



## Brochure Supplement - Form ADV Part 2B

### Investment Advisor Representatives:

#### *Investment Advisory*

- ▶ Brian L. Disher, CFP®, Director of Wealth Management
- ▶ Melissa D. Bane, CPA, PFS®, CFP®, ChFC, Senior Private Client Advisor
- ▶ John W. Cooper, CFP®, Private Client Advisor
- ▶ William M. Coxe, Jr., Private Client Advisor
- ▶ Quintin Pile, CFP®, Private Client Advisor

#### *Investment Management*

- ▶ Walter B. Todd III, President/Chief Investment Officer
- ▶ John D. Wiseman, Director of Fixed Income
- ▶ John R. Decker, CFA, Director of Equity
- ▶ David A. Halloran, CFA, Investment Consultant
- ▶ Claud William "Will" Bond, IV, Senior Trading Manager
- ▶ John W. McAlhany, Ph.D., Economist

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Greenwood, SC 29648

Greenwood Office:  
425 Main St.  
Suite 100  
Greenwood, SC 29646

Greenville Office:  
201 W. McBee Ave.  
Suite 300  
Greenville, SC 29601

Website:  
greenwoodcapital.com

Telephone:  
(864) 941-4049

Email:  
info@greenwoodcapital.com

This brochure supplement provides information about the above-listed investment adviser representatives that supplements Greenwood Capital Associates, LLC's disclosure brochure. You should have received a copy of that brochure. Please contact Denise Lollis, Chief Compliance Officer, if you did not receive Greenwood Capital Associates' brochure or if you have any questions about the contents of this supplement. Additional information about our investment adviser representatives is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

*Registration does not imply a certain level of skill or training.*

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## William M. Coxe, Jr.

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### *Item 2: Educational Background and Business Experience*

CRD (Central Registration Depository) Number: 2620753

Year of Birth: 1972

#### **Formal Education:**

- ▶ University of South Carolina, BA, 1995
- ▶ University of South Carolina, MBA, 2007

#### **Business Background:**

- ▶ Private Client Advisor, Greenwood Capital, Dec 2017 to present
- ▶ Wealth Advisor, WCM Global Wealth, LLC, Nov 2016 to Nov 2017
- ▶ Director of Business Development, University of South Carolina, June 2008 to Nov 2016



### *Item 3: Disciplinary Information*

Mr. Coxe has not been the subject of any material legal or disciplinary event.

### *Item 4: Other Business Activities*

Mr. Coxe is not engaged in any business activities other than those related to Greenwood Capital.

### *Item 5: Additional Compensation*

Mr. Coxe is eligible to receive a percentage of the advisory fee paid to us by clients acquired as a result of his direct or indirect efforts as an incentive to bring new and maintain business under our management. In addition, Mr. Coxe is eligible to receive cash referral bonuses as part of the relationship with Greenwood Capital's parent company, TCB Corporation, for successful client referrals made to any of Greenwood Capital's related entities. Mr. Coxe may also receive a bonus that is based, all or in part, on the number or amount of sales, client referrals, or new accounts.

### *Item 6: Supervision*

Mr. Coxe is supervised by Denise H. Lollis, Chief Operating Officer and Chief Compliance Officer. Mrs. Lollis can be reached at (864) 941-4049. Mr. Coxe is supervised by requiring that he adhere to our Policies and Procedures and Code of Ethics. Greenwood Capital monitors the advice that Mr. Coxe provides to clients by performing the following reviews:

- ▶ A review of relevant account opening documentation when the relationship is established,
- ▶ A daily review of account transactions,
- ▶ A review of custodial information on a quarterly basis to assess account activity,
- ▶ Perform annual oversight to ensure awareness of your current financial situation, objectives, and individual investment needs,
- ▶ A review of client correspondence on an as needed basis.