue at hand.

D. If you recommend or select other investment advisers for your clients and you receive compensation directly or indirectly from those advisers that creates a material conflict of interest, or if you have other business relationships with those advisers that create a material conflict of interest, describe these practices and discuss the material conflicts of interest these practices create and how you address them.

Not applicable

Item 11 – Code of Ethics

A. If you are an SEC-registered adviser, briefly describe your code of ethics adopted pursuant to SEC rule 204A-1 or similar state rules. Explain that you will provide a copy of your code of ethics to any client or prospective client upon request.

WBH has adopted a Code of Ethics ("Code"). The Code states general principles that all WBH employees are expected to follow.

The Code covers the following standards of business conduct:

- 1. Compliance with Laws and Regulations*
- 2. Conflicts of Interest*
- 3. Insider Trading*
- 4. Personal Securities Transactions*
- 5. Gifts and Entertainment*
- 6. Confidentiality*
- 7. Other Outside Activities*
- 8. Marketing and Promotional Activities*

The Code also addresses compliance procedures, record keeping, Form ADV disclosure, and administration and enforcement of the Code.

Upon request, WBH will provide a copy of the Code to any client or prospective client.

B. If you or a related person recommends to clients, or buys or sells for client accounts, securities in which you or a related person has a material financial interest, describe your practice and discuss the conflicts of interest it presents. Describe generally how you address conflicts that arise. Examples: (1) You or a related person, as principal, buys securities from (or sells securities to) your clients; (2) you or a related person acts as general partner in a partnership in which you solicit client investments; or (3) you or a related person acts as an investment adviser to an investment company that you recommend to clients.

Not applicable

C. If you or a related person invests in the same securities (or related securities, e.g., warrants, options or futures) that you or a related person recommends to clients, describe your practice and discuss the conflicts of interest this presents and generally how you address the conflicts that arise in connection with personal trading.

WBH employees may own some of the same securities that WBH allocates to client accounts. The affected securities are usually widely held stocks, exchange-traded funds, or mutual funds. These securities may have been purchased either before or after the same security is purchased for a client. The Chief Compliance Officer (CCO) reviews employee holdings on a quarterly basis. Each WBH employee submits quarterly disclosures regarding their securities holdings. The CCO reviews these reports. The CCO discusses any potential conflicts with the relevant employees. Due to the disparate purchases of any overlapping securities, WBH does not believe that any conflict of interest exists when a WBH employee owns the same security as a WBH client.

D. If you or a related person recommends securities to clients, or buys or sells securities for client accounts, at or about the same time that you or a related person buys or sells the same securities for your own (or the related person's own) account, describe your practice and discuss the conflicts of interest it presents. Describe generally how you address conflicts that arise.

WBH employees may buy or sell some of the same securities that WBH buys or sells for client accounts. On a daily or quarterly basis, the CCO reviews transactions in the accounts of any employee that makes investment decisions. On a daily basis, the CCO reviews transactions in employee accounts at Charles Schwab & Co., Inc. ("Schwab") and/or Fidelity Institutional ("Fidelity"). On a quarterly basis, the CCO reviews transactions in employee accounts that are not custodied at either Schwab or Fidelity. At this time, the following WBH employees make investment decisions: Marc J. Hertzberg, Robert J. Willen, John R. Ciccarone, Benjamin Waller, Gregory Bitz, and Ivy Alexander. The CCO discusses any conflicts with the relevant employees.

Item 12 – Brokerage Practices

Describe the factors that you consider in selecting or recommending broker-dealers for client transactions and

determining the reasonableness of their compensation (e.g., commissions).

Brokerage Practices

In the event that the client requests that WBH recommend a broker-dealer/custodian for execution and/or custodial services, WBH generally recommends that investment advisor accounts be maintained at Charles Schwab & Co., Inc. ("Schwab") and/or Fidelity Institutional ("Fidelity"). The client will be required to enter into a formal Investment Advisor Agreement with WBH setting forth the terms and conditions under which WBH shall advise on the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that WBH considers in recommending Schwab or Fidelity (or any other broker-dealer/custodian to clients) include historical relationship with WBH, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by WBH's clients shall comply with WBH's duty to obtain best execution, a client may pay a commission or transaction fee that is higher than another qualified broker-dealer might charge to effect the same transaction where WBH determines in good faith, that the commission/transaction fee is reasonable. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value or research provided, execution capability, commission rates, and responsiveness. Accordingly, although WBH will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, WBH's investment advisory fee.

