#### **FORM ADV PART 2B**

### **BROCHURE SUPPLEMENT**

# William Morton

MBL Wealth, LLC 301 S. McDowell Street, SUITE 1100 CHARLOTTE, NC 28204 704-333-8461

Brochure Date: March 4, 2024

This brochure supplement provides information about Investment Advisory Representatives (IARs) of MBL Wealth, LLC ("MBL Wealth") – a Registered Investment Advisor ("RIA") that supplements the MBL Wealth brochure. You should have received a copy of this brochure. Please contact a member of the MBL Wealth Compliance team at 704-333-8461 if you did not receive MBL Wealth's brochure or if you have any questions regarding this supplement.

Additional information about our Investment Advisory Representatives is available on the SEC's website at www.adviserinfo.sec.gov.

## **Educational Background and Business Experience (Item 2)**

William Morton is registered as an Investment Advisor Representative with MBL Wealth and was born in 1976.

## Education

Mr. Morton graduated with a Bachelor of Arts degree in English from University of North Carolina, Chapel Hill. He earned his Juris Doctor (JD) Magna Cum Laude from University of Georgia School of Law.

## **Business Background**

From	То	Name	Position
01/2022	Present	MBL Wealth, LLC	Partner
01/2022	Present	MBL Advisors Inc.	Partner
11/2019	Present	MBL Wealth, LLC	Investment Adviser
			Representative, President
08/2018	01/2020	M Holdings Securities, Inc.	Investment Adviser Representative
08/2018	Present	M Holdings Securities, Inc.	Registered Representative
08/2018	12/2021	MBL Advisors Inc.	Managing Director
04/2013	08/2018	Bank of America, N.A.	Sr. WM Lending Officer
04/2012	08/2018	Merrill Lynch, Pierce Fenner &	Private Client Advisor
		Smith Incorporated	
11/2009	04/2012	US Trust, Bank of America	Senior Trust Officer
		Private Wealth Management	
04/2008	06/2009	Murchison, Taylor & Gibson	Attorney
05/2005	04/2008	Moore & Van Allen, PLLC	Attorney

#### **Disciplinary Information (Item 3)**

We must disclose any legal or disciplinary event that would be material to you when evaluating Mr. Morton. We have no such legal or disciplinary history to report to you.

### Other Business Activities (Item 4)

Mr. Morton is also licensed as a Registered Representative of M Securities, Inc., a broker/dealer. When a broker/dealer client account is established, the Registered Representative may sell variable life insurance, variable annuities and general securities for a commission. Comparable commissionable products sold through the broker/dealer vary in the percentage of compensation paid to the representative based upon the product sold. This presents a conflict of interest because some products pay a higher rate of commission than others, and the Registered Representative may be motivated to sell a product based upon the compensation involved and not based upon the best product for you. We mitigate this conflict of interest by disclosing it here and reviewing the suitability of any such recommendations.

Mr. Morton is also associated with an entity by the name of MBL Advisors Inc., an insurance agency and benefit consulting firm. This organization is affiliated with MBL Wealth, LLC. Insurance products and administrative services offered and sold through this entity are not securities related. Over 130 of such independently owned entities are associated as Member Firms of M Financial, M Holdings Securities, Inc.'s parent company.

Every two years, the cumulative investment advisory fees, commissions from securities related insurance products and commissions-related to non-securities related insurance products are totaled, and M Financial Member Firms with the highest amount of sales are allowed to choose individual Investment Advisory Representatives/Registered Representatives to attend a complimentary structured educational, professional and vacation program. No incentive exists, related to this program, to offer one product over another as all product sales and investment advisory fees provide equal credit to the potential reward.

Acting in dual capacities (insurance agency and financial advisor) and receiving compensation as such creates a conflict of interest in that Mr. Morton could recommend purchasing insurance products based on compensation received rather than on the needs of the client. We manage this conflict of interest by requiring Mr. Morton to assure that the issuing insurer reviews the potential sale of any products for the purpose of determining adherence to applicable insurance suitability standards, requiring Mr. Morton seek prior approval of any outside employment activity so that we may ensure that any conflicts of interest in such activities are properly disclosed and fully disclosing to a client when a particular transaction will result in the receipt of commissions or other associated fees. Insurance products may be available through other channels and as a client you are not obligated to purchase products recommended by our representatives.

In all cases, we acknowledge our duty to act in the client's best interest.

If your advisor is appropriately licensed, they may conduct sales of insurance products that are not securities-related in addition to providing various professional, technical and administrative functions to help support the independent operation of their Member Firm.

This advisor also engages in the following outside business activities:

1. MBL ADVISORS INC; 301 S. MCDOWELL ST., SUITE 1100, CHARLOTTE, NC 28204; 8/6/2018; PARTNER; INVESTMENT RELATED; 0 HOURS/MONTH, 0 HOURS/MONTH DURING BUSINESS HOURS; COMPENSATED VIA SALARY AND OWNERSHIP INTEREST.

## Additional Compensation (Item 5)

As mentioned above in Item 4A.2, Investment Advisory Representatives may be eligible to receive a complimentary structured educational, professional and vacation package based upon total sales of all types of insurance products and securities-related products.

## Supervision (Item 6)

Stephen Marciniak is the Chief Compliance Officer of MBL Wealth, LLC. The firm administers supervision through the application of its written supervisory policies and procedures. If you have questions regarding the supervisory procedures of the firm, you may contact Stephen Marciniak, Chief Compliance Officer, by phone at 704-333-8461 or email at info@mbl-advisors.com.