

Longleaf

The logo graphic consists of three horizontal lines that are slightly curved and extend from the base of the 'L' to the right, ending under the 'f'.

A D V I S O R S

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February 6, 2023

Item 1: Form ADV Part 2A

Item 1: Firm Brochure (Form ADV Part 2)

This brochure provides information about the qualifications and business practices of Longleaf Advisory Services, LLC. If you have any questions about the contents of this brochure, please contact us at the phone number listed above. 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. Registration (e.g. “registered investment advisor”) does not imply a certain level of skill or training.

Additional information about Longleaf Advisory Services, LLC also is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2: Material Changes

Pursuant to South Carolina and SEC rules, Longleaf Advisory Services, LLC will ensure that clients receive a summary of any material changes to this and subsequent disclosure brochures within 120 days after the Firm's fiscal year end, December 31. This means that if there were any material changes over the past year, clients will receive a summary of those changes no later than April 30. At that time, Longleaf Advisory Services will also offer a copy of its most current disclosure brochure and may also provide other ongoing disclosure information about material changes as necessary. If there are no material changes over the past year, no notices will be sent.

Clients and prospective clients can always receive the most current disclosure brochure for Longleaf Advisory Services at any time by contacting their investment advisor representative.

This is a new brochure as of February 2, 2022.

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Item 4: Advisory Business

A. Firm Description

Longleaf Advisory Services, LLC (“Longleaf” or the “Firm”) is a South Carolina registered investment advisor. Longleaf was founded in on April 12, 2022. Longleaf was formed on October 13, 2022.

The Principal Owner and Chief Compliance Officer of Longleaf is William Amick, CFP®, AIF®.

B. Types of Advisory Services

The Firm offers a large variety of services, including wealth management, financial planning and consulting, retirement planning, and portfolio management for individuals and high net worth individuals. The Firm offers these services to clients or potential clients (“clients”).

Wealth Management Services

Our Firm provides discretionary wealth management services, and our advice is customized to meet our clients’ investment objectives and risk tolerance.

Clients of the Firm may participate in discretionary and/or non-discretionary investment advisory services. Fees for services in this category are charged on a percentage of assets under the management of the Firm.

The investment advisory fee includes investment advisory services, and, to the extent specifically requested by the client, financial planning and consulting services. If additional planning or consulting is needed beyond the ordinary needs of clients, the Firm may impose an additional fee for these additional services.

When a client decides to hire our Firm for wealth management services, we will discuss investment objectives, allocations, and monitoring. Once allocated, our Firm provides ongoing monitoring and reporting, and may execute transactions to align the portfolio to the stated goals.

Any and all trades are made in the best interest of the client as part of Longleaf’s fiduciary duty. However, risk is inherent to any investing strategy and model. Therefore, Longleaf does not guarantee any results or returns.

Prior to engaging Longleaf to provide any investment advisory services, Longleaf requires a written financial service agreement (“FSA”) signed by the client prior to the engagement of any services. The FSA will outline services to which the client is entitled and fees the client will incur.

Longleaf is an asset-based fee investment management Firm, but some persons may receive other compensation as described in Section 5 below.

Longleaf does not act as a custodian of client assets. The client always maintains asset control. Longleaf places trades for clients under a limited power of attorney through qualified custodian/broker.

Portfolio Management:

DISCRETIONARY INVESTMENT MANAGEMENT SERVICES

Longleaf specializes in quantitative, fundamental, technical, and economic analysis to determine what investments are in favor

of Longleaf's investment models. Longleaf assesses clients' current holdings and ensures alignment with both short- and long-term goals. The Firm performs ongoing reviews of investment performance and portfolio exposure to market conditions. Accordingly, the Firm is authorized to perform various functions without further approval from the client, such as the determination of securities to be purchased or sold without prior permission from the client for each transaction. Any and all trades are made in the best interest of the client as part of Longleaf's fiduciary duty. However, risk is inherent to any investing strategy and model. Therefore, Longleaf does not guarantee any results or returns.

Prior to engaging Longleaf to provide any investment advisory services, Longleaf requires a written financial service agreement ("FSA") signed by the client prior to the engagement of any services. The FSA will outline services to which the client is entitled and fees the client will incur.

Longleaf is an asset-based fee investment management firm. The firm does not receive commissions for purchasing or selling stocks, bonds, mutual funds, real estate investment trusts, or other commissioned products for clients. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted.

Longleaf does not act as a custodian of client assets. The client always maintains asset control. Longleaf places trades for clients under a limited power of attorney through qualified custodian/broker.

NON-DISCRETIONARY INVESTMENT ADVICE

Longleaf also provides non-discretionary advice to clients that prefer this arrangement. These clients will receive advice of Longleaf, and rather than Longleaf making adjustments to the client's portfolio immediately, Longleaf will require direction of the client to place trades.

Selection of Other Advisors

As part of our portfolio management services, Longleaf may recommend that you use the services of a Turnkey Asset Management Platform (TAMP) ("") to manage all, or a portion of, your investment portfolio. After gathering information about your financial situation and objectives, Longleaf may recommend a specific TAMP or investment program to manage part of your assets. Factors Longleaf takes into consideration when making this decision(s) include, but are not limited to, the following: the TAMP's performance, methods of analysis, fees, your financial needs, investment goals, risk tolerance, and investment objectives. The TAMP(s) may use one or more of their model portfolios to manage your account. Longleaf will monitor the TPMM(s)' performance to ensure its management and investment style remains aligned with your investment goals and objectives. The TAMP(s) will actively manage part of your portfolio and will assume discretionary investment authority over that portion of your account. We will assume discretionary authority to hire and fire TAMP(s) and/or reallocate your assets to other TAMP(s) where Longleaf deems such action appropriate without your prior approval.

Retirement Plan Services:

The Firm works with Plan Sponsors to

provide investment advisory and consulting services plans per the terms and conditions of a Retirement Plan Consulting Agreement between the Firm and the plan. For such engagements, the Firm assists Sponsors of retirement plans with the selection and/or monitoring of investment alternatives (generally open-end mutual funds) from which plan participants can choose in self-directing the investments for their individual plan retirement accounts. In addition, to the extent requested by the Plan Sponsor, the Firm may also provide participant education designed to assist participants in identifying the appropriate investment strategy for their retirement plan accounts.

In engagements, the client will select whether the Firm will serve as a non-fiduciary consultant, a fiduciary advisor, or in limited capacity of selecting outside investment managers or investment/fiduciary as those terms are defined under Sections 3(21) and 3(38) of the Employee Retirement Income Security Act of 1974 (“ERISA”), as amended.

Financial Planning & Consulting Services:

The Firm offers financial planning and consulting services for a negotiable fee. Financial planning and consulting services fees typically range from \$2,500 to \$25,000 depending on the level and scope of services provided.

Financial Planning and Consulting services typically include investment and non-investment matters, business succession planning, estate planning, and family meetings.

