

## Item 1 Cover Page

A.

**Marc J. Hertzberg**

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 6, 2023

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](http://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<sup>®</sup> Charterholder since 2004. CFA<sup>®</sup> designates an international professional certificate that is offered by the CFA Institute. The Chartered Financial Analyst<sup>®</sup> (CFA<sup>®</sup>) 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 178,000 CFA<sup>®</sup> charter holders working in 170 countries. To earn the CFA<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> Charterholders — often making the charter a prerequisite for employment. Additionally, regulatory bodies in 38 countries/territories recognize the CFA<sup>®</sup> 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).

Mr. Hertzberg has been a Certified Exit Planning Advisor (CEPA) since 2022. The Certified Exit Planning Advisor (CEPA) Program is taught by nationally recognized experts in the field of exit planning; this 5-day executive MBA style program and includes a final examination. The CEPA Program offers professionals an innovative learning experience, performance-enhancing resources, and the strategic tools to help them advance their exit planning practice, including value enhancement. The CEPA Program process integrates exit strategy into business, personal and financial goals of the business owner. The process consists of three major components: 1) Maximizing Business Value or Value Enhancement, 2) Personal Financial Planning, and 3) Life After Business Planning. The process teaches that exit strategy is business strategy. It is about building, harvesting and preserving wealth and integrating best business practices into daily operations. The Methodology focuses on enterprise value and is a revenue producing model for professional advisors that is justifiable with growth of overall enterprise value. Certification process elevates professional standards, enhances individual performance and differentiates CEPA professionals from those who do not have the knowledge needed to provide high quality exit planning services to business owners. Continuing Education Credits are offered for six major professionals associations, including CPA and CFP®, making the CEPA Program the most widely accepted and endorsed professional exit planning program in the world.

### **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 promoter 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: March 6, 2023

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](http://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<sup>®</sup> Charterholder since 2001. CFA<sup>®</sup> designates an international professional certificate that is offered by the CFA Institute. The Chartered Financial Analyst<sup>®</sup> (CFA<sup>®</sup>) 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 178,000 CFA<sup>®</sup> Charterholders working in over 170 countries and regions. To earn the CFA<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> Charterholders —often making the charter a prerequisite for employment. Additionally, regulatory bodies in 38 countries/territories recognize the CFA<sup>®</sup> 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 promoter 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: March 6, 2023

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](http://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<sup>®</sup> Charterholder since 2013. CFA<sup>®</sup> designates an international professional certificate that is offered by the CFA Institute. The Chartered Financial Analyst<sup>®</sup> (CFA<sup>®</sup>) 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 178,000 CFA<sup>®</sup> Charterholders working in over 170 countries and regions. To earn the CFA<sup>®</sup> 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

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## Comprehensive and Current Knowledge

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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 is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER<sup>™</sup> professional or a CFP<sup>®</sup> professional, and he may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP<sup>®</sup> certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP<sup>®</sup> certification. You may find more information about the CFP<sup>®</sup> certification at [www.cfp.net](http://www.cfp.net).

CFP<sup>®</sup> professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP<sup>®</sup> professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board

has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.

- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **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 promoter 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: March 6, 2023

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](http://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 is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and he may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

Mr. Bitz has held the designation of Chartered Financial Consultant (ChFC®) since 1997. The ChFC® designation is awarded by The American College, an accredited private educational institution that offers both undergraduate and graduate training programs. Prerequisites include high school education and three years of full-time business experience within the five years preceding the awarding of the designation. Average study time to earn the ChFC® exceeds 450 hours, to complete the 8 required college-level courses and pass the final exam for each course. Required courses cover topics, including retirement and estate planning; insurance planning; financial process and environment, income tax planning; employee benefits planning; asset protection planning and estate tax, transfer tax, and gift tax planning; and applications of comprehensive financial planning and consulting. Certification requires 30 CE credits every two years. ChFC® charterholders are held to a fiduciary standard and agree to comply with The American College code of ethics and procedures.

### **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 promoter 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: March 6, 2023

Contact: Marc J. Hertzberg, Chief Compliance Officer

1829 Reisterstown Road, Suite 225

Baltimore, Maryland 21208

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**Additional information about John R. Ciccarone is available on the SEC’s website at [www.adviserinfo.sec.gov](http://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.

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## Item 1 Cover Page

A.

### **Jack Arthur Ramey**

WBH Advisory, Inc.

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Dated: March 6, 2023

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**Additional information about Jack Arthur Ramey is available on the SEC’s website at [www.adviserinfo.sec.gov](http://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 is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and he may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **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 promoter 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: March 6, 2023

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](http://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 promoter 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: March 6, 2023

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](http://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 is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and he may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

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- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **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. 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**

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## Item 1 Cover Page

A.

### **Carrie Eloise Durbin Beren**

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 6, 2023

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](http://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 is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, she may refer to herself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and she may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

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- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **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**

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## Item 1 Cover Page

A.

### **Joshua Akeroyd Mason**

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 6, 2023

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](http://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 is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, he may refer to himself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and he may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

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- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **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 promoter 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.

### **Conor Jonathan Renn**

WBH Advisory, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 6, 2023

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

B.

**This Brochure Supplement provides information about Conor Jonathan Renn 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 Conor Jonathan Renn is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**

## **Item 2 Education Background and Business Experience**

Conor Jonathan Renn was born in 1992. Mr. Renn graduated from Bloomsburg University in 2015 with a Bachelor of Science in Business Administration degree in finance. Mr. Renn has been a Portfolio Analyst and Trader of WBH Advisory, Inc. since June of 2022. Previously he was employed by Baldwin Investment Management, LLC as an Investment Analyst & Trader, from May of 2015 to December of 2021, and as an Equity Research Analyst & Trader, from January of 2022 to May of 2022.

## **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 promoter 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.