



INVESTMENT
ADVISERS LLC

8/5/2024

PART 2B OF FORM ADV: BROCHURE SUPPLEMENT

WILLIAM STEAD

1702 E. HIGHLAND AVE; SUITE 204
PHOENIX, AZ 85016
(602) 841-2627

Cetera Investment Advisers LLC
1450 American Lane
6th floor, Suite # 650
Schaumburg, IL 60173
888.528.2987

This brochure supplement is provided for Cetera Investment Advisers LLC (CIA) investment adviser representative (Advisor), WILLIAM STEAD (CRD #1058461).

This brochure supplement provides information about WILLIAM STEAD that supplements the Cetera Investment Advisers' ADV Part 2A. You should have received a copy of the ADV 2A. Please contact WILLIAM STEAD or their Designated Supervisor (contact information below) if you did not receive a copy or if you have any questions about the content contained in this supplement.

Additional information about WILLIAM STEAD is available on the SEC's website at adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

YOUR ADVISOR'S HIGHEST LEVEL OF EDUCATIONAL ACHIEVEMENT

BACHELOR'S DEGREE

BACHELOR OF SCIENCE IN FINANCE / ECONOMICS FROM CLARION STATE UNIVERSITY

YOUR ADVISOR CURRENTLY MAINTAINS THE FOLLOWING SECURITIES REGISTRATIONS

S24 - The General Securities Principal exam (Series 24) qualifies individuals as general securities principals who can manage or supervise the member's (Broker Dealer firm's) investment banking or securities business for corporate securities, direct participation programs, and investment company products/variable contracts.

S26 - The Investment Company Products/Variable Contracts Limited Principal (Series 26) qualifies an individual who will function as a principal for the solicitation, purchase, and/or sale of redeemable securities of companies registered pursuant to the Investment Company Act of 1940; securities of closed-end companies registered pursuant to the Investment Company Act of 1940 during the period of original distribution only; and variable contracts and insurance premium funding programs and other contracts issued by an insurance company.

S6 - The Investment Company Products/Variable Contracts Limited Representative (Series 6) qualifies a holder for the solicitation, purchase, and/or sale of redeemable securities of companies registered pursuant to the Investment Company Act of 1940; securities of closed-end companies registered pursuant to the Investment Company Act of 1940 during the period of original distribution only; and variable contracts and insurance premium funding programs and other contracts issued by an insurance company.

S63 - The Uniform Securities Agent State Law (Series 63) qualifies holders as securities agents. The examination covers the principles of state securities regulation reflected in the Uniform Securities Act.

S65 - The Uniform Investment Adviser Law (Series 65) qualifies holders as investment adviser representatives.

S7 - The General Securities Representative (Series 7) qualifies a holder for the solicitation, purchase, and/or sale of all securities products, including corporate securities, municipal securities, municipal fund securities, options, direct participation programs, investment company products, and variable contracts.

SIE - The Securities Industry Essentials - The SIE is an introductory-level exam that assesses the candidates knowledge of basic securities industry information including concepts fundamental to working in the industry, such as types of products and their risks; the structure of the securities industry markets, regulatory agencies and their functions, and prohibited practices. Passing the SIE exam does not qualify an individual for registration with FINRA. The individual must be associated with a member firm, pass the SIE and pass a qualification exam to engage in securities business.

YOUR ADVISOR CURRENTLY MAINTAINS THE FOLLOWING PROFESSIONAL DESIGNATIONS

RICP - Retirement Income Certified Professional (RICP) – This designation is obtained by completing 3 courses in the RICP program. As a prerequisite, the IAR must also have 3 years of full-time business experience (undergraduate or graduate degrees may qualify as 1 year of business experience). The RICP recipient also must adhere to a Code of Ethics, the Professional Pledge and eight Canons. A mandatory continuing education requirement set by the state the IAR is located in, is also required every 2 years.

YOUR ADVISOR'S BUSINESS HISTORY FOR THE PAST FIVE YEARS

| FIRM | POSITION HELD | START DATE | END DATE |
|--------------------------------|-------------------------------|------------|----------|
| CETERA INVESTMENT ADVISERS LLC | REGISTERED INVESTMENT ADVISER | 06/2019 | Present |
| CETERA INVESTMENT SERVICES LLC | REGISTERED REP | 06/2019 | Present |
| SELF | OWNER | 10/2012 | Present |

Additional current business positions and firms may be listed below under the Other Business Activities section.

William Stead was born in 1960.

DISCIPLINARY INFORMATION

If your Advisor had any reportable or disciplinary events during the past ten years, they will be listed below. Certain items in this section are financial in nature and not disciplinary events, these events include bankruptcy, lien and compromise.

Your Advisor does not have any reportable legal or disciplinary events.

OTHER BUSINESS ACTIVITIES

Your Advisor may independently perform other investment and non-investment related business activities that fall outside their role as an investment adviser representative of Cetera Investment Advisers, LLC. These activities are listed below. Please feel free to discuss them with your Advisor.

| FIRM | TYPE OF BUSINESS | POSITION/RESPONSIBILITIES |
|---------------------------------|-------------------------------|---------------------------|
| ARIZONA CAPITAL MANAGEMENT, LLC | DBA FOR CETERA BUSINESS | 50% OWNER |
| CETERA INVESTMENT SERVICES, LLC | BROKER-DEALER | REGISTERED REPRESENTATIVE |
| RENTAL PROPERTY | RENTALS | LANDLORD |
| WILLIAM C. STEAD LLC | PERSONAL LLC FOR TAX PURPOSES | OWNER |

Investment services may be offered at financial or lending institutions which are unaffiliated with Cetera firms. Additionally, Cetera firms are not affiliated with any other named entity, except those carrying the "Cetera" name or under common ownership with Cetera firms. Cetera affiliated firms can be found at www.cetera.com. Certain brokered CDs may be FDIC insured. Investments:

Are not FDIC/NCUSIF insured

May lose value

Are not financial institution guaranteed

Are not a deposit

Are not insured by any federal government agency.