To engage in financial planning and consulting services, clients enter into an engagement that sets the terms of the engagement, scope of services, and the negotiated fee. When requested by the client, the Firm may recommend third parties to assist in implementation. This includes using representatives in their capacity with Longleaf for insurance products. The client retains discretion over implementation decisions and is free to accept or reject any recommendation of the Firm. It is the client’s responsibility to notify the Firm of changes to financial situations and objectives.

C. Services Tailored to clients’ Needs

Services are provided based on a client’s specific needs within the scope of the services provided as discussed above. A review of the information provided by the client regarding the client’s current financial situation, goals, and risk tolerances will be performed and advice will be provided that is in line with available information.

D. Wrap Fee Program versus Portfolio

Management Program

Longleaf does not offer a Wrap Fee Program.

E. Assets Under Management

As of October 13, 2022, Advisor has the following assets under management: \$0

- Discretionary assets: \$0
- Non-discretionary assets: \$0

Item 5 Fees and Compensation

A. Fee Schedule and Method of Compensation

Individually Managed Accounts:

The maximum fee to be charged for our services will not exceed 0.35% per quarter (which is 1.4% annually). The fee shall be paid in arrears on a quarterly basis. Current client relationships may exist where the fees are lower than the fee schedule above. The fee may also be negotiated in the future, including on a fixed-fee basis. Because our fees are negotiable, there may be slight deviation from client to client. However, any variation will be explicitly discussed and agreed upon with the client.

Fees are negotiable. Longleaf, in its sole discretion, may waive its fee and/or charge a lesser investment advisor fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

B. Payment of Fees

All asset-based fees are deducted by the qualified custodian of record on a quarterly basis in arrears, based on account value on the last day of the previous quarter. Client statements for prior deductions will be provided on a quarterly basis.

All fees paid to Advisor for investment advisory services are separate and distinct from the expenses charged by third-party managers and Investment Companies to their shareholders. These fees and expenses are described to the

client in separate disclosures. These fees will generally include third-party management fees, an Investment Company management fee, other fund expenses, and in some situations a possible distribution fee.

Advisor will provide investment advisory services and portfolio management services but will not provide custodial or other administrative services. At no time will Advisor accept or maintain custody of a client's funds or securities except for authorized fee deduction. The client may contact the Custodian directly for disbursements, or account record changes, and may also do so in writing to the custodian. Advisor may act at the client's convenience to facilitate such written communications to the Custodian, provided that such action is not construed to be custody of client assets.

The client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. Fees paid to Advisor are separate and distinct from the custodian and execution fees.

Clients may request to terminate their advisory contract with Advisor, in whole or in part, by providing advance written notice. Upon termination, any fees paid in advance will be prorated to the date of termination and any excess will be refunded to client through the Custodian. client's advisory agreement with the Advisor is non-transferable without client's written approval.

Fee Deduction Disclosure

Where Advisor deducts its management fee

from client accounts utilizing a qualified custodian, the Advisor is required to meet the following requirements.

- a. Possess written authorization from the client to deduct advisory fees from an account held by a qualified custodian;
- b. The Firm must send the qualified custodian a written invoice detailing the fee amount to be deducted from the client account; and,
- c. The Firm must send the client a written invoice itemizing the fee, the invoice must detail any formulae used to calculate the fee, the time period covered by the fee and the amount of assets under management on which the fee was based. This may be included with the client's quarterly performance report.

Defined Contribution Plan Asset Management Fees

The Firm provides its discretionary and non-discretionary retirement plan services on a fee basis, based upon a negotiable percentage (%), not to exceed 1%, of the market value of plan assets. The fees for these engagements are individually negotiated on a case-by-case basis, depending on a variety of factors, including but not limited to, the scope of the overall engagement, the amount of plan assets, the professional(s) rendering the service(s), and other factors. The specific annual fee to be paid for the Firm's services under these engagements will be set forth in the services agreement between Longleaf and the plan.

Longleaf will require each Client to make a selection of services in writing as part of an

Agreement, which sets forth the rights and obligations of Longleaf and the Client. Advisory Fees are negotiated prior to the signing of the Agreement. The Agreement is then customized to state the negotiated fee, which, in general, is typically expressed as a percentage of total assets (under advisement) or can also be a flat fee. As summarized above, a client may engage Longleaf on a discretionary or non-discretionary basis.

Fixed Fees

Fixed fees are commensurate with asset based fees and may be negotiated for investment services, and are established as fixed fees where the intent of the client is that fees are not variable automatically with changes in asset values on a quarterly basis. Fixed fee arrangements under the client agreement are for a period of one year, and then convert automatically to asset based fees unless a new fixed fee agreement is established. Fixed fees are deducted and invoiced in the same fashion as asset based fees for investment services.

All fixed fees for services offered by the Firm will be determined in advance based on the agreement between the client and the Firm and based on the information provided by the client at that time.

Fixed fees paid in advance will be prorated to the date of termination and the excess refunded to the client by check as soon as practicable. Where the Firm may request a fee in advance, the amount paid in advance will not be more than \$500 per client and 6 months in advance. The remaining fixed fees will be paid after services are performed.

Right Of Cancellation

In addition to the right to terminate an agreement pursuant to its terms, a client may cancel an agreement with Advisor within five (5) business days of first receiving a copy of this disclosure brochure and supplement without penalty or fee.

C. Third-Party Fees

Clients are responsible for the payment of all third party fees (which may include, but are not limited to, custodian fees, brokerage fees, mutual fund fees, transaction fees, among others). Those fees are separate and distinct from the fees and expenses charged by Longleaf. Please see Item 12 of this brochure regarding broker/custodian.

Selection of Other Advisors

We may recommend that you use a Turnkey Asset Management Platform (TAMP) in the form of thirdparty money managers ("TPMM"), sub-advisors, or model fee arrangements. These recommendations will be based on your needs and suitability. We will not receive separate compensation, directly or indirectly, from the TPMM. Advisory fees charged by Turnkey Asset Management Platform (TAMP) are separate and apart from Longleaf's advisory fees.

Assets managed by TAMPs will be included in calculating Longleaf's advisory fee, which is based on the fee schedule set forth above in this brochure. Advisory fees that you pay to the TAMP are established and payable in accordance with the brochure provided by each TAMP to which Longleaf has allocated assets on your behalf. You should review the recommended TAMP's brochure and take into consideration the TAMP's fees along with our

fees to determine the total amount of fees associated with Longleaf's services.

Longleaf's recommendations to use third party managers are in addition to Longleaf's advisory fee. Longleaf does not charge you a separate fee for the selection of other advisors nor will we share in the advisory fee you pay directly to the TAMP. Advisory fees that you pay to the TAMP are established and payable in accordance with the Form ADV Part 2 or other equivalent disclosure document provided by each TAMP to whom you are referred. These fees may or may not be negotiable and you should review the recommended TAMP's brochure for information on its fees and services.

In some circumstances you may be required to sign an agreement directly with the recommended TAMP(s). You may terminate your advisory relationship with the TAMP according to the terms of your agreement with the TAMP. You should review each TAMP's brochure for specific information on how you may terminate your advisory relationship with the TAMP and how you may receive a refund, if applicable. You should contact the TAMP directly for questions regarding your advisory agreement with the TAMP.

