



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®I ChFC, Senior Private Client Advisor
- ▶ John W. Cooper, CFP®, Private Client Advisor
- ▶ William M. Coxe, Jr., CRPC®, 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
- ▶ Mark K. Pyles, Ph.D. | CFA®, Director of Multi-Asset Strategies

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Greenwood Office:
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Suite 100
Greenwood, SC 29646

Greenville Office:
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Website:
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(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.

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

Version Date: 2023.3.31

David A. Halloran, CFA®

Item 2: Educational Background and Business Experience

CRD (Central Registration Depository) Number: 1455336

Year of Birth: 1960

Formal Education:

- ▶ Princeton University, BA – Economics, 1982
- ▶ Marymount University, MBA, 1987

Business Background:

- ▶ Investment Consultant, January 2021 to Present
- ▶ Chief Portfolio Strategist, Greenwood Capital, May 2009 to December 2020



Professional Designation(s):

The **Chartered Financial Analyst** (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute—the largest global association of investment professionals. There are currently more than 138,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards: The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition: Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in over 30 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge: The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit www.cfainstitute.org.

Item 3: Disciplinary Information

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

Item 4: Other Business Activities

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

Item 5: Additional Compensation

Mr. Halloran is eligible to receive a percentage of the first-year advisory fee paid to us by new clients acquired because of his direct or indirect efforts as an incentive to bring new business under our management.

Item 6: Supervision

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

- ▶ A daily review of account transactions
- ▶ A review of custodial information on a quarterly basis to assess account activity
- ▶ A review of client correspondence on an as needed basis