Non-Soft Dollar Research and Additional Benefits

WBH receives from Schwab and Fidelity and potentially other broker-dealers/custodians, investment platforms, unaffiliated investment managers, mutual fund sponsors, and vendors free or discounted support services and products. Certain of these products and services assist WBH to better monitor and service client accounts maintained at these institutions. The support services that WBH obtains can include investment-related research; pricing information and market data; compliance or practice management-related publications; discounted or free attendance at conferences, educational or social events; or other products used by WBH to further its investment management business operations.

Certain of the support services or products received may assist WBH in managing and administering client accounts. Others do not directly provide this assistance, but rather assist WBH to manage and further develop its business enterprise.

WBH's clients do not pay more for investment transactions effected or assets maintained at the broker-dealers and custodians because of these arrangements. There is no corresponding commitment made by WBH to any broker-dealer or custodian or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products because of the above arrangements. There is no corresponding commitment made by WBH to Schwab, Fidelity or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as result of the above arrangement.

Directed Brokerage

WBH recommends that its clients utilize the brokerage and custodial services provided by Schwab or Fidelity. WBH does not generally accept direct brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and WBH will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with order for other accounts managed by WBH. As a result, a client may pay higher commission or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. In the event that the client directs WBH to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client elected to effect

account transactions through alternative clearing arrangements that may be available through WBH. Higher transaction costs adversely impact account performance. Transactions for directed accounts will generally be executed following the execution of portfolio transactions for non-directed accounts.

Order Aggregation

Transactions for each client account generally will be effected independently, unless WBH decides to purchase or sell the same securities for several clients at approximately the same time. WBH may (but is not obligated to) combine or “bunch” such orders to obtain better price execution, to negotiate more favorable commission rates, or to allocate equitably among WBH’s clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. WBH shall not receive any additional compensation or remuneration as a result of such aggregation.

Item 13 – Review of Accounts

A. Indicate whether you periodically review client accounts or financial plans. If you do, describe the frequency and nature of the review, and the titles of the supervised persons who conduct the review.

WBH employees review client accounts on a periodic basis. Depending on the nature of the account, these reviews may occur on a monthly, quarterly, or semi-annual basis. Financial plans are reviewed as necessary, usually less frequently than the review of client accounts, and also upon the client’s request. Financial plan reviews may also be triggered by a change in the client’s circumstances. Depending on the client and the extent of the review, account and financial plan reviews may be conducted by Marc J. Hertzberg, Robert J. Willen, Benjamin Waller, John R. Ciccarone, Gregory Bitz, and Ivy Alexander. One or more of these persons may participate in the relevant account or financial plan review.

B. If you review client accounts on other than a periodic basis, describe the factors that trigger a review.

Other than on a periodic basis, client account reviews may be triggered by other events, including extreme changes in market conditions, changes in interest rates, a client request, or a change in the client’s situation (ex: retirement, death of spouse, job loss, inheritance, change in marital status, etc.)

C. Describe the content and indicate the frequency of regular reports you provide to clients regarding their accounts. State whether these reports are written.

WBH sends regular written semi-annual reports to clients. These reports include a statement of the holdings, and performance information in each client account. Performance information is provided on an account basis and overall portfolio basis. In addition, the semi-annual reports include performance information for the most recent calendar quarter and for longer periods of time.

Item 14 – Client Referrals and Other Compensation

A. If someone who is not a client provides an economic benefit to you for providing investment advice or other advisory services to your clients, generally describe the arrangement, explain the conflicts of interest, and describe how you address the conflicts of interest. For purposes of this Item, economic benefits include any sales awards or other prizes.

Not applicable

B. If you or a related person directly or indirectly compensates any person who is not your supervised person for client referrals, describe the arrangement and the compensation.

Subject to a written agreement, in compliance with applicable SEC rules (including SEC rule 206(4)-3), WBH will compensate other registered investment advisors for client referrals based on the fees paid by the referred client(s). WBH does not adjust its management fees based on whether or not the account is referred to WBH by another registered investment adviser. All such referral agreements are subject to the referred client signing a written disclosure acknowledgement that outlines the terms of such referral relationship.