D. Prepayment of Fees

Longleaf collects its fees in arrears. It does not collect fees in advance.

E. Outside Compensation for the Sale of Securities to Clients

Some persons providing investment advice on behalf of Longleaf are registered representatives with Private Client Services,

Item 5: Fees and Compensation

a securities broker-dealer, and a member of the Financial Industry Regulatory Authority. In their capacity as registered representatives, these persons may receive compensation in connection with the purchase and sale of securities or other investment products, including asset-based sales charges, service fees or 12b-1 fees, for the sale or holding of mutual funds. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice to advisory clients on behalf of our Firm, who are registered representatives, have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase securities products through any person affiliated with our Firm who receives compensation described above.

Persons providing investment advice on behalf of our Firm are also licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our Firm, who are insurance agents, have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to

purchase insurance products through any person affiliated with our Firm.

Item 6: Performance-Based Fees and Side-by-Side Management

Item 6 Performance-Based Fees and Side-by-Side Management

Longleaf does not charge or accept performance-based fees.

Item 7: Types of Clients

Item 7 Types of Clients

Longleaf provides investment advice to many different types of clients. These clients generally include individuals and high net worth individuals, pension and profit sharing plans, and corporations.

Minimum Account Size

Longleaf has a minimum account balance of \$250,000 for Wealth Management clients. This may be waived at the Firm's discretion.

We require a minimum fee of \$2,000 for Financial Planning and Consulting services. This may be waived or reduced at the Firm's discretion.

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

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

A. Methods of Analysis

The Firm may use the following methods when considering investment strategies and recommendations.

Charting Review

Charting is a technical analysis that charts the patterns of stocks, bonds, and commodities to help determine buy and sell recommendations for clients. It is a way of gathering and processing price and volume information in a security by applying mathematical equations and plotting the resulting data onto graphs in order to predict future price movements. A graphical historical record assists the analyst in spotting the effect of key events on a security's price, its performance over a period of time, and whether it is trading near its high, near its low or in between. Chartists believe that recurring patterns of trading, commonly referred to as indicators, can help them forecast future price movements.

Fundamental Review

A fundamental analysis is a method of evaluating a company or security by attempting to measure its intrinsic value. Fundamental analysis attempts to determine the true value of a company or security by looking at all aspects of the company or security, including both tangible factors (e.g., machinery, buildings, land, etc.) and intangible factors (e.g., patents, trademarks, "brand" names, etc.). Fundamental analysis also involves examining related economic factors

(e.g., overall economy and industry conditions, etc.), financial factors (e.g., company debt, interest rates, management salaries and bonuses, etc.), qualitative factors (e.g., management expertise, industry cycles, labor relations, etc.), and quantitative factors (e.g., debt-to-equity and price-to-equity ratios).

The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price with the aim of determining what sort of position to take with that security (e.g., if underpriced, the security should be bought; if overpriced the security should sold). Fundamental analysis uses real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for many types of securities.

Technical Review

A technical analysis is a method of evaluating securities that analyzes statistics generated by market activity, such as past prices and volume. Technical analysis does not attempt to measure a security's intrinsic value, but instead uses past market data and statistical tools to identify patterns that can suggest future activity. Historical performance of securities and the markets can indicate future performance.

Cyclical Review

A cyclical analysis assumes the market reacts in reoccurring patterns that can be identified and leveraged to provide performance.

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

Cyclical analysis of economic cycles is used to determine how these reoccurring patterns, or cycles, affect the returns of a given investment, asset, or company. Cyclical analysis is a time-based assessment which incorporates past and present performance to determine future value. Cyclical analyses exist because the broad economy has been shown to move in cycles, from periods of peak performance to periods of low performance. The risks of this strategy are two-fold: (1) the markets do not always repeat cyclical patterns; and (2) if too many investors begin to implement this strategy, it changes the very cycles of which they are trying to take advantage.

Economic Review

An economic analysis determines the economic environment over a certain time horizon. This involves following and updating historic economic data such as U.S. gross domestic product and consumer price index as well as monitoring key economic drivers such as employment, inflation, and money supply for the world's major economies.

B. Investment Strategies

When implementing investment advice to clients, the Firm may employ a variety of strategies to best pursue the objectives of clients. Depending on market trends and conditions, Longleaf will employ any technique or strategy herein described, at the Firm's discretion and in the best interests of the client. The Firm does not recommend any particular security or type of security. Instead, the Firm makes recommendations to meet a

particular client's financial objectives. There is inherent risk to any investment and clients may suffer loss of ALL OR PART of a principal investment.

Long-Term Purchases

Long-term purchases are securities that are purchased with the expectation that the value of those securities will grow over a relatively long period, generally greater than one year. Long-term purchases may be affected by unforeseen changes in the company in which a client is invested or in the overall market. Long term trading is designed to capture market rates of both return and risk. Frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes. Due to its nature, the long-term strategy can expose clients to various other types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include, but are not limited to, inflation (purchasing power) risk, interest rate risk, economic risk, and political/regulatory risk.

Short-Term Purchases

Short-term purchases are securities that are purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations. Short-term trading generally holds greater risk. Frequent trading can affect investment performance due to increased brokerage fees and other transaction costs and taxes.

Strategic Asset Allocation

Asset allocation is a combination of several different types of investments; typically, this includes stocks, bonds, and cash equivalents among various asset classes to achieve diversification. The objective of asset allocation is to manage risk and market exposure while still positioning a portfolio to meet financial objectives.

C. Risk of Loss

Investing inherently involves risk up to and including loss of the principal sum. Further, past performance of any security is not necessarily indicative of future results. Therefore, future performance of any specific investment or investment strategy based on past performance should not be assumed as a guarantee. Longleaf does not provide any representation or guarantee that the financial goals of clients will be achieved.

The potential return or gain and potential risk or loss of an investment varies, generally speaking, with the type of product invested in. Below is an overview of the types of products available on the market and the associated risks of each:

General Risks. Investing in securities always involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. We cannot offer any

guarantees or promises that your financial goals and objectives can or will be met. Past performance is in no way an indication of future performance. We also cannot assure that third parties will satisfy their obligations in a timely manner or perform as expected or marketed.

General Market Risk. Investment returns will fluctuate based upon changes in the value of the portfolio securities. Certain securities held may be worth less than the price originally paid for them, or less than they were worth at an earlier time.

Common Stocks. Investments in common stocks, both directly and indirectly through investment in shares of ETFs, may fluctuate in value in response to many factors, including, but not limited to, the activities of the individual companies, general market and economic conditions, interest rates, and specific industry changes. Such price fluctuations subject certain strategies to potential losses. During temporary or extended bear markets, the value of common stocks will decline, which could also result in losses for each strategy.

