

Item 1 Cover Page
SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

Andrew K. Straton

Westhollow Wealth Management®

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This brochure supplement provides information about Andrew Straton and supplements the WHWM, LLC dba Westhollow Wealth Management® brochure. You should have received a copy of that brochure. Please contact Andrew Straton if you did not receive the brochure or if you have any questions about the contents of this supplement.

**ADDITIONAL INFORMATION ABOUT ANDREW STRATON (CRD #7238450) IS
AVAILABLE ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV.**

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Andrew K. Straton

- Year of birth: 1993
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Item 2 - Educational Background and Business Experience

Educational Background:

- Kennesaw State University; Bachelor of Business Administration in Finance; 2016

Business Experience:

- WHWM, LLC dba Westhollow Wealth Management®
 - Investment Advisor Representative; 06/2026 – Present
 - Chief Administrative Officer; 11/2024 - Present
 - Bargain Bonanza, LLC; Owner; 07/2023 – Present
 - Licensed Insurance Agent; 06/2023 - Present
 - Carson Wealth; Client Service Associate; 10/2022 – 11/2024
 - Jon Baker Financial Group; Client Relationship Manager; 03/2020 - 10/2022
 - Turnkey Planning Solutions; Paraplanner; 12/2018 – 03/2020
 - Milend Inc.; Senior Pipeline Manager; 01/2016 – 12/2018
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Item 3 - Disciplinary Information

1. Mr. Straton has never been involved in a criminal or civil action in a domestic, foreign or military court of competent jurisdiction for which he:
 - a. Was convicted of, or pled guilty or nolo contendere (“no contest”) to (a) any felony; (b) misdemeanor that involved investments or an investment-related business, fraud, false statement or omissions, wrongful taking of property, bribery, perjury, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
 - b. Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
 - c. Was found to have been involved in a violation of an investment-related statute or regulation; or
 - d. Was the subject of any order, judgement or decree permanently or temporarily enjoining, or otherwise limiting, him from engaging in any investment related activity, or from violating any investment-related statute, rule, or order.
2. Mr. Straton has never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which he:
 - a. Was found to have caused an investment-related business to lose its authorization to do business; or the subject of an order by the agency or authority;

- b. Was found to have been involved in a violation of an investment-related statute or regulation or was the subject of an order by the agency or authority
 - (i) denying, suspending or revoking the authorization of the supervised person to act in an investment-related business; (ii) barring or suspending his association with an investment-related business; (iii) otherwise significantly limiting his investment-related activities; or (iv) imposing a civil money penalty of more than \$2,500 on him.
 - 3. Mr. Straton has never been the subject of a self-regulatory organization (SRO) proceeding in which he:
 - a. Was found to have caused an investment-related business to lose its authorization to do business; or
 - b. Was found to have been involved in a violation of the SRO's rules and was: (a) barred or suspended from membership or from association with other members, or was expelled from membership; (b) otherwise significantly limited from investment-related activities; or (c) fined more than \$2,500.
 - 4. Mr. Straton has not been involved in any other hearing or formal adjudication in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct.
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Item 4 - Other Business Activities

Mr. Straton is licensed to sell insurance; and spends less than 5 hours per month on this activity. He will offer Clients services from those activities. As an insurance agent, he may receive separate yet typical compensation.

This practice represent conflicts of interest because it gives an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures and the firm's fiduciary obligation to place the best interest of the Client first and the Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

Item 5 - Additional Compensation

Mr. Straton does not receive any performance-based fees and does not receive any additional compensation for performing advisory services other than what is disclosed in Item 5 of Part 2A.

Item 6 - Supervision

Mr. Zabko is the Chief Compliance Officer of WHWM. Mr. Zabko reviews Mr. Straton's work through Client account reviews and quarterly personal transaction reports, as well as face-to-face and phone interactions. He can be reached at czabko@westhollowwealth.com or (770) 585-0260.

Item 7 - Requirements for State-Registered Advisors

- 1. Mr. Straton has not been involved in any of the following:
 - a. An award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
 - i. An investment or an investment-related business or activity;
 - ii. Fraud, false statement(s) or omissions;
 - iii. Theft, embezzlement or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion;

- v. Dishonest, unfair or unethical practices.
 - b. An award or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business or activity;
 - ii. Fraud, false statement(s) or omissions;
 - iii. Theft, embezzlement or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion;
 - v. Dishonest, unfair or unethical practices.
2. Mr. Straton has never been the subject of a bankruptcy petition.