C. Miscellaneous

As indicated at Item 12 above, WBH receives from Fidelity and Schwab certain free or discounted support services and products.

Item 15 – Custody

If you have custody of client funds or securities and a qualified custodian sends quarterly, or more frequent, account statements directly to your clients, explain that clients will receive account statements from the broker-dealer, bank or other qualified custodian and that clients should carefully review those statements. If your clients also receive account statements from you, your explanation must include a statement urging clients to compare the account statements they receive from the qualified custodian with those they receive from you.

WBH has the ability to deduct its advisory fee from client accounts maintained at Fidelity and Schwab account on a quarterly basis. Clients are provided with written transaction confirmation notices, and a written summary account statement directly from Fidelity and/or Schwab, at least quarterly.

To the extent that WBH provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by WBH with the account statements received from the account custodian. The account custodian does not verify the accuracy of WBH's advisory fee calculation.

WBH is also deemed to have custody of certain client's cash and securities, and subjects those accounts to a verification by an independent public accountant each calendar year, at a time that is chosen by the accountant without prior notice and that is irregular from year to year. WBH's Chief Compliance Officer, Marc J. Hertzberg, remains available to address any questions that a client or prospective client may have regarding custody-related issues.

Item 16 – Investment Discretion

If you accept discretionary authority to manage securities accounts on behalf of clients, disclose this fact and describe any limitations clients may (or customarily do) place on this authority. Describe the procedures you follow before you assume this authority (e.g., execution of a power of attorney).

WBH accepts discretionary authority to manage securities on behalf of clients. Clients may place certain restrictions on such authority. These restrictions usually pertain to restrictions on owning securities from certain industries (such as tobacco) or countries (such as South Africa). Absent either a written request or confirmation of such request in writing by WBH, there are no limitations on WBH's discretionary authority other than those set forth in WBH's contractual agreement with clients. Prior to assuming discretionary authority, the client has to execute a power of attorney on the covered accounts. This power of attorney is usually part of the custodial brokerage firm's application, or a separate standard form utilized by the relevant brokerage firm.

Item 17 – Voting Client Securities

A. If you have, or will accept, authority to vote client securities, briefly describe your voting policies and

procedures, including those adopted pursuant to SEC rule 206(4)-6. Describe whether (and, if so, how) your clients can direct your vote in a particular solicitation. Describe how you address conflicts of interest between you and your clients with respect to voting their securities. Describe how clients may obtain information from you about how you voted their securities. Explain to clients that they may obtain a copy of your proxy voting policies and procedures upon request.

Upon written client approval, WBH will accept authority to vote client securities. In general, clients do not direct WBH's vote in a particular solicitation.

WBH uses Broadridge Investor Communication Solutions, Inc. ("Broadridge"), an unaffiliated proxy service, to help process and vote client securities. Unless a client directs otherwise, in writing, WBH, in conjunction with the proxy voting due diligence and administrative services provided by Broadridge shall be responsible for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, and tender offers. WBH and/or the client shall correspondingly instruct each custodian of the assets to forward to WBH copies of all proxies and shareholder communications relating to the assets. Absent mitigating circumstances and/or conflicts of interest (to the extent any such circumstance or conflict is presented, if ever, information pertaining to how WBH addressed any such circumstance or conflict shall be maintained by WBH), it is WBH's general policy, in conjunction with the proxy voting due diligence services provided by Broadridge, to vote proxies consistent with the recommendation of management. WBH, in conjunction with the proxy voting due diligence services provided by Broadridge, shall monitor corporate actions of individual issuers and investment companies consistent with WBH's fiduciary duty to vote proxies in the best interests of its clients. With respect to individual issuers, WBH may be solicited to vote on matters including corporate governance, adoption or amendments to compensation plans (including stock options), and matters involving social issues and corporate responsibility. With respect to investment companies (e.g., mutual funds), WBH may be solicited to vote on matters including the approval of advisory contracts, distribution plans, and mergers. WBH, in conjunction with the administrative services provided by Broadridge, shall maintain records pertaining to proxy voting as required pursuant to Rule 204-2 (c)(2) under the Advisers Act. In addition, information pertaining to how the Registrant voted on any specific proxy issue is also available upon written request to WBH's Chief Compliance Officer.