Portfolio Turnover Risk. High rates of portfolio turnover could lower performance of an investment strategy due to increased costs and may result in the realization of capital gains. If an investment strategy realizes capital gains when it sells its portfolio investments, it will increase taxable distributions to you. High rates of portfolio turnover in a given year would likely result in short-term capital gains

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

and under current tax law you would be taxed on short-term capital gains at ordinary income tax rates, if held in a taxable account.

Non-Diversified Strategy Risk. Some investment strategies may be non-diversified (e.g., investing a greater percentage of portfolio assets in a particular issuer and owning fewer securities than a diversified strategy). Accordingly, each such strategy is subject to the risk that a large loss in an individual issuer will cause a greater loss than it would if the strategy held a larger number of securities or smaller positions sizes.

Model Risk. Financial and economic data series are subject to regime shifts, meaning past information may lack value under future market conditions. Models are based upon assumptions that may prove invalid or incorrect under many market environments. We may use certain model outputs to help identify market opportunities and/or to make certain asset allocation decisions.

There is no guarantee any model will work under all market conditions. For this reason, we include model related results as part of our investment decision process but we often weigh professional judgment more heavily in making trades or asset allocations.

ETF and Mutual Fund Risks, including Net Asset Valuations and Tracking Error. An ETF or mutual fund's performance may not exactly match the performance of the index or market benchmark that the ETF or mutual fund is

designed to track because 1) the fund will incur expenses and transaction costs not incurred by any applicable index or market benchmark; 2) certain securities comprising the index or market benchmark tracked by the fund may, from time to time, temporarily be unavailable; and 3) supply and demand in the market for either the fund and/or for the securities held by the fund may cause the fund shares to trade at a premium or discount to the actual net asset value of the securities owned by the fund. Certain fund strategies may from time to time include the purchase of fixed income, commodities, foreign securities, American Depositary Receipts, or other securities for which expenses and commission rates could be higher than normally charged for exchange-traded equity securities, and for which market quotations or valuation may be limited or inaccurate.

Clients should be aware that to the extent they invest in ETFs and/or mutual funds they will pay two levels of advisory compensation – advisory fees charged by Adviser plus any advisory fees charged by the issuer of the ETF/mutual fund. This scenario may cause a higher advisory cost (and potentially lower investment returns) than if a client purchased the ETF/mutual fund directly. The funds typically includes embedded expenses that may reduce the fund's net asset value, and therefore directly affect the fund's performance and indirectly affect a client's portfolio performance or an index benchmark comparison. Expenses of the fund may include investment advisor management fees,

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custodian fees, brokerage commissions, and legal and accounting fees. These fund expenses may change from time to time at the sole discretion of the issuer. ETF and/or mutual fund tracking error and expenses may vary.

Structured Products

Structured products are securities derived from another asset, such as a security or a basket of securities, an index, a commodity, a debt issuance, or a foreign currency. Structured products frequently limit the upside participation in the reference asset. Structured products are senior unsecured debt of the issuing bank and subject to the credit risk associated with that issuer. This credit risk exists whether or not the investment held in the account offers principal protection. The creditworthiness of the issuer does not affect or enhance the likely performance of the investment other than the ability of the issuer to meet its obligations. Any payments due at maturity are dependent on the issuer's ability to pay. In addition, the trading price of the security in the secondary market, if there is one, may be adversely impacted if the issuer's credit rating is downgraded. Some structured products offer full protection of the principal invested, others offer only partial or no protection. Investors may be sacrificing a higher yield to obtain the principal guarantee. In addition, the principal guarantee relates to nominal principal and does not offer inflation protection. An investor in a structured product never has a claim on the underlying investment, whether a security, zero coupon bond, or option. There may be little or no secondary market for the securities

and information regarding independent market pricing for the securities may be limited. This is true even if the product has a ticker symbol or has been approved for listing on an exchange. Tax treatment of structured products may be different from other investments held in the account (e.g., income may be taxed as ordinary income even though payment is not received until maturity). Structured CDs that are insured by the FDIC are subject to applicable FDIC limits.

Options Contracts

Investments in options contracts have the risk of losing value in a relatively brief period of time. Option contracts are leveraged instruments that allow the holder of a single contract to control many shares of an underlying stock. This leverage can compound gains or losses.

Inflation, Currency, and Interest Rate Risks.

Security prices and portfolio returns will likely vary in response to changes in inflation and interest rates. Inflation causes the value of future dollars to be worth less and may reduce the purchasing power of an investor's future interest payments and principal. Inflation also generally leads to higher interest rates, which in turn may cause the value of many types of fixed income investments to decline. In addition, the relative value of the U.S. dollar-denominated assets primarily managed by Advisor may be affected by the risk that currency devaluations affect client purchasing power.

Liquidity Risk. Liquidity is the ability to readily convert an investment into cash to prevent a loss, realize an anticipated profit, or otherwise

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

transfer funds out of the particular investment. Generally, investments are more liquid if the investment has an established market of purchasers and sellers, such as a stock or bond listed on a national securities exchange. Conversely, investments that do not have an established market of purchasers and sellers may be considered illiquid. Your investment in illiquid investments may be for an indefinite time, because of the lack of purchasers willing to convert your investment to cash or other assets.

Legislative and Tax Risk. Performance may directly or indirectly be affected by government legislation or regulation, which may include, but is not limited to: changes in investment advisor or securities trading regulation; change in the U.S. government's guarantee of ultimate payment of principal and interest on certain government securities; and changes in the tax code that could affect interest income, income characterization and/or tax reporting obligations, particularly for options, swaps, master limited partnerships, Real Estate Investment Trust, Exchange Traded Products/Funds/Securities. We do not engage in tax planning, and in certain circumstances a client may incur taxable income on their investments without a cash distribution to pay the tax due. Clients and their personal tax advisors are responsible for how the transactions in their account are reported to the IRS or any other taxing authority.

Information Security Risk. We may be susceptible to risks to the confidentiality and security of its operations and proprietary and customer information. Information risks, including theft or corruption of electronically stored data, denial of service attacks on our website or websites of our third-party service providers, and the unauthorized release of confidential information are a few of the more common risks faced by us and other investment advisors. Data security breaches of our electronic data infrastructure could have the effect of disrupting our operations and compromising our customers' confidential and personally identifiable information. Such breaches could result in an inability of us to conduct business, potential losses, including identity theft and theft of investment funds from customers, and other adverse consequences to customers. We have taken and will continue to take steps to detect and limit the risks associated with these threats.

Tax Risks. Tax laws and regulations applicable to an account with Advisor may be subject to change and unanticipated tax liabilities may be incurred by an investor as a result of such changes. In addition, customers may experience adverse tax consequences from the early assignment of options purchased for a customer's account. Customers should consult their own tax advisors and counsel to determine the potential tax-related consequences of investing.

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

Advisory Risk. There is no guarantee that our judgment or investment decisions on behalf of particular any account will necessarily produce the intended results. Our judgment may prove to be incorrect, and an account might not achieve her investment objectives. In addition, it is possible that we may experience computer equipment failure, loss of internet access, viruses, or other events that may impair access to accounts' custodians' software. Advisor and its representatives are not responsible to any account for losses unless caused by Advisor breaching our fiduciary duty.

