



Form ADV Part 2B Brochure Supplement

August 23, 2024

Individuals covered by this supplement include:

William B. Rosenthal
Alisha R. Rosenthal
Cory B. Bruntz
Alicia M. Langdon
Amy L. Hammock

Office Location:

1408 Montgomery St., Fort
Worth, TX 76107
(817) 336-2000

Corporate Office:

24 Corporate Plaza Drive, Suite 150
Newport Beach, CA 92660
(949) 718-1600

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

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WILLIAM B. ROSENTHAL, CFP®, CFS®, ChFC®, CRC®

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

William B. Rosenthal, CFP®, CFS®, ChFC®, CRC®, Partner, Managing Director, b. 1964

Business Background:

Partner, Managing Director, Beacon Pointe Advisors, LLC, 2021-Present

Agent, Beacon Pointe Insurance Services, LLC, 2021-Present

Registered Representative, Purshe Kaplan Sterling Investments, 2021-Present

President, Rosenthal Retirement Planning, 2005-2021

Chief Compliance Officer, Investment Advisor Representative, Rosenthal Advisory Services, LP, 2005-2021

Registered Representative, LPL Financial, LLC, 2017-2021

Investment Advisor Representative, LPL Financial, LLC, 2017-2018

Professional Designations

William Rosenthal holds the following professional designations:

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>.

Chartered Financial Consultant (ChFC®)

The ChFC® designation has been a mark of excellence for financial planners for almost thirty years and currently requires more courses than any other financial planning credential. The curriculum covers extensive education and application training in all aspects of financial planning, income taxation, investments, and estate and retirement planning.

To attain the right to use the ChFC® marks, take a proctored exam for each course of study, have 3 years of full-time, relevant business experience within the five years preceding the awarding of the

designation, and complete a minimum of 30 hours continuing education every two years. More information regarding the ChFC® can be found at <https://www.theamericancollege.edu/designations-degrees/ChFC>.

Certified Fund Specialist (CFS®)

The CFS® designation is made available through the Institute of Business & Finance (“IBF”). Candidates must have a Bachelor's degree or 2,000 hours of financial services work experience. The CFS program consists of 6 modules: (1) Regulation, Structure, Expenses, and Titling; (2) Management and Fund Selection, Risk Management, Equities, Fixed-Income & Hybrids; (3) Tax-Free Bonds, Money Market, Specialty Categories, and Time Value Analysis; (4) Asset Categories, Market Indicators, CEFs, ETFs, and REITs; (5) Risk, Timing the Market, When to Sell, and Taxation; (6) Basics of Asset Allocation, The Efficient Frontier, Optimal Asset Allocation, Core-Satellite Strategy, Modern Portfolio Theory (“MPT”). 30 hours of continuing education are required every 2 years in order to maintain this designation.

Certified Retirement Counselor (CRC®)

The CRC® certification is offered by the International Foundation of Retirement Education (“inFRE”) and obtained by passing completing a 200-question certification examination. The CRC® certification is a professional development program that enables financial professionals to address the challenges facing today’s retirees. The CRC® program was developed over a two-year period of original research and analysis by a team of 100 highly respected retirement practitioners in partnership with the academic guidance of the Center for Financial Responsibility at Texas Tech University. Prerequisites for this designation include a bachelor’s degree, two years of professional experience, and passing a background check. This certification requires 15 hours of continuing education every year. To learn more about the CRC® certification, please visit <http://www.infre.org>.

ITEM 3 - DISCIPLINARY INFORMATION

William Rosenthal has no material disciplinary history to disclose. Please see www.adviserinfo.sec.gov for additional information about William Rosenthal.

ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, William Rosenthal 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 client purchase, and William Rosenthal is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives William Rosenthal 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 William Rosenthal or BPIS if they decide to follow Mr. Rosenthal’s recommendations.

William Rosenthal spends a portion of his time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, William Rosenthal may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, he is eligible to receive compensation, commissions and/or trailing 12b-1 fees

from Purshe Kaplan Sterling Investments for products held by BPA's advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives William Rosenthal an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client's portfolio that includes investment products for which William Rosenthal receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that William Rosenthal receives.

