



## Form ADV Part 2B Brochure Supplement

February 19, 2025

### Individuals covered by this supplement include:

Wayne C. McCullough  
Rawles F. Bell  
Keith A. Ferguson, Sr.

Keith A. Ferguson, Jr.  
Jared Tomsu

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This brochure supplement provides information about the above listed individuals that supplements the Beacon Pointe Advisors, LLC brochure. You should have already received a copy of that brochure. Please contact us at 949-718-1600 if you did not receive our brochure or if you have any questions about the contents of this supplement.

Additional information about the above listed individuals is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

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# WAYNE C. MCCULLOUGH, CFP®

## ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Wayne C. McCullough, CFP®, Partner, Managing Director, b. 1970

### *Education:*

BA, English, The University of Texas at Austin

### *Business Background:*

Partner, Managing Director, Beacon Pointe Advisors, LLC, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Registered Representative, Innovation Partners LLC, 2015-2018, 2019-2020, 2022-2023

President, Managing Partner, Benchmark Private Wealth Management, LLC, 2014-2022

Director and Client Advisor, Deutsche Bank Securities Inc., 2008-2013

## Professional Designations

Wayne McCullough holds the following professional designation:

### *Certified Financial Planner*

The CERTIFIED FINANCIAL PLANNER™ and CFP® (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP® Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. The CFP® is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. CFP® certificate holders are bound by CFP® Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

To earn the credential, each CFP® candidate must have a bachelor’s degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience. In addition, candidates must take the CFP® Certification examination and complete a CFP® -board registered program or hold an accepted designation, degree or license. Every two years, CFP® certificate holders must complete a minimum of 30 hours of continuing education. More information regarding the CFP® is available at <http://www.cfp.net/default.asp>

## ITEM 3 - DISCIPLINARY INFORMATION

Wayne McCullough has no disciplinary history to disclose.

## ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Wayne McCullough is a licensed insurance agent for Beacon Pointe Insurance Services, LLC (“BPIS”). Beacon Pointe Advisors, LLC is affiliated with BPIS. BPIS is a licensed insurance agency. BPIS receives commissions on insurance products clients purchase, and

Wayne McCullough is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives him an incentive to recommend insurance products based on the compensation received, rather than on the client's needs. Clients are not obligated to act on any insurance recommendations or place any transactions through Wayne McCullough or BPIS if they decide to follow Mr. McCullough's recommendations.

## **ITEM 5 – ADDITIONAL COMPENSATION**

Wayne McCullough's compensation comes from his regular salary and ownership of Beacon Pointe Advisors, LLC. The additional compensation that Wayne McCullough is eligible to receive is outlined above in ***Item 4 – Other Business Activities***.

## **ITEM 6 – SUPERVISION**

As a Partner, Managing Director at Beacon Pointe Advisors, LLC, Wayne McCullough oversees the investment advice provided from Beacon Pointe Advisors' office at 7019 Hillcrest Ave., Dallas, TX. His advice is not monitored by any other individual. He is, however, bound by Beacon Pointe's Code of Ethics.

Shannon Eusey, Chief Executive Officer, and Chief Compliance Officer is the supervisor of Wayne McCullough. She can be reached by calling 949-718-1600.

# RAWLES F. BELL, CIMA®

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Rawles F. Bell, CIMA®, Partner, Managing Director, b. 1989

### *Education:*

BBA, Finance, Economics Minor, Texas A&M University, Mays Business School

### *Business Background:*

Partner, Managing Director, Beacon Pointe Advisors, LLC, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Associate Partner, Client Advisor, Benchmark Private Wealth Management, LLC, 2014-2022

Registered Representative, Innovation Partners LLC, 2015-2018 and 2020-2024

Financial Advisor, RBC Capital Markets, LLC, 2012-2014

## Professional Designations

Rawles Bell holds the following professional designation:

### *Certified Investment Management Analyst*

The CIMA designation is issued by the Investments and Wealth Institute (formerly IMCA). To earn each certification, each CIMA candidate must complete a self-study program, attend a one-week classroom education program provided by an Association to Advance Collegiate Schools of Business (“AACSB”) accredited university business school, pass an online examination after self-study and an on-line comprehensive certification examination after meeting all requirements of a registered classroom education program and also complete a minimum of 30 hours of continuing education every two years. More information regarding the CIMA is available at [http://www.imca.org/main/do/CIMA\\_Home](http://www.imca.org/main/do/CIMA_Home).