Dependence on Key Employees. An accounts success depends, in part, upon the ability of our key professionals to achieve the targeted investment goals. The loss of any of these key personnel could adversely impact the ability to achieve such investment goals and objectives of the account.

Item 9: Disciplinary Information

Item 9 Disciplinary Information

Registered investment advisors are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of the advisory business or integrity of the Firm's management.

Longleaf has no disciplinary disclosures. William Amick, the owner and operator of Longleaf, has no disciplinary disclosures.

Item 10: Other Financial Industry Activities and Affiliations

Item 10 Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Certain associated persons at Longleaf are registered representatives with Private Client Services, a registered investment advisor with the SEC and a securities broker-dealer, a member of the Financial Industry Regulatory Authority. See the Fees and Compensation section in this brochure for more information on the compensation received by registered representatives who are affiliated with our Firm.

B. Registration as a Futures Commission merchant, Commodity Pool Operator

Longleaf and its management persons are not registered and do not have application pending to register, as a futures commission merchant, commodity pool operator/advisor.

C. Independent Insurance Agents

Persons providing investment advice on behalf of our Firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees. See the Fees and Compensation section in this brochure for more information on the compensation received by independent insurance agents who are affiliated with our Firm.

Item 10: Other Financial Industry

Activities and Affiliations

Additionally, Longleaf is affiliated with the following insurance and consulting business, due to William Amick's ownership interest: Longleaf Advisors, Inc., Amick and Associates, Inc., and L.G. Goldstein and Associates, Inc. William Amick owns or co-owns these entities, and from time to time, he may offer clients advice or products from these activities. Longleaf always acts in the best interest of the client. Clients are in no way required to utilize the services of any representative of Longleaf in their capacity as insurance agents or consultants.

D. Selection of other Advisors

We may recommend that you use a Turnkey Asset Management Platform (TAMP) in the form of thirdparty money managers ("TPMM"), sub-advisors, or model fee arrangements. These recommendations will be based on your needs and suitability. We will not receive separate compensation, directly or indirectly, from the TPMM for recommending that you use their services. Moreover, we do not have any other business relationships with the recommended TPMM(s). Refer to the Advisory Business section above for additional disclosures on this topic.

advisor is considered a fiduciary. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts. In addition, an investment advisor has a duty of utmost good faith to act solely in the best interest of each of its clients. Longleaf and its representatives have a fiduciary duty to all clients.

Longleaf and its representatives' fiduciary duty to clients is considered the core underlying principle for Longleaf's Code of Ethics and represents the expected basis for all representatives' dealings with clients. Longleaf has the responsibility to ensure that the interests of clients are placed ahead of it or its representatives' own investment interest. All representatives will conduct business in an honest, ethical, and fair manner. All representatives will comply with all federal and state securities laws at all times. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to services being conducted. All representatives have a responsibility to avoid circumstances that might negatively affect or appear to affect the representatives' duty of complete loyalty to their clients.

B. Recommendations Involving Material Financial Interests

Longleaf does not recommend that clients buy or sell any security in which a related person to Longleaf or Longleaf has a material financial interest—outside of what has already been discussed in Item 10 above.

Item 11: Code of Ethics, Conflicts of Interest, and Personal Trading

Item 11: Code of Ethics, Conflicts of Interest, and Personal Trading

A. Fiduciary Status

According to South Carolina law, an investment

Item 11: Code of Ethics, Conflicts of Interest, and Personal Trading

C. Trading Securities At/Around the Same Time as Clients' Securities

Advisor and/or its investment advisory representatives may from time-to-time purchase or sell products or investments that they may recommend to clients. Advisor has adopted a Code of Ethics that sets forth the basic policies of ethical conduct for all managers, officers, and employees of the advisor.

In addition, the Code of Ethics governs personal trading by each employee of Advisor deemed to be an Access Person and is intended to ensure that securities transactions effected by Access Persons of Advisor are conducted in a manner that avoids any actual or potential conflict of interest between such persons and clients of the advisor or its affiliates.

Advisor collects and maintains records of securities holdings and securities transactions effected by Access Persons. These records are reviewed to identify and resolve potential conflicts of interest. Advisor's Code of Ethics is available upon request.

most favorable under the circumstances, taking into account all relevant factors. The lowest possible commission, while very important, is not the only consideration. The brokers-dealer Longleaf currently utilizes is Charles Schwab & Co. ("Schwab").

It is the policy of the Firm to seek best execution in all portfolio trading activities for all investment disciplines and products, regardless of whether commissions are charged. This applies to trading in any instrument, security, or contract including equities, bonds, and forward or derivative contracts.

The standards and procedures governing best execution are set forth in several written policies. Generally, to achieve best execution, Longleaf considers the following factors, without limitation, in selecting brokers and intermediaries:

- Execution capability
- Order size and market depth
- Availability of competing markets and liquidity
- Trading characteristics of the security
- Availability of accurate information comparing markets
- Quantity and quality of research received from the broker dealer
- Financial responsibility of the broker-dealer
- Confidentiality
- Reputation and integrity
- Responsiveness
- Recordkeeping
- Ability and willingness to commit capital
- Available technology
- Ability to address current market conditions.

Item 12: Brokerage Practices

Item 12 Brokerage Practices

A. Selection and Recommendation

Longleaf has a duty to select brokers, dealers and other trading venues that provide best execution for clients. The duty of best execution requires an investment advisor to seek to execute securities transactions for clients in such a manner that the client's total cost or proceeds in each transaction is the

Longleaf evaluates the execution, performance, and risk profile of the broker-dealers it uses at least quarterly.

B. Research and Other Soft Dollar Benefits

Soft dollar practices are arrangements whereby an investment advisor directs transactions to a broker-dealer in exchange for certain products and services that are allowable under SEC and STATE rules. Client commissions may be used to pay for brokerage and research services and products as long as they are eligible under Section 28(e) of the Exchange Act of 1934.

Section 28(e) sets forth a “safe harbor,” which provides that an investment advisor that has discretion over a client account is not in breach of its fiduciary duty when paying more than the lowest commission rate available if the advisor determines in good faith that the rate paid is commensurate with the value of brokerage and research services provided by the broker-dealer.

Soft dollar arrangements generally arise when an advisor receives research or brokerage products or services from a broker-dealer in exchange for placing securities transactions with that broker-dealer. We do not have any soft dollar agreements. However, we may receive products and services from Schwab. For our clients’ accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account.

Schwab’s business is serving independent investment advisory firms like us. They provide

us with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to retail customers. Schwab also make available various support services. Some of those services help us manage or administer our clients’ accounts, while others help us manage and grow our business. Schwab’s support services generally are available on an unsolicited basis (we don’t have to request them) and at no charge to us as long as our clients collectively maintain a minimum amount of their assets in accounts at Schwab. This creates a financial incentive for us to recommend Schwab as your custodian. This financial incentive creates a conflict of interest between our clients and us where we have the incentive to recommend Schwab rather than our clients’ interest in receiving most favorable execution. Custodians other than Schwab may not offer similar financial incentives and may not have similar requirements for maintaining certain levels of assets under management.

