

**Brandon R. Lockwood, CWS®**  
CRD # 4952640

## **Lifestyle Asset Management, Inc.**

**211 West Edgewood, Suite 300  
Friendswood, TX 77546  
Telephone: 281-612-2035  
Facsimile: 281-992-9221**

**102 W. Pasadena Blvd.  
Deer Park, TX 77536  
Telephone: 281-479-6488**

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### **FORM ADV PART 2B BROCHURE SUPPLEMENT**

This brochure supplement provides information about Brandon R. Lockwood that supplements the Lifestyle Asset Management, Inc. brochure. You should have received a copy of that brochure. Please contact 281-612-2035 if you did not receive Lifestyle Asset Management, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Brandon R. Lockwood is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

**Brandon R. Lockwood, CWS**

**Year of Birth:** 1979

### **Formal Education After High School:**

- Stephen F. Austin State University, BBA, Finance, 2004

### **Business Background:**

- Cetera Investment Advisors LLC, Investment Advisor Representative, 11/2020 - Present
- Lifestyle Asset Management, Inc., Investment Advisor Representative, 6/2018 - Present
- First Allied Advisory Services, Inc., Investment Adviser Representative, 5/2010 – 11/2020
- First Allied Securities, Inc., Registered Representative, 2/2007 - Present
- Lifestyle Financial Advisors, Inc., DBA, 1/2009 - Present

*Certifications:* **CWS**

### **Certified Wealth Strategist (CWS®)**

The mission of the CWS® board is to provide financial services professionals with the technical knowledge, the practice management formula, and the critical client interaction skills to create and build a dynamic Wealth Advisory practice that works effectively with more complex client issues. This highly acclaimed program is one of the fastest growing certifications in the industry, because it is about both knowledge and application – it is about the Advisor's goal to become their clients' trusted advisor. To obtain Cannon Financial Institutes' Certified Wealth Strategist® certification requires approximately 6-months of comprehensive study using a blended approach to learning. Cannon Financial Institute owns the marks CWS® and Certified Wealth Strategist® in the U.S., which it awards to individuals who successfully complete the entire program and pass the Capstone project as well as complete the CWS® Board of Standard's ongoing certification requirements. The CWS® Practitioner receives ongoing CWS® resources to guide them for refining and evolving with changing of marketplace/industry demands. These resources are timely and support the practitioner throughout the life of their practice.

## Item 3 Disciplinary Information

Mr. Lockwood does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

Brandon R. Lockwood is a Registered Representative with First Allied Securities, Inc. dba Lifestyle Financial Advisors, Inc. ("First Allied"). First Allied is a diversified financial services company engaged in the sale of specialized investment products. In this capacity, Mr. Lockwood may recommend securities or insurance products offered by First Allied as part of your investment portfolio. If you purchase these products through Mr. Lockwood, he will receive the customary commissions in his separate capacity as a Registered Representative of First Allied.

Additionally, Mr. Lockwood could be eligible to receive incentive awards such as First Allied may offer. He may also receive 12b-1 fees from mutual funds that pay such fees. The receipt of additional compensation may give Mr. Lockwood an incentive to recommend investment products based on the compensation received, rather than on your investment needs.

Brandon R. Lockwood is an Investment Adviser Representative of First Allied Advisory Services, Inc. dba Lifestyle Financial Advisors, Inc., a registered investment adviser ("Lifestyle"). When appropriate, Mr. Lockwood may recommend that you use the investment advisory services of Lifestyle. If you utilize the advisory services of Mr. Lockwood through Lifestyle, he may receive additional fees or other compensation in his capacity as an investment adviser representative. These fees would be in addition to any fees charged for the advisory services provided through Lifestyle Asset Management, Inc.

Brandon R. Lockwood is separately licensed as an independent insurance agent. In this capacity, he can affect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Lockwood for insurance related activities. This presents a conflict of interest because Mr. Lockwood may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

## **Item 5 Additional Compensation**

Refer to the *Other Business Activities* section above for disclosures on Mr. Lockwood's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Lifestyle Asset Management, Inc.'s firm brochure for additional disclosures on this topic.

## **Item 6 Supervision**

Paul Brian Jackson, Chief Compliance Officer of Lifestyle Asset Management, Inc. is responsible for supervising the advisory activities of Mr. Lockwood. You may contact Mr. Jackson at 281-612-2035.