## ITEM 3 – DISCIPLINARY INFORMATION

Rawles Bell has no disciplinary history to disclose.

## ITEM 4 – OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Rawles Bell is a licensed insurance agent for Beacon Pointe Insurance Services, LLC (“BPIS”). Beacon Pointe Advisors, LLC is affiliated with BPIS. BPIS is a licensed insurance agency. BPIS receives commissions on insurance products clients purchase, and Rawles Bell is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives him an incentive to recommend insurance products based on the compensation received, rather than on the client’s needs. Clients are not obligated to act on any insurance recommendations or place any transactions through Rawles Bell or BPIS if they decide to follow Mr. Bell’s recommendations.

## ITEM 5 – ADDITIONAL COMPENSATION

Rawles Bell's compensation comes from his regular salary and ownership of Beacon Pointe Advisors, LLC. The additional compensation that Rawles Bell is eligible to receive is outlined above in **Item 4 – Other Business Activities**.

## ITEM 6 – SUPERVISION

As a Partner, Managing Director at Beacon Pointe Advisors, LLC, Rawles Bell oversees the investment advice provided from Beacon Pointe Advisors' office at 7019 Hillcrest Ave., Dallas, TX. His advice is not monitored by any other individual. He is, however, bound by Beacon Pointe's Code of Ethics.

Shannon Eusey, Chief Executive Officer, and Chief Compliance Officer is the supervisor of Rawles Bell. She can be reached by calling 949-718-1600.

# KEITH A. FERGUSON, SR.

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Keith A. Ferguson**, Partner, Senior Wealth Advisor, b. 1953

*Education:*

BBA, Business Administration, Baylor University

*Business Background:*

Partner, Senior Wealth Advisor, Beacon Pointe Advisors, LLC, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Registered Representative, Innovation Partners LLC, 2021-2025

Partner, Benchmark Private Wealth Management, LLC, 2021-2022

Managing Principal, Ferguson Wealth Management Group, 2018-2021

Managing Director, Raymond James Financial Services Advisors, Inc., 2015-2021

Branch Manager, Wells Fargo Advisors Financial Network, LLC, 2011-2015

## ITEM 3 – DISCIPLINARY INFORMATION

Keith Ferguson has no disciplinary history to disclose.

## ITEM 4 – OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Keith Ferguson, Sr., is a licensed insurance agent for Beacon Pointe Insurance Services, LLC (“BPIS”). Beacon Pointe Advisors, LLC is affiliated with BPIS. BPIS is a licensed insurance agency. BPIS receives commissions on insurance products clients purchase, and Keith Ferguson, Sr., is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives him an incentive to recommend insurance products based on the compensation received, rather than on the client’s needs. Clients are not obligated to act on any insurance recommendations or place any transactions through Keith Ferguson Sr., or BPIS if they decide to follow his recommendations.

## ITEM 5 – ADDITIONAL COMPENSATION

In addition to his regular compensation and ownership of Beacon Pointe Advisors, LLC, Keith Ferguson, Sr., is eligible to receive variable compensation based on the number of assets/clients he brings into Beacon Pointe. The additional compensation that Keith Ferguson, Sr., is eligible to receive is outlined above in **Item 4 – Other Business Activities**.

## ITEM 6 – SUPERVISION

As a Partner, Senior Wealth Advisor at Beacon Pointe Advisors, LLC, Keith Ferguson, Sr., oversees the investment advice provided from Beacon Pointe Advisors’ Waco, TX, office. His advice is not monitored by any other individual. He is, however, bound by Beacon Pointe’s Code of Ethics.

Shannon Eusey, Chief Executive Officer, and Chief Compliance Officer is the supervisor of Keith Ferguson. She can be reached by calling 949-718-1600.