Our Interest in Schwab’s Services

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don’t have to pay for Schwab’s services. Schwab has also agreed to pay for certain technology, research, marketing, and compliance consulting products and services on our behalf. The fact that we receive these benefits from Schwab is an incentive for us to recommend the use of Schwab rather than making such a decision based exclusively on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. We believe,

however, that taken in the aggregate our recommendation of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "Selection and Recommendation") and not Schwab's services that benefit only us.

C. Brokerage for Client Referrals

Longleaf does not receive client referrals from third parties for recommending the use of specific broker-dealer brokerage services.

D. Directed Brokerage

Advisor recommends that all clients use a particular broker-dealer for execution and/or custodial services. The broker-dealer is recommended based on criteria such as, but not limited to, reasonableness of commissions charged to the client, tools and services made available to the client and the Advisor, and convenience of access to the account trading and reporting. The client will provide authority to Advisor to direct all transactions through that broker-dealer in the investment advisory agreement. Please also see the response to Item 12A above.

E. Order Aggregation

Advisor may combine orders into block trades when more than one account is participating in the trade. This blocking or bunching technique must be equitable and potentially advantageous for each such account (e.g. for the purposes of reducing brokerage commissions or obtaining a more favorable execution price).

Block trading is performed when it is

consistent with the duty to seek best execution and is consistent with the terms of Advisor's investment advisory agreements. Equity trades are blocked based upon fairness to client, both in the participation of their account, and in the allocation of orders for the accounts of more than one client. Allocations of all orders are performed in a timely and efficient manner. All managed accounts participating in a block execution receive the same execution price (average share price) for the securities purchased or sold in a trading day.

Any portion of an order that remains unfilled at the end of a given day will be rewritten on the following day as a new order with a new daily average price to be determined at the end of the following day. Due to the low liquidity of certain securities, broker availability may be limited. Open orders are worked until they are completely filled, which may span the course of several days. If an order is filled in its entirety, securities purchased in the aggregated transaction will be allocated among the accounts participating in the trade in accordance with the allocation statement.

If an order is partially filled, the securities will be allocated pro rata based on the allocation statement. Advisor may allocate trades in a different manner than indicated on the allocation statement (non-pro rata) only if all managed accounts receive fair and equitable treatment.

F. Trade Error Policy

Longleaf maintains a record of any trading errors that occur in connection with investment activities of its clients. Both gains

and losses that result from a trading error made by Longleaf will be borne or realized by Longleaf.

Item 13: Review of Accounts

Item 13 Review of Accounts

A. Periodic Reviews

Periods of Portfolio Inactivity

The Firm has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, Longleaf will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including but not limited to investment performance, fund manager tenure, style drift, account additions/withdrawals, the client's financial circumstances, and changes in the client's investment objectives. Based upon these and other factors, there may be extended periods of time when Longleaf determines that changes to a client's portfolio are neither necessary nor prudent. Notwithstanding, there can be no assurance that investment decisions made by the Firm will be profitable or equal any specific performance level(s). Clients remain subject to the fees described during periods of account inactivity.

The Firm regularly reviews and evaluates client accounts for compliance with each client's investment objectives, policies and restrictions. The Firm analyzes rates of return and allocation of assets to determine model strategy effectiveness. Such reviews are conducted by the Chief Compliance Officer of Longleaf and shall occur at least once per calendar year.

Retirement plan services accounts are reviewed by Longleaf and plan sponsors at least annually. During this review parties involved will review the Investment Policy Statement and ensure that the investments within the plan continue to meet the terms of the Investment Policy Statement. Members of the Longleaf team also meet with individual participants at least once a year to help with both plan-related and general financial planning needs.

B. Intermittent Review Factors

Intermittent reviews may be triggered by substantial market fluctuation, economic or political events, or changes in the client's financial status (such as retirement, termination of employment, relocation, inheritance, etc.). Clients are advised to notify Longleaf promptly if there are any material changes in their financial situation, investment objectives, or in the event they wish to place restrictions on their account.

C. Reports

Clients may receive confirmations of purchases and sales in their accounts and will receive, at least quarterly, written statements containing account information such as account value, transactions, and other relevant information. Confirmations and statements are prepared and delivered by the custodian.

D. Financial Plans

All financial planning accounts are reviewed upon financial plan creation and plan delivery by the Firm. There are multiple levels of review for each financial plan. Each financial planning client will receive the financial plan upon completion.

Item 14: Client Referrals and Other Compensation

Item 14 Client Referrals and Other Compensation

A. Client Referrals

Advisor will not receive any economic benefit from another person or entity for soliciting or referring clients.

B. Other Compensation

Advisor will not pay another person or entity for referring or soliciting clients for Advisor.

We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. In addition, Schwab has also agreed to pay for certain products and services for which we would otherwise have to pay once the value of our clients' assets in accounts at Schwab reaches a certain size. You do not pay more for assets maintained at Schwab as a result of these arrangements. However, we benefit from the arrangement because the cost of these services would otherwise be borne directly by us. You should consider these conflicts of interest when selecting a custodian. The products and services provided by Schwab, how they benefit us, and the related conflicts of interest are described above (see Item 12 – Brokerage Practices).

Longleaf does not have direct custody of any client funds and/or securities. Longleaf will not maintain physical possession of client funds and securities. Instead, clients' funds and securities are held by a qualified custodian.

While Longleaf does not have physical custody of client funds or securities, payments of fees may be paid by the custodian from the custodial brokerage account that holds client funds pursuant to the client's account application.

In certain jurisdictions, the ability of Longleaf to withdraw its management fees from the client's account may be deemed custody. Prior to permitting direct debit of fees, each client provides written authorization permitting fees to be paid directly from the custodian.

As part of the billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period. The custodian does not calculate the amount of the fee to be deducted and does not verify the accuracy of Longleaf's advisory calculation. Therefore, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation. clients should contact Longleaf directly if they believe that there may be an error in their statement.

Item 15: Custody

Item 15 Custody

Custody means holding, directly or indirectly, client funds or securities or having any authority to obtain possession of them.

The current custodians Longleaf currently utilizes is Schwab.

Item 16: Investment Discretion

Item 16 Investment Discretion

Longleaf may exercise full discretionary authority to supervise and direct the investments of a client's account for those clients that have elected to do so within their advisory agreement with Longleaf. This authority will be granted by clients upon completion of Longleaf's FSA. This authority allows Longleaf and its affiliates to implement investment decisions without prior consultation with the client. Such investment decisions are made in the client's best interest and in accordance with the client's investment objectives. Other than agreed upon management fees due to Longleaf, this discretionary authority does not grant the Firm the authority to have custody of any assets in the client's account or to direct the delivery of any securities or the payment of any funds held in the account to Longleaf. The discretionary authority granted by the client to the Firm does not allow Longleaf to direct the disposition of such securities or funds to anyone except the account holder.

