

Form ADV Part 2B: *Brochure Supplement*

Item 1 – Cover Page

William Riddick
Riddick & Co Entrepreneurial Finance, LLC
Private Residence
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772-617-5757
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Date of Supplement: January 2024

This brochure supplement provides information about William Riddick that supplements the Riddick & Co Entrepreneurial Finance LLC disclosure brochure. You should have received a copy of that brochure. Please contact William Riddick at 772-617-5757 or bill@riddickfinance.com if you did not receive Riddick & Co Entrepreneurial Finance LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about William Riddick is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

William Riddick

Born: 1986
CRD #5466494

Educational Background:

- University of Florida, Bachelor of Science in Business Administration with a Major in Management: 2007

Business Experience:

- Riddick & Co Entrepreneurial Finance, LLC, Managing Member, Chief Compliance Officer and Investment Adviser Representative, 06/2021 to Present;
- Wealth Inn, LLC, Managing Member and Insurance Agent, 02/2012 to Present;
- Fortitude Advisory Group LLC, Investment Adviser Representative, 04/2012 to 08/2021;
- Saffer & Co., Auctioneer, 11/2019 to Present;
- J Riddick Corporation doing business under the name Riddick Family Enterprises, President and Marketing Consultant, 05/2010 to Present;
- Youthful Life, LLC, Managing Member of Healthy Products Company, 02/2017 to 12/2023;
- Argentus Advisors, LLC, Investment Adviser Representative, 02/2012 to 12/2013;
- Argentus Securities, LLC, Registered Representative, 02/2012 to 12/2013;
- Royal Alliance, Financial Advisor, 05/2010 to 02/2012; and
- Ameriprise Financial, Financial Advisor, 02/2008 to 05/2010.

Item 3 – Disciplinary Information

William Riddick has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Insurance Agent

William Riddick is Managing Member and an insurance agent with our affiliated insurance agency, Wealth Inn, LLC. When acting as an insurance agent, Mr. Riddick will recommend insurance and/or annuity products that pay commissions which vary depending upon the product recommended. Consequently, Mr. Riddick has an economic incentive to recommend the insurance and annuity products with a higher commission rate, which is a conflict of interest.

The receipt of commissions on insurance products also presents a conflict of interest because it can create an incentive for Mr. Riddick to place your assets in insurance products rather than advisory accounts, depending on which pays more. The commissions for a fixed index annuity are greater initially than the annual investment advisory fee in most situations. Consequently, the advice rendered to you could be biased and creates a conflict of interest. You are under no obligation to implement any insurance or annuity transaction through Mr. Riddick or through Wealth Inn, LLC.

Riddick & Co has taken steps to manage these conflicts of interest by requiring that each investment adviser representative, including Mr. Riddick, (i) only recommend insurance and annuities when in the best interest of the client and without regard to the financial interest of Riddick & Co and its investment adviser representative, (ii) not recommend insurance and/or annuities which result in investment adviser representative and/or Riddick & Co receiving unreasonable compensation related to the recommendation, and (iii) disclose in writing to a client the anticipated commission that Wealth Inn and/or our investment adviser representatives acting in their separate capacity as insurance agents will receive from the recommended insurance or annuity carrier and any material conflicts of interest related to insurance or annuity recommendations.

The disclosure will be given to the advisory client prior to the sale outlining the commission rate or amount of insurance commission that the investment adviser firm and/or supervised person will receive from the insurance company for such purchase. The disclosure will also include the reasoning used in determining how much to allocate to fixed index annuities versus advisory accounts.

Mr. Riddick generates approximately 50% of income from insurance activities and spends about 20% of his time on insurance.

Additional Outside Business Activities

Mr. Riddick is also involved with the following three outside activities which are all non-investment related. Combined, Mr. Riddick generates approximately 30% of his income and spends approximately 30% of his time these outside activities.

- J Riddick Corporation doing business under the name Riddick Family Enterprises is a consulting company through which Mr. Riddick offers marketing to healthy products companies and non-profit event production
- Saffer & Co. is an auction firm and Mr. Riddick is an auctioneer focused on charity and benefit auctions.

The preceding companies are considered separate and distinct from the services and products offered through Riddick & Co Entrepreneurial Finance and Wealth Inn, LLC. Investment advisory and insurance clients are not solicited to utilize the services or products available through these outside companies and there is not requirement or obligation to do so.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4, William Riddick can receive additional benefits.

Certain product sponsors may provide William Riddick with other economic benefits as a result of his recommendation or sale of the product sponsors' investments. The economic benefits received by William Riddick from product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist William Riddick in providing various services to clients.

Although Riddick & Co Entrepreneurial Finance LLC and William Riddick endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives ("affiliated persons"), these arrangements could affect the judgment of William Riddick when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including William Riddick.

Item 6 – Supervision

William Riddick is the Chief Compliance Officer of Riddick & Co Entrepreneurial Finance LLC. He is responsible for overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives. William Riddick will be supervising his own activities and no one else will be supervising him. William Riddick can be contacted at 772-617-5757.

Item 7 – Requirements for State-Registered Advisers

William Riddick has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2,500. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, he has not been the subject of a bankruptcy petition.