

Financial & Tax Architects, LLC

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Form ADV Part 2B

Gregory S. Creel

Gregory S. Creel Office Location

2550 Meridian Blvd. Suite 200

Franklin, TN 37067

615-492-9753

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This brochure supplement provides information about Gregory S. Creel that supplements Financial & Tax Architects, LLC's brochure. You should have received a copy of that brochure. Please contact Gordon Haave, Chief Compliance Officer, if you did not receive Financial & Tax Architects, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Gregory S. Creel (CRD **6460752**) is available on the SEC's website at www.adviserinfo.sec.gov.

Brochure Supplement – Form ADV Part 2B

Gregory S. Creel

Investment Adviser Representative

Year of Birth: 1978

Item 2 Educational Background and Business Experience

Educational Background:

- University of Georgia, Athens GA, BBA Marketing, 2003

Business Experience:

- Financial and Tax Architects, Financial Advisor, October 2024 to Present
- Wesley Financial Group, Qualification Specialist, October 2024 to October 2024
- No Employment, February 2024 to October 2024
- Wells Fargo, Registered Representative and Investment Adviser Representative, June 2018 to February 2024
- Wells Fargo Clearing Services, LLC, Registered Representative and Investment Adviser Representative, June 2018 to February 2024

Item 3 Disciplinary Information

- Criminal or Civil Action: Criminal or Civil Action: None to report.
- Administrative Proceeding: None to report.
- Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Gregory S. Creel is a licensed insurance agent. Gregory S. Creel only offers insurance products in states where he is licensed. This practice represents a conflict of interest. There is a financial incentive for Mr. Creel to recommend products that pay him a commission or other compensation. The conflict mitigation steps include disclosures, the Code of Ethics, and Mr. Creel's fiduciary obligation to place the best interest of the client first. There is no obligation to purchase any commission based or other compensated products. Clients have the option to purchase any recommended products through the insurance agent of their choosing.

AdvisorMax, LLC: AdvisorMax, LLC is an affiliate of FTA which sells insurance and annuity products to FTA clients. AdvisorMax, LLC, is an insurance and annuity field marketing organization ("FMO") A FMO is a platform that brings insurance companies and insurance agents together. AdvisorMax recruits insurance agents to its wholesale platform of insurance products and product support. The platform allows agents to access the product offerings of insurance product underwriters. When a supported agent sells a product, the insurance or

annuity company pays a sales commission directly to AdvisorMax. The selling agent also is paid a commission based on the value of the product. The insurance company pays AdvisorMax the commission. In some instances, FTA's investment advisory representatives may sell insurance products using AdvisorMax as the FMO. Sales commissions paid to FTA advisory representatives are separate from FTA's advisory fees.

Item 5 Additional Compensation

Mr Creel does not receive any additional compensation resulting from his advisory activities. He does receive additional compensation from the outside business activities described above.

Mr Creel does not receive performance-based fees.

Item 6 Supervision

Gordon Haave is the Chief Compliance Officer of Financial & Tax Architects, LLC. Gordon Haave and FTA's senior management supervise the advisory activities of Mr Creel. Gordon Haave can be reached by phone at 314-377-5565 or by email at ghaave@fta-ria.com

He does receive additional compensation from the outside business activities described above.