Item 17: Voting Client Securities

Item 17 Voting Client Securities

The Firm does not perform proxy voting services on the client's behalf. Clients are encouraged to read through the information provided with the proxy voting documents and to make a determination based on the information provided. Upon the client's request, Firm representatives may provide limited clarifications of the issues presented in the proxy voting materials based on his or her understanding of issues presented in the proxy voting materials. However, clients have the ultimate responsibility for making all proxy voting decisions.

For accounts subject to the provisions of the Employee Retirement Income Security Act of 1974 ("ERISA"), the plan fiduciary specifically keeps the authority and responsibility for the voting of any proxies for securities held in plan accounts. Also, Advisor cannot give any advice or take action with respect to the voting of these proxies.

Item 18: Financial Information

Item 18 Financial Information

A. Balance Sheet Requirement

Longleaf is not the qualified custodian for client funds or securities and does not require prepayment of fees of more than \$500 per client, six (6) months or more in advance.

B. Financial Condition

Longleaf does not have any financial impairment that would preclude the Firm from meeting contractual commitments to clients.

C. Bankruptcy Petition

Longleaf has not been the subject of a bankruptcy petition at any time during the last 10 years.

**Item 19 Requirements for State-Registered
Advisors**

**A. Principal Executive Officers and Management
Persons; Their Formal Education and Business
Background**

William B. Amick is the principal owner of Longleaf Advisory Services, LLC. He is also the Chief Compliance Officer. His individual CRD number is 6168077.

For additional information about William Amick, please see Form ADV Part 2B Item 2 below.

**B. Other Business in Which This Advisory Firm or
its Personnel are Engaged and Time Spent on
Those (If Any)**

William Amick is a registered representative with Private Client Services, a registered investment advisor with the SEC and a securities broker-dealer, a member of the Financial Industry Regulatory Authority. Mr. Amick devotes approximately 10 hours per week to this outside business.

William Amick is also licensed as an independent insurance agent. If you elect to purchase insurance products through Will in this separate capacity, he will earn a commission for selling insurance products. You are not obligated to implement the advice provided by Will or to implement transactions through him in his separate capacity as an insurance agent. Will offers this service as well as consulting through his ownership interest in

the following entities: Longleaf Advisors, Inc., Amick and Associates, Inc., and L.G. Goldstein and Associates, Inc. Mr. Amick devotes approximately 10 hours per week to this outside business. For additional information about William Amick please see Form ADV Part 2B.

**C. How Performance-based Fees are Calculate
and Degree of Risk to Clients**

Longleaf Advisory Services, LLC does not charge performance-based fees.

**D. Material Disciplinary Disclosures for
Management Persons of this Firm**

Longleaf Advisory Services, LLC and Will Amick have not been involved in any of the events listed below:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of

Item 19: Requirements for State-Registered Advisors

the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

**E. Material Relationships that Management
Persons Have with Issuers of Securities (If Any)**
Longleaf Advisory Services, LLC and Will Amick
do not have any relationships to disclose here.

Longleaf Advisory Services, LLC

171 Lott Court

West Columbia, South Carolina 29169

803-791-1111

www.LongleafADV.com

February 6, 2023

WILLIAM BLAKE AMICK

This brochure supplement provides information about William B. Amick that supplements the Longleaf Advisory Services, LLC brochure. His individual CRD number is 6168077.

Please contact William B. Amick if the Firm brochure was not provided.

Additional information about William B. Amick is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Education Background and Business Experience

Item 2 Education Background and Business Experience

William Blake Amick

Year of Birth 1990

Formal Education Bachelor of Science in Applied Economics and Statistics, Clemson University, 2012

Business Background

02/2023 – Present Longleaf Advisory Services LLC, Investment Advisor

02/2023 – Present Private Client Services, Broker Dealer Representative

09/2015 – 02/2023 Cetera Advisors Networks LLC, Investment Advisor/Broker Dealer Representative

02/2014 – 08/2015 MetLife Securities Inc., Investment Advisor

03/2013 – 08/2015 MetLife Securities Inc., Broker Dealer Representative

Designations

CFP®- Certified Financial Planner™

Certified Financial Planner™ (CFP®) and certification marks are financial planning credentials awarded by the Certified Financial Planner Board of Standards Inc. (CFP® Board) to individuals who meet its education, examination, work experience and ethics requirements. Eligible candidates must have at least a bachelor's degree (or its equivalent) in any discipline from an accredited college or university in order to obtain a CFP® certification. The candidate also must pass an examination, have three years of personal financial planning experience, and meet the CFP Board's ethical requirements. To maintain the certification, the CFP® Board requires individuals to complete 30 hours of continuing education every two years and renew an agreement to be bound by its Standards of Professional Conduct.

Accredited Investment Fiduciary ("AIF®")

The AIF® mark is held by the Center for Fiduciary Studies, LLC, a Fiduciary360 (fi360) company.

The professional designations awarded by fi360 demonstrate the focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to excellence. AIF® designees undergo an initial training program, annual continuing education, and pledge to abide by the designation's code of ethics.

Since October 2002, the Accredited Investment Fiduciary® (AIF®) designation has been the mark of commitment to a standard of investment fiduciary excellence. Those who earn the AIF® mark successfully complete a specialized program on investment fiduciary standards of care and subsequently passed a comprehensive examination. AIF® designees demonstrate a thorough understanding of fi360's Prudent Practices for investment advisors and stewards.

Item 3: Disciplinary Information

Item 3 Disciplinary Information

Advisor has nothing to report under this section.

Item 4: Other Business Activities

Item 4 Other Business Activities

Registration as a Broker/Dealer or Broker/Dealer Representative

William Amick is a registered representative with Private Client Services, a registered investment advisor with the SEC and a securities broker-dealer, a member of the Financial Industry Regulatory Authority. See the Fees and Compensation section in this brochure for more information on the compensation received by registered representatives who are affiliated with our firm. Mr. Amick devotes approximately 10 hours per week to this outside business.

Independent Insurance Agent

William Amick is also licensed as an independent insurance agent. If you elect to purchase insurance products through Will in this separate capacity, he will earn a commission for selling insurance products. You are not obligated to implement the advice provided by Will or to implement transactions through him in his separate capacity as an insurance agent. Will offers this service as well as consulting through his ownership interest in the following entities: Longleaf Advisors, Inc., Amick and Associates, Inc., and L.G. Goldstein and Associates, Inc. Mr. Amick devotes approximately 10 hours per week to this outside business.

Item 5: Additional Compensation

As mentioned above, Will is a registered investment advisor and broker dealer representative with Private Client Services, a registered investment

advisor with the SEC and a securities broker-dealer, and a member of the Financial Industry Regulatory Authority. In his capacity as a registered representative, Will may receive compensation in connection with the purchase and sale of securities or other investment products, including asset-based sales charges, service fees or 12b-1 fees, for the sale or holding of mutual funds. Compensation earned by Will in his capacity as registered representative is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice to advisory clients on behalf of our firm, who are registered representatives, have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase securities products through any person affiliated with our firm who receives compensation described above.

