



Part 2B Brochure Supplement

Item 1 Cover Page

A.

Emily S. Boothroyd, J.D., CFP® CDFA®

Price Financial Group
43 Danbury Rd
Wilton, Connecticut 06897
203-762-8499
www.pricefinancialgroup.com



Private Advisor Group, LLC
Part 2B - Brochure Supplement
Dated 5/15/2016

Contact: Patrick J. Sullivan, CFP®, Chief Compliance Officer
Private Advisor Group, LLC
65 Madison Avenue, Suite 300
Morristown, New Jersey 07960
973-538-7010
www.PrivateAdvisorGroup.com

B.

This brochure supplement provides information about Emily S. Boothroyd that supplements the Private Advisor Group, LLC brochure. You should have received a copy of that brochure. Please contact Patrick J. Sullivan, Chief Compliance Officer if you did *not* receive Private Advisor Group's brochure or if you have any questions about the contents of this supplement. Additional information about Emily S. Boothroyd is available on the SEC's website at www.adviserinfo.sec.gov.

PRIVATE ADVISOR GROUP

Item 2 Education Background and Business Experience

Emily S. Boothroyd was born in 1980. Ms. Boothroyd graduated from St. Andrews Presbyterian College with a Bachelor of Arts degree in Philosophy in 2002, and from Quinnipiac University with a Juris Doctor degree in 2006. Ms. Boothroyd has been a private wealth advisor with Price Financial Group since 2015, an investment advisor representative of Private Advisor Group since 2015 and a registered representative of LPL Financial since 2016. Ms. Boothroyd was an investment advisor representative and registered representative of Sontag Advisory from 2009 to 2015, and an advisor with Westport Resources from 2012-2015, and an advisor with Westport Resources from 2012 to 2015. She is licensed to practice law in the states of Connecticut and New York.

CFP® Ms. Boothroyd obtained her CERTIFIED FINANCIAL PLANNER™ certification in 2011. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual currently must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits

planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

CDFA™ Ms. Boothroyd has held the designation of CERTIFIED DIVORCE FINANCIAL ANALYST® (CDFA™) since 2014. CDFA™ professionals must develop their theoretical and practical understanding and knowledge of the financial aspects of divorce by completing a comprehensive course of study approved by the Institute for Divorce Financial Analysts. CDFA™ professionals must have two years minimum

PRIVATE ADVISOR GROUP

experience in a financial or legal capacity prior to earning the right to use the CDFA™ certification mark.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

A. **Registered Representative of LPL Financial.** Ms. Boothroyd is a registered representative of LPL Financial, an SEC registered and FINRA member broker-dealer. Clients may choose to engage Ms. Boothroyd in her individual capacity as a registered representative of LPL Financial, to implement investment recommendations on a commission basis.

1. **Conflict of Interest** The recommendation by Ms. Boothroyd that a client purchase a securities commission product presents a **conflict of interest**, as the receipt of commissions may provide an incentive to recommend investment products based on commissions or other compensation to be received, rather than on a particular client's need. Other compensation may include marketing assistance, transition assistance while a representative is joining LPL Financial including forgivable or non-forgivable loans, and incentive awards for attaining sales levels that may include travelling to national leadership, training and educational meetings. No client is under any obligation to purchase any commission products from Ms. Boothroyd. Clients are reminded that they may purchase investment products recommended by Registrant through other, non-affiliated broker dealers. **The Registrant's Chief Compliance Officer, Patrick J. Sullivan, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**
2. **Commissions** In the event the client chooses to purchase investment products through LPL Financial, brokerage commissions will be charged by LPL Financial to effect securities transactions, a portion of which commissions shall be paid by LPL Financial to Ms. Boothroyd as applicable. The brokerage commissions charged by LPL Financial may be higher or lower than those charged by other broker-

dealers. In addition, LPL Financial, as well as Registrant's Associated Persons, relative to commission mutual fund purchases, may also receive additional ongoing 12b-1 trailing commission compensation directly from the mutual fund company during the period that the client maintains the mutual fund investment. The securities commission business conducted by Ms. Boothroyd is separate and apart from Registrant's investment management services discussed in the Registrant's Brochure.

- B. **Licensed Attorney.** Ms. Boothroyd is licensed to practice law. To the extent that Ms. Boothroyd provides legal services to any clients, including clients of the Registrant, all such services shall be performed by Ms. Boothroyd, in her individual professional capacity, independent of the Registrant, for which services Registrant shall not receive any portion of the fees charged by Ms. Boothroyd, referral or otherwise. It is expected that Ms. Boothroyd, solely incidental to her practice as attorney, may recommend the Registrant's services to certain of its clients. No client of Registrant is under any obligation to use the services of Ms. Boothroyd. **The Registrant's Chief Compliance Officer, Patrick J. Sullivan remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

Item 5 Additional Compensation

None.

Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the requirements of supervision requirements of Section 203(e)(6) of the Investment Advisers Act ("Act"). The Registrant's Chief Compliance Officer, Patrick J. Sullivan, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the

PRIVATE ADVISOR GROUP

Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance

Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Sullivan at (973) 538-7010.