ITEM 5 - ADDITIONAL COMPENSATION

William Rosenthal's compensation comes from his regular salary and ownership of Beacon Pointe Advisors, LLC. The additional compensation that William Rosenthal 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, William Rosenthal oversees the investment advice provided from Beacon Pointe Advisors' Forth Worth, Texas, 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 William Rosenthal. She can be reached by calling 949-718-1600.

ALISHA R. ROSENTHAL, CFP®, CRC®

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Alisha R. Rosenthal, CFP®, CRC®, Partner, Managing Director, b. 1981

Education:

BA, English, University of Texas

Business Background:

Partner, Managing Director, Beacon Pointe Advisors, LLC, 2021-Present

Agent, Beacon Pointe Insurance Services, LLC, 2021-Present

Registered Representative, Purshe Kaplan Sterling, 2021-Present

Registered Financial Associate, Rosenthal Advisory Services, LP, 2015-2021

Registered Representative, LPL Financial, LLC, 2017-2021

Investment Advisor Representative, LPL Financial, LLC, 2017-2018

Registered Representative & Investment Advisor Representative, National Planning Corporation, 2012-2017

Professional Designations

Alisha Rosenthal holds the following professional designations:

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>.

Certified Retirement Counselor (CRC®)

The CRC® certification is offered by the International Foundation of Retirement Education (“inFRE”) and obtained by passing completing a 200-question certification examination. The CRC® certification is a professional development program that enables financial professionals to address the challenges facing today’s retirees. The CRC® program was developed over a two-year period of original research and

analysis by a team of 100 highly respected retirement practitioners in partnership with the academic guidance of the Center for Financial Responsibility at Texas Tech University. Prerequisites for this designation include a bachelor's degree, two years of professional experience, and passing a background check. This certification requires 15 hours of continuing education every year. To learn more about the CRC® certification, please visit <http://www.infre.org>.

ITEM 3 - DISCIPLINARY INFORMATION

Alisha Rosenthal has no disciplinary history to disclose.

ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to her role with Beacon Pointe Advisors, LLC, Alisha Rosenthal 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 client purchase, and Alisha Rosenthal is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives Alisha Rosenthal 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 Alisha Rosenthal or BPIS if they decide to follow Ms. Rosenthal's recommendations.

Alisha Rosenthal spends a portion of her time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, Alisha Rosenthal may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, she is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments for products held by BPA's advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives Alisha Rosenthal an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client's portfolio that includes investment products for which Alisha Rosenthal receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that Alisha Rosenthal receives.

ITEM 5 - ADDITIONAL COMPENSATION

Alisha Rosenthal's compensation comes from her regular salary and ownership of Beacon Pointe Advisors, LLC. The additional compensation that Alisha Rosenthal 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, Alisha Rosenthal oversees the investment advice provided from Beacon Pointe Advisors' Fort Worth, Texas office. Her advice is not monitored by any other individual. She is however bound by Beacon Pointe's Code of Ethics.

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

CORY B. BRUNTZ, CFP®

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Cory B. Bruntz, CFP®, Wealth Advisor, b. 1993

Education:

BSBA, Economics Collateral, University of Tennessee

Business Background:

Wealth Advisor, Beacon Pointe Advisors, LLC, 2021-Present

Agent, Beacon Pointe Insurance Services, LLC, 2021-Present

Registered Representative, Purshe Kaplan Sterling, 2022-Present

Registered Financial Associate, Rosenthal Advisory Services, LP, 2018-2022

Registered Representative, LPL Financial, LLC, 2017-2021

Investment Advisor Representative, LPL Financial, LLC, 2017-2018

Registered Representative & Investment Advisor Representative, National Planning Corporation, 2017

Financial Associate, Rosenthal Advisory Services, LP, 2015-2018

Professional Designations

Cory Bruntz 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

Cory Bruntz has no disciplinary history to disclose.

ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Cory Bruntz 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 client purchase, and Cory Bruntz is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives Cory Bruntz 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 Cory Bruntz or BPIS if they decide to follow Mr. Bruntz’s recommendations.