Sometimes securities held in the accounts of clients will be the subject of class action lawsuits. WBH has engaged Chicago Clearing Corporation ("CCC") to provide a comprehensive review of our clients' possible claims to a settlement throughout the class action lawsuit process. CCC actively seeks out any open and eligible class action lawsuits. Additionally, CCC files, monitors and expedites the distribution of settlement proceeds in compliance with SEC guidelines on behalf of our clients. CCC's filing fee is contingent upon the successful completion and distribution of the settlement proceeds from a class action lawsuit. In recognition of CCC's services, CCC receives 15% of our clients' share of the settlement distribution. When WBH receives written or electronic notice of a class action lawsuit, settlement, or verdict affecting securities owned by clients, it will work to assist CCC in the gathering of required information and submission of claims. Beginning March 2021, new clients will be automatically included in this service, but may opt out by informing WBH that they would like to opt out. If a client opts out, WBH and CCC will not monitor class action filings for that client. Current clients will be notified, in writing, that they will become subject to this arrangement during 2021 and will be provided with an opportunity to opt out.

B. If you do not have authority to vote client securities, disclose this fact. Explain whether clients will receive their proxies or other solicitations directly from their custodian or a transfer agent or from you, and discuss whether (and, if so, how) clients can contact you with questions about a particular solicitation.

Not applicable

Item 18 – Financial Information

A. If you require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, include a balance sheet for your most recent fiscal year.

Not applicable

B. If you have discretionary authority or custody of client funds or securities, or you require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, disclose any financial condition that is reasonably likely to impair your ability to meet contractual commitments to clients.

Not applicable

C. If you have been the subject of a bankruptcy petition at any time during the past ten years, disclose this fact, the date the petition was first brought, and the current status. If you are registering or are registered with one or more state securities authorities, you must respond to the following additional Item.

Not applicable

Item 1 Cover Page

A.

Marc J. Hertzberg

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer
1829 Reisterstown Road, Suite 225
Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Marc J. Hertzberg that supplements the WBH Advisory, Inc. Brochure (“WBH”); you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Marc J. Hertzberg is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Marc J. Hertzberg was born in 1967. Mr. Hertzberg graduated from Lehigh University in 1989 with a Bachelor of Science degree in Accounting and from the University of Maryland, School of Law in 1995, with a Juris Doctorate degree. Mr. Hertzberg has been a portfolio manager and the Chief Compliance Officer of WBH Advisory, Inc. since January 1999.

Mr. Hertzberg has been a CFA[®] Charterholder since 2004. CFA[®] designates an international professional certificate that is offered by the CFA Institute.

The Chartered Financial Analyst[®] (CFA[®]) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 170,000 CFA[®] charter holders working in 170 countries. To earn the CFA[®] charter, candidates must: (1) pass three sequential, six-hour examinations; (2) have at

least four years of qualified professional investment experience; (3) join CFA Institute as members; and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA[®] Charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA[®] charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA[®] Charterholders — often making the charter a prerequisite for employment. Additionally, regulatory bodies in 38 countries/territories recognize the CFA[®] charter as a proxy for meeting certain licensing requirements, and more than 466 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Mr. Hertzberg has held the designation of Certified Public Accountant (“CPA”) since 1990. CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120

hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

In addition to the *Code of Professional Conduct*, AICPA members who provide personal financial planning services are required to follow the *Statement on Standards in Personal Financial Planning Services* (SSPFPS).

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. **Certified Public Accountant (CPA)**. Mr. Hertzberg, in his individual capacity, is a certified public accountant, and may recommend his tax preparation and/or accounting services. To the extent a client determines to engage Mr. Hertzberg to provide tax preparation and/or accounting services, such services shall be provided by Mr. Hertzberg in his individual capacity as a certified public accountant, independent of WBH. WBH shall receive no portion of fees charged by Mr. Hertzberg for such services. **Conflict of Interest**: The recommendation by Mr. Hertzberg that a client elect his accounting services presents a *conflict of interest*, as the receipt of fees for accounting services may provide an incentive to recommend such services, rather than recommending such services based upon a particular client's needs. No client is under any obligation to utilize Mr. Hertzberg for accounting services. Clients are reminded that they may elect to obtain accounting services recommended by WBH through other non-affiliated certified public accountants. **WBH's Chief Compliance Officer, Marc J. Hertzberg, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