If your Advisor performs any other business activity, it may impact the amount of time spent serving as your Advisor, create potential conflicts of interest and generate additional compensation for your Advisor.

Other investment related business activities pertain to securities, commodities, banking, insurance, or real estate. Other investment related business activities that your Advisor performs may result in the receipt of fees, commissions and/or bonuses. It may also result in other forms of compensation, which are based on the sales of securities and/or the value of assets under management. This includes trail, distribution and service fees related to certain mutual funds and insurance products. Trail, distribution and service fees are paid out of the fund or insurance product assets and are therefore indirectly paid by you, the client.

Another form of "indirect compensation" may also be paid to your Advisor by sponsors of investment products, programs or services. This indirect compensation may include entertainment, attendance at events, attendance at educational conferences, reimbursements for approved business expenses, investment research, technology support and other resources that may assist with your Advisor's investment business. An incentive (conflict of interest) may exist for your Advisor to recommend investment products and services based upon the amount of compensation received, rather than your best interest. Cetera Investment Advisers maintains a Code of Ethics requiring your Advisor to always act in accordance with your best interest and maintains a supervisory structure to monitor the advisory activities of your Advisor in order to reduce potential conflicts of interest.

Our advisors may operate their own independent companies outside of Cetera Investment Advisers. These unaffiliated companies may include other investment advisory firms, accounting/tax practices, insurance services, and legal and compliance services, among others.

ADDITIONAL COMPENSATION

In addition to advisory fees, your Advisor may earn sales incentives or awards based on the value of assets under management, investment products sold, number of sales, client referrals, amount of new deposits or amount of new accounts. This additional compensation may include the same items (economic benefits) as listed in the Other Business Activities section above as indirect compensation.

Your Advisor may also receive forgivable loans from Cetera, which are conditioned on your Advisor retaining Cetera's broker-dealer and/or registered investment advisor services. This additional economic benefit creates a conflict of interest for your Advisor to retain affiliation with Cetera in order to avoid re-payment on a loan. Cetera Investment Advisers maintains a Code of Ethics requiring your Advisor to always act in your best interest and maintains a supervisory structure to monitor the advisory activities of your Advisor in order to reduce potential conflicts of interest.

We may also enter into certain arrangements to offer brokerage and advisory services to the clients of independent unaffiliated financial institutions (credit unions, credit union service organizations, banks and savings and loan institutions). A substantial portion of the client advisory fee will be paid by us to the financial institution pursuant to a fee sharing / solicitor arrangement as long as the client agreement is in effect. Certain financial institutions provide financial incentives to the Advisor to recommend services and products that earn advisory fees over services that earn brokerage commissions. Additionally, certain financial institutions incentivize the Advisor to add new client assets to advisory accounts over specified periods of time. These financial incentives create a conflict of interest. To mitigate this conflict of interest, we routinely monitor our advisory programs and client accounts to ensure that the recommended services and products are consistent with your stated goals and objectives and maintain policies, such as minimum account openings, to ensure the account is appropriate for the applicable advisory program or service.

Your advisor will be paid bonus compensation over specified time periods from Cetera for all net new advisory assets invested in advisory programs. Net new advisory assets shall mean the difference, if positive, of the aggregate value of cash and/or securities contributed to Cetera's investment advisory accounts, excluding accounts designated by Cetera in its sole discretion as third party asset management programs minus the aggregate value of cash and/or securities withdrawn from Cetera's investment advisory accounts, excluding accounts designated by Cetera in its sole discretion as third party asset management programs. This compensation creates a financial incentive for your advisor to recommend Cetera advisory programs over third party advisory programs or commission-based programs. This additional economic benefit creates a conflict of interest for your advisor to retain affiliation with Cetera and increase advisory asset levels in order to avoid personally paying off or defaulting on that loan. To mitigate this conflict of interest, we routinely monitor our advisory programs and client accounts to ensure that the recommended services and products are consistent with your stated goals and objectives and maintain policies, such as minimum account opening balances, to ensure the account is

appropriate for the applicable advisory program or service.

Your advisor has entered into a separate promissory note and an incentive bonus agreement with Cetera, in which any such bonus payment is used to pay off amounts owed to Cetera under the note. The incentive bonus payment and part of the advance payment are conditioned on associating with Cetera for a specified amount of time. This economic benefit creates a conflict of interest for your advisor to retain affiliation with Cetera in order to avoid personally re-paying off or defaulting on that loan.

Please contact your Advisor if you would like to receive additional information regarding whether your Advisor's financial institution provides the type of financial incentive referenced above.

SUPERVISION

Cetera Investment Advisers assigns your Advisor to a designated advisory supervisor. Their designated advisory supervisor has ongoing oversight of your Advisor's investment advisory activities. This includes, but is not limited to transaction and investment suitability, account opening and correspondence. Finally, your Advisor's branch office is subject to a periodic audit, which includes a review of client files and verifies that your Advisor is servicing clients in accordance with firm policies.

SUPERVISOR'S NAME: DANIEL SILVA

SUPERVISOR'S TITLE: DESIGNATED ADVISORY SUPERVISOR

SUPERVISOR'S PHONE NUMBER: 800-245-0467