# KEITH A. FERGUSON, JR., CFP®

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Keith “Allen” Ferguson, JR., CFP®, Partner, Senior Wealth Advisor, b. 1980

### *Education:*

MBA, Finance, Baylor University, Hankamer School of Business  
BA, Government, The University of Texas at Austin

### *Business Background:*

Partner, Senior Wealth Advisor, Beacon Pointe Advisors, LLC, 2022-Present  
Agent, Beacon Pointe Insurance Services, LLC, 2022-Present  
Associate Partner, Client Advisor, Benchmark Private Wealth Management, LLC, 2021-2022  
Registered Representative, Innovation Partners LLC, 2021-2022  
Investment Advisor Representative, Raymond James Financial Services Advisors, Inc., 2015-2021  
Registered Representative, Wells Fargo Advisors Financial Network, LLC, 2012-2015

## Professional Designations

Allen Ferguson holds the following professional designation:

### Certified Financial Planner

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## ITEM 3 – DISCIPLINARY INFORMATION

Allen Ferguson has no disciplinary history to disclose.

## ITEM 4 – OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Allen Ferguson, is a licensed insurance agent for Beacon Pointe Insurance Services, LLC (“BPIS”). Beacon Pointe Advisors, LLC is affiliated with BPIS. BPIS

is a licensed insurance agency. BPIS receives commissions on insurance products clients purchase, and Allen Ferguson is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives an incentive to recommend insurance products based on the compensation received, rather than on the client's needs. Clients are not obligated to act on any insurance recommendations or place any transactions through Allen Ferguson or BPIS if they decide to follow Mr. Ferguson's recommendations.

## **ITEM 5 – ADDITIONAL COMPENSATION**

In addition to his regular compensation and ownership of Beacon Pointe Advisors, LLC, Allen Ferguson is eligible to receive variable compensation based on the number of clients/assets he brings into Beacon Pointe. The additional compensation that Allen Ferguson is eligible to receive is outlined above in **Item 4 – Other Business Activities**.

## **ITEM 6 – SUPERVISION**

Wayne McCullough, Partner, Managing Director, is responsible for supervising Allen Ferguson's activities. Wayne McCullough monitors the advice provided by Allen Ferguson for consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Wayne McCullough can be reached by calling 214-474-2190.

# JARED TOMSU, CFP®

## ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Jared Tomsu, CFP®, Senior Associate Wealth Advisor, b. 1997

### *Education:*

BS, Personal Financial Planning, Texas Tech University

### *Business Background:*

Senior Associate Wealth Advisor, Beacon Pointe Advisors, LLC, 2024-Present

Associate Wealth Advisor, Frontier Investment Management, 2023-2024

Planning and Investments Associate, The Capital Chart Room, LTD, 2021-2023

## Professional Designations

Jared Tomsu holds the following professional designation:

### *Certified Financial Planner*

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To earn the credential, each CFP® candidate must have a bachelor’s degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience. In addition, candidates must take the CFP® Certification examination and complete a CFP® -board registered program or hold an accepted designation, degree or license. Every two years, CFP® certificate holders must complete a minimum of 30 hours of continuing education. More information regarding the CFP® is available at <http://www.cfp.net/default.asp>

## ITEM 3 – DISCIPLINARY INFORMATION

Jared Tomsu has no disciplinary history to disclose.

## ITEM 4 – OTHER BUSINESS ACTIVITIES

Jared Tomsu is not engaged in any investment-related business or occupation other than providing advisory services through Beacon Pointe Advisors, LLC.

## **ITEM 5 – ADDITIONAL COMPENSATION**

In addition to his regular compensation from Beacon Pointe Advisors, LLC, Jared Tomsu is eligible to receive variable compensation based on the number of assets/clients he brings into Beacon Pointe.

## **ITEM 6 – SUPERVISION**

Wayne McCullough, Partner, Managing Director, is responsible for supervising Jared Tomsu’s activities. Wayne McCullough monitors the advice provided by Jared Tomsu for consistency with client objectives and Beacon Pointe Advisors, LLC’s policies. Wayne McCullough can be reached by calling 214-474-2190.