Licensed Attorney. Marc J. Hertzberg is licensed to practice law in Maryland (1995) and the District of Columbia (1998). In certain, cases, Mr. Hertzberg may perform legal services for WBH clients. WBH does not believe a conflict of interest exists in these situations. The legal services are performed as a value-added service to these clients. Mr. Hertzberg regularly refers clients to other attorneys, based on the relevant issue at hand. **WBH's Chief Compliance Officer, Marc J. Hertzberg, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

Item 5 Additional Compensation

None.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Robert J. Willen

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer
1829 Reisterstown Road, Suite 225
Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Robert J. Willen that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Robert J. Willen is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Robert J. Willen was born in 1968. Mr. Willen graduated from Tufts University in 1990 with a Bachelor of Arts degree in Political Science and from the Robert H. Smith School of Business at the University of Maryland in 1998 with a Masters of Business Administration degree. Mr. Willen has been a portfolio manager of WBH Advisory, Inc. since September 2000.

Mr. Willen has been a CFA[®] Charterholder since 2001. CFA[®] designates an international professional certificate that is offered by the CFA Institute. The Chartered Financial Analyst[®] (CFA[®]) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 170,000 CFA[®] Charterholders working in over 170 countries and regions. To earn the CFA[®] charter, candidates must: (1) pass three sequential, six-hour examinations; (2) have at least four years of qualified professional investment experience; (3) join CFA Institute as members; and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA[®] Charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA[®] charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA[®] Charterholders —often making the charter a prerequisite for employment. Additionally, regulatory bodies in 38 countries/territories recognize the CFA[®] charter as a proxy for meeting certain licensing requirements, and more than 466 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Willen's annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Benjamin M. Waller

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer
1829 Reisterstown Road, Suite 225
Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Benjamin M. Waller that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Benjamin M. Waller is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Benjamin M. Waller was born in 1986. Mr. Waller graduated from Franklin & Marshall College in 2008 with a Bachelor of Arts degree in Business, Organizations and Society, and English. Mr. Waller has been a portfolio manager of WBH Advisory, Inc. since July 2009.

Mr. Waller has been a CFA[®] Charterholder since 2013. CFA[®] designates an international professional certificate that is offered by the CFA Institute. The Chartered Financial Analyst[®] (CFA[®]) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 170,000 CFA[®] Charterholders working in over 170 countries and regions. To earn the CFA[®] charter, candidates must: (1) pass three sequential, six-hour examinations; (2) have at least four years of qualified professional investment experience; (3) join CFA Institute as members; and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA[®] Charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA[®] charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA[®] Charterholders —often making the charter a prerequisite for employment. Additionally, regulatory bodies in 38 countries/territories recognize the CFA[®] charter as a proxy for meeting certain licensing requirements, and more than 466 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Mr. Waller has been a CERTIFIED FINANCIAL PLANNER[™] professional since 2016. Certified Financial Planner Board of Standards, Inc. ("CFP Board") owns the CFP[®] certification mark, the CERTIFIED FINANCIAL PLANNER[™] certification mark, and the CFP[®] certification mark (with flame design) logo in the United States (these marks are collectively referred to as the "CFP[®] marks"). The CFP Board authorizes use of the CFP[®] marks by individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

The CFP[®] certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP[®] certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP[®] certification.

To attain the right to use the CFP[®] marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP® professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual’s CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual’s certification status, CFP Board’s disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory

information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Waller's annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Gregory A. Bitz

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Gregory A. Bitz that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Gregory A. Bitz is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Gregory A. Bitz was born in 1970. Mr. Bitz graduated from Montgomery College in 1993 with an Associates of Arts degree. Mr. Bitz has been a portfolio manager of WBH Advisory, Inc. since July 2016. From August 1996 to July 2016, Mr. Bitz was a portfolio manager at Metropolitan Financial Group, Inc.

Mr. Bitz has been a CERTIFIED FINANCIAL PLANNER™ professional since 1998. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct

and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP® certification.

