



4301 Anchor Plaza Parkway, Suite 450, Tampa, FL 33635  
(813) 935-6776 (866) 592-6531 FAX (813) 935-6775

## **Part 2B of Form ADV: *Brochure Supplement***

*February 05, 2024*

### **Item 1: Cover Page**

This brochure supplement provides information about Leonard Rhoades that supplements J.W. Cole Advisors, Inc. ("J.W. Cole Advisors; JWCA") brochure (Form ADV, Part 2A and/or Appendix 1.) You should have received a copy of JW Cole Advisors' brochure. Please contact J.W. Cole Advisors' Compliance Department at (813) 935-6776 if you did not receive JWCA's brochure or if you have any questions about the contents of this supplement.

**Leonard Rhoades**  
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(616) 698-9844 x 107



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

Year of Birth: 1970

No Formal Higher Educational Background

Employment History for past 10 years:

Global Financial Private Capital, LLC.	Investment Advisor Representative	1/2012-3/2019
JW Cole Advisors, Inc.	Investment Advisor Representative	3/2019-Current

Securities Licenses and/or Professional Designations:

Series 65

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client or prospective client's evaluation of this advisory business.

For more information about Leonard Rhoades, please visit FINRA's BrokerCheck at [www.finra.org/brokercheck](http://www.finra.org/brokercheck) and/or the SEC's Investment Advisor Search at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 4: Other Business Activities**

Conflicts of interest may arise in the course of providing investment management services to you and Leonard Rhoades' other financial industry activities. These potential conflicts of interest are described in this brochure. To the extent that we are unable to prevent actual or potential conflicts, we will take reasonable steps to mitigate them and at a minimum, disclose them to you.

Leonard Rhoades conducts investment related business under the name Global Wealth Solutions LLC. Global Wealth Solutions LLC is not affiliated with J.W. Cole Advisors, Inc.



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From time to time, Leonard Rhoades may offer recommendations outside of a managed account arrangement. In these instances, your IAR may receive a commission related to the purchase or sale of insurance products.

### **Item 5: Additional Compensation**

In the course of doing business, Leonard Rhoades may have a financial incentive to choose certain investment solutions over others. Your IAR may receive certain non-cash benefits in connection to his role as an investment advisor. Such benefits may include but are not limited to direct reimbursement for attendance at conferences, seminars, sales or training programs, as well as benefits in the form of entertainment or merchandise.

### **Item 6: Supervision**

Leonard Rhoades is currently supervised by supervisors in the Supervision Department and the Compliance Department overseen by Melissa Robinson, Senior Vice President and Kurt Lofgren, Chief Compliance Officer respectively. Mr. Lofgren or Ms. Robinson, or a member of their departments, may be reached at 813-935-6776. J.W. Cole Advisors supervises the activities of the IAR through on-site visits conducted by designated and qualified professionals. In addition, Ms. Robinson, Mr. Lofgren or qualified designees supervise e-mail communications and other activities that require such supervision and or approval. Lastly, JWCA utilizes various audit and monitoring/surveillance mechanisms to oversee the advisory activities of Leonard Rhoades.