Cory Bruntz spends a portion of his time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, Cory Bruntz may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, he is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments for products held by BPA’s advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives Cory Bruntz an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client’s portfolio that includes investment products for which Cory Bruntz receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that Cory Bruntz receives.

ITEM 5 - ADDITIONAL COMPENSATION

Cory Bruntz’s compensation comes from Beacon Pointe Advisors, LLC. He receives variable compensation that is based on the number of assets/clients he brings into Beacon Pointe. The additional compensation that Cory Bruntz is eligible to receive is outlined above in ***Item 4 – Other Business Activities***.

ITEM 6 – SUPERVISION

Alisha Rosenthal, Partner, Managing Director, is responsible for supervising Cory Bruntz’s activities. Alisha Rosenthal monitors the advice provided by Cory Bruntz for consistency with client objectives and Beacon Pointe Advisors, LLC’s policies. Alisha Rosenthal can be reached by calling 817-336-2000.

ALICIA M. LANGDON, CFP®

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Alicia M. Langdon, CFP®, Wealth Advisor, b. 1992

Education:

MS, Personal Financial Planning, Texas Tech University

Business Background:

Wealth Advisor, Beacon Pointe Advisors, LLC, 2023-Present

Manager, Whitley Penn Financial, 2018-2023

Client Relationship Manager, Fluent Financial, LLC, 2017-2018

Administrative Associate, LPL Financial, LLC, 2017-2018

Associate, Brokerage Service Representative, Charles Schwab & Co., INC., 2015-2017

Wealth Management Intern, WorthPointe Wealth Management, 2015-2015

Professional Designations

Alicia Langdon holds the following professional designation:

Certified Financial Planner

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ITEM 3 - DISCIPLINARY INFORMATION

Alicia Langdon has no disciplinary history to disclose.

ITEM 4 - OTHER BUSINESS ACTIVITIES

Alicia Langdon 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 her regular compensation from Beacon Pointe Advisors, LLC, Alicia Langdon is eligible to receive variable compensation based on the number of assets/clients she brings into Beacon Pointe.

ITEM 6 – SUPERVISION

William Rosenthal, Partner, Managing Director, is responsible for supervising Alicia Langdon’s activities. William Rosenthal monitors the advice provided by Alicia Langdon for consistency with client objectives and Beacon Pointe Advisors, LLC’s policies. William Rosenthal can be reached by calling 817-336-2000.

AMY L. HAMMOCK, CFP®

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Amy L. Hammock, CFP®, Wealth Advisor, b. 1970

Education:

BA, Economics, University of Texas

Business Background:

Wealth Advisor, Beacon Pointe Advisors, LLC, 2021-Present

Registered Representative, Purshe Kaplan Sterling, 2021-Present

Registered Representative, LPL Financial LLC, 2017-2021

Investment Advisor Representative, Rosenthal Advisory Services, LP, 2016-2021

Owner, Financial Advisor, Honor Private Wealth Mgt, LLC, 2015-2021

Independent Contractor, National Planning Corporation, 2015-2027

Financial Advisor, Morgan Stanley Private Bank, 2015

Financial Advisor Trainee, Morgan Stanley Private Bank, 2013-2015

Professional Designations

Amy Hammock 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

Amy Hammock has no disciplinary history to disclose.

ITEM 4 - OTHER BUSINESS ACTIVITIES

Amy Hammock spends a portion of her time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, Amy Hammock may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, she is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments for products held by BPA's advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives Amy Hammock an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client's portfolio that includes investment products for which Amy Hammock receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that Amy Hammock receives.

ITEM 5 - ADDITIONAL COMPENSATION

In addition to her regular compensation from Beacon Pointe Advisors, LLC, Amy Hammock is eligible to receive compensation from the activities outlined above in **Item 4 – Other Business Activities**. Amy Hammock is also eligible to receive compensation for referring new clients to Beacon Pointe.

ITEM 6 – SUPERVISION

Alisha Rosenthal, Partner, Managing Director, is responsible for supervising Amy Hammock's activities. Alisha Rosenthal monitors the advice provided by Amy Hammock for consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Alisha Rosenthal can be reached by calling 817-336-2000.