To attain the right to use the CFP® marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP® professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Mr. Bitz has held the designation of Chartered Financial Consultant (ChFC®) since 1997. The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential. Average study time to earn the ChFC® exceeds 450 hours. Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation. ChFC® designees must meet experience requirements and adhere to continuing education and ethical standards. The credential is awarded by The American College, a non-profit educator founded in 1927 and the highest level of academic accreditation.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Bitz's annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

John R. Ciccarone

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about John R. Ciccarone that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about John R. Ciccarone is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

John R. Ciccarone was born in 1965. Mr. Ciccarone graduated from John Hopkins University in 1989, with a Bachelor of Science degree in Social & Behavioral Science. Mr. Ciccarone has been a portfolio manager of WBH Advisory, Inc. since June 1992.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Ciccarone's annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Jack Arthur Ramey

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Jack Arthur Ramey that supplements the WBH Advisory, Inc. Brochure (“WBH”); you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Jack Arthur Ramey is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Jack Arthur Ramey was born in 1959. Mr. Ramey graduated from Loyola College in 1985 with a Bachelor of Arts degree in Philosophy, and in 2005 with a Master’s degree in Business Administration. Mr. Ramey has been a wealth advisor with WBH Advisory, Inc. since April of 2020. From August of 2017 to October of 2019 Mr. Ramey was employed as Managing Director of Biegel Waller Investment Advisory Services, and from September of 1986 to March of 2016 he was Regional Vice President of Fidelity Investments.

Mr. Ramey has been a CERTIFIED FINANCIAL PLANNER™ professional since 2017. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP® certification.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP Professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP](#)

[Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Ramey's annual compensation is based, in part, on the amount of assets under management that Mr. Ramey introduces to WBH and the number of clients that Mr. Ramey introduces to WBH. Accordingly, Mr. Ramey has a conflict of interest for recommending WBH to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible

for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Ivy M. Alexander

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer
1829 Reisterstown Road, Suite 225
Baltimore, Maryland 21208-1306

B.

This Brochure Supplement provides information about Ivy M. Alexander that supplements the WBH Advisory, Inc. Brochure (“WBH”); you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did not receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Ivy M. Alexander is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Ivy M. Alexander was born in 1980. Ms. Alexander graduated from Strayer University in 2009 with a BA in Business Administration. Since October 2018, Ms. Alexander has been an administrative assistant of WBH Advisory, Inc. From February 2013 to September 2018, Ms. Alexander was College Savings Phone Associate with T. Rowe Price

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Christopher Paul Parr

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Christopher Paul Parr that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Christopher Paul Parr is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Christopher Paul Parr was born in 1957. Mr. Parr graduated from McDaniel College (fka Western Maryland College) in 1979 with a Bachelor of Arts degree in economics, and from Loyola University Maryland in 1981 with a Master of Business Administration degree in finance. Mr. Parr has been an investment adviser representative of WBH Advisory, Inc. since February 2021. Previously, Mr. Parr was President and Chief Executive Officer of Parr Financial Solutions, Inc. from March 2009 to February 2021.

Mr. Parr has been a CERTIFIED FINANCIAL PLANNER™ professional since 1993. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP® certification.

To attain the right to use the CFP® marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP® professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP](#)

[Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Parr's annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's

supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

George Alexander Johns

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about George Alexander Johns that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about George Alexander Johns is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

George Alexander Johns was born in 1955. Mr. Johns graduated from University of Maryland Global Campus (fka University of Maryland University College) in 1987 with a Bachelor of Science degree in information systems management. Mr. Johns has been an investment adviser representative of WBH Advisory, Inc. since February 2021. Previously, Mr. Johns was a financial advisor of Parr Financial Solutions, Inc. from March 2011 to February 2021.

Mr. Johns has been a CERTIFIED FINANCIAL PLANNER™ professional since 2010. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number

of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP® certification.

To attain the right to use the CFP® marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP® professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

Item 5 Additional Compensation

Mr. Johns' annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at

(410)-653-7979.

Item 1 Cover Page

A.

Carrie Eloise Durbin Beren

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Carrie Eloise Durbin Beren that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Carrie Eloise Durbin Beren is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Carrie Eloise Durbin Beren was born in 1983. Ms. Beren graduated from The University of Maryland, College Park in 2005 with a Bachelor of Arts degree in Spanish language and literature. Ms. Beren has been an investment adviser representative of WBH Advisory, Inc. since September 2021. Previously, Ms. Beren was a wealth manager of Congress Wealth Management LLC from April 2021 to September 2021, and a wealth manager of Pinnacle Advisory Group, Inc. from March 2014 to April 2021.