Additionally, Will is licensed as an independent insurance agent. Will Amick will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by Will is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm, who are insurance agents, have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 6: Supervision

Will Amick is the owner and Chief Compliance Officer of Longleaf Advisory Services, LLC. Will Amick is not supervised by someone else, however, he is bound by our compliance procedures and code of ethics.

Item 7

Will Amick has not been involved with any arbitration or administrative proceeding events. Will Amick has not been the subject of a bankruptcy petition.

Longleaf Advisory Services, LLC

171 Lott Court

West Columbia, South Carolina 29169

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February 6, 2023

BLAKE DEONNE AMICK

This brochure supplement provides information about Blake D. Amick that supplements the Longleaf Advisory Services, LLC brochure. His individual CRD number is 1402104. Please contact Blake D. Amick if the Firm brochure was not provided. Additional information about Blake D.. Amick is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Education Background and Business Experience

Item 2 Education Background and Business Experience

Blake Deonne Amick

Year of Birth 1954

Formal Education Bachelor of Science in Insurance and Economic Security from the University of South Carolina, 1977

Business Background

02/2023 – Present	Longleaf Advisory Services LLC, Investment Advisor
02/2023 – Present	Private Client Services, Broker Dealer Representative
09/2013 – 02/2023	Cetera Advisors Networks LLC, Investment Advisor/Broker Dealer Representative
07/2002 – 09/2013	Walnut Street Securities, Inc., Investment Advisor
11/1985 – 09/2013	Walnut Street Securities, Inc., Broker Dealer Representative

Designations

CFP®- Certified Financial Planner™

Certified Financial Planner™ (CFP®) and certification marks are financial planning credentials awarded by the Certified Financial Planner Board of Standards Inc. (CFP® Board) to individuals who meet its education, examination, work experience and ethics requirements. Eligible candidates must have at least a bachelor's degree (or its equivalent) in any discipline from an accredited college or university in order to obtain a CFP® certification. The candidate also must pass an examination, have three years of personal financial planning experience, and meet the CFP Board's ethical requirements. To maintain the certification, the CFP® Board requires individuals to complete 30 hours of continuing education every two years and renew an agreement to be bound by its Standards of Professional Conduct.

CLU®- Chartered Life Underwriter®

CLU stands for Chartered Life Underwriter and is awarded by The American College. The course of study involved in this designation provides in-depth knowledge on the insurance needs of individuals, business owners and professional clients.

MINIMUM QUALIFICATIONS:

- Once fulfilling the ChFC® designation, one may also earn the CLU® designation by completing a minimum of three additional courses.
- For the CLU®, one must complete the remaining core courses and select from the electives list for that program if additional courses are still needed; electives in the ChFC® program may not be used as electives in the CLU® program.

Item 2: Education Background and Business Experience

Accredited Investment Fiduciary (“AIF®”)

The AIF® mark is held by the Center for Fiduciary Studies, LLC, a Fiduciary360 (fi360) company. The professional designations awarded by fi360 demonstrate the focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to excellence. AIF® designees undergo an initial training program, annual continuing education, and pledge to abide by the designation’s code of ethics.

Since October 2002, the Accredited Investment Fiduciary® (AIF®) designation has been the mark of commitment to a standard of investment fiduciary excellence. Those who earn the AIF® mark successfully complete a specialized program on investment fiduciary standards of care and subsequently passed a comprehensive examination. AIF® designees demonstrate a thorough understanding of fi360’s Prudent Practices for investment advisors and stewards.

Chartered Financial Consultant (ChFC®)

The Chartered Financial Consultant (ChFC®) program prepares you to meet the advanced financial planning needs of individuals, professionals and small business owners. You’ll gain a sustainable advantage in this competitive field with in-depth coverage of the key financial planning disciplines, including insurance, income taxation, retirement planning, investments and estate planning. The ChFC requires three years of full-time, relevant business experience, nine two-hour course specific proctored exams, and 30 hours of continuing education every two years. Holders of the ChFC designation must adhere to The American College’s Code of Ethics.

PROGRAM OBJECTIVES:

- Function as an ethical, competent and articulate practitioner in the field of financial planning
- Utilize the intellectual tools and framework needed to maintain relevant and current financial planning knowledge and strategies.
- Apply financial planning theory and techniques through the development of case studies and solutions.
- Apply in-depth knowledge in a holistic manner from a variety of disciplines; namely, estate planning, retirement planning or non-qualified deferred compensation.

Item 3: Disciplinary Information

Item 3 Disciplinary Information

Advisor has nothing to report under this section.

Item 4: Other Business Activities

Item 4 Other Business Activities

Registration as a Broker/Dealer or Broker/Dealer Representative

Blake Amick is a registered representative with Private Client Services, a registered investment advisor with the SEC and a securities broker-dealer, a member of the Financial Industry Regulatory Authority. See the Fees and Compensation section in this brochure for more information on the compensation received by registered representatives who are affiliated with our firm. Mr. Amick devotes approximately 10 hours per week to this outside business.

Independent Insurance Agent

Blake Amick is also licensed as an independent insurance agent. If you elect to purchase insurance products through Blake in this separate capacity, he will earn a commission for selling insurance products. You are not obligated to implement the advice provided by Blake or to implement transactions through him in his separate capacity as an insurance agent. Mr. Amick devotes approximately 15 hours per week to this outside business.

Blake offers this service as well as consulting through the following entities: Longleaf Advisors, Inc., Amick and Associates, Inc., L.G. Goldstein and Associates, Inc., and Amick, Bahnmueller and Associates, Inc. Blake has a 50% ownership interest in Amick, Bahnmueller and Associates, Inc.

Item 5: Additional Compensation

As mentioned above, Blake is a registered investment advisor and broker dealer representative with Private Client Services, a registered investment advisor with the SEC and a securities broker-dealer, and a member of the Financial Industry Regulatory Authority. In his capacity as a registered representative, Blake may receive compensation in connection with the purchase and sale of securities or other investment products, including asset-based sales charges, service fees or 12b-1 fees, for the sale or holding of mutual funds. Compensation earned by Blake in his capacity as registered representative is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice to advisory clients on behalf of our firm, who are registered representatives, have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase securities products through any person affiliated with our firm who receives compensation described above. Additionally, Blake is licensed as an independent insurance agent. Blake Amick will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by Blake is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm, who are insurance agents, have an incentive to recommend insurance products

Item 5: Additional Compensation

to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 6: Supervision

Mr. William Amick, Chief Compliance Officer of Longleaf Advisory Services, LLC, supervises and monitors Mr. Blake Amick's activities on a regular basis to ensure compliance with our firm's compliance procedures and code of ethics. Please contact Will Amick if you have any questions about Blake's brochure supplement at (803)-791-1111.

Item 7

Blake Amick has not been involved with any arbitration or administrative proceeding events. Blake Amick has not been the subject of a bankruptcy petition.