Ms. Beren has been a CERTIFIED FINANCIAL PLANNER™ professional since 2017. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP® certification.

To attain the right to use the CFP® marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP® professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP](#)

[Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Ms. Beren's annual compensation is based, in part, on the amount of assets under management that she introduces to WBH Advisory, Inc. Accordingly, she has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's

supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.

Item 1 Cover Page

A.

Joshua Akeroyd Mason

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: September 3, 2021

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

B.

This Brochure Supplement provides information about Joshua Akeroyd Mason that supplements the WBH Advisory, Inc. (“WBH”) Brochure; you should have received a copy of that Brochure. Please contact Marc J. Hertzberg, Chief Compliance Officer, if you did *not* receive WBH Advisory, Inc.’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Joshua Akeroyd Mason is available on the SEC’s website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Joshua Akeroyd Mason was born in 1972. Mr. Mason graduated from Georgetown University in 1994 with a Bachelor of Science degree in international economics. Mr. Mason has been a financial advisor of WBH Advisory, Inc. since September 2021. Previously, Mr. Mason was a wealth manager and principal of Congress Wealth Management LLC from May 2021 to September 2021, and a wealth manager and partner of Pinnacle Advisory Group, Inc. from March 2007 to May 2021.

Mr. Mason has been a CERTIFIED FINANCIAL PLANNER™ professional since 2007. Certified Financial Planner Board of Standards, Inc. (“CFP Board”) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with flame design) logo in the United States (these marks are collectively referred to as the “CFP® marks”). The CFP Board authorizes use of the CFP® marks by individuals who successfully complete the CFP Board’s initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 88,000 individuals have obtained CFP® certification.

To attain the right to use the CFP® marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete a college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services or an accepted equivalent, including [completion of a financial plan development capstone course](#), and attain a Bachelor’s Degree from an accredited college or university. CFP Board’s financial planning subject areas include professional conduct and regulation, general principles of financial planning, education planning, risk management and insurance planning, investment planning, income tax planning, retirement savings and income planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – CFP Board requires 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship Pathway that meets additional requirements; and
- Ethics – Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, which put clients’ interest first; acknowledge CFP Board’s right to enforce them through its *Disciplinary Rules and Procedures*; comply with the *Financial Planning Practice Standards* which determine what clients should reasonably expect from the financial planning engagement and complete a CFP® Certification Application which requires disclosure of an individual’s background, including involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by the individual’s employer or firm.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours accepted by the CFP Board every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board’s Code of Ethics and Standards of Conduct and to acknowledge CFP Board’s right to enforce them through its Disciplinary Rules and Procedures. The Code of Ethics and Standards of Conduct require that CFP® professionals provide financial planning services in the best interests of their clients.
- Certification Application – Properly complete a Certification Application to (i) acknowledge voluntary adherence to the [terms and conditions of certification with CFP](#)

[Board](#) and (ii) disclose any involvement in criminal and civil proceedings, inquiries or investigations, bankruptcy filings, internal reviews and customer complaints.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

You may [verify an individual's CFP®](#) certification and background through the CFP Board. The verification function will allow you to verify an individual's certification status, CFP Board's disciplinary history and any bankruptcy disclosures in the past ten years. Additional regulatory information may also be found through [FINRA'S BrokerCheck](#) and the [SEC's Investment Adviser Public Disclosure databases](#), which are free tools that may be used to conduct research on the background and experience of CFP® professionals and those who held CFP® certification at one time, including with respect to employment history, regulatory actions, and investment-related licensing information, arbitrations, and complaints.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

Mr. Mason's annual compensation is based, in part, on the amount of assets under management that he introduces to WBH Advisory, Inc. Accordingly, he has a conflict of interest for recommending WBH Advisory, Inc. to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

Item 6 Supervision

WBH provides investment advisory and supervisory services in accordance with WBH's policies and procedures manual. The primary purpose of WBH's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). WBH's Chief Compliance Officer, Marc J. Hertzberg, is primarily responsible for the implementation of WBH's policies and procedures and overseeing the activities of WBH's

supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of WBH have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding WBH's supervision or compliance practices, please contact Mr. Hertzberg at (410)-653-7979.