

Item 1: Cover Sheet



William J. Parker
GRANDVIEW ASSET MANAGEMENT LLC
4200 Crums Mills Road, 2nd Floor
Harrisburg, PA 17112

717-541-1000

March 19, 2020

This Brochure Supplement provides information about William J. Parker that supplements GrandView Asset Management LLC Brochure. You should have received a copy of that Brochure. Please contact William Parker at the number above if you did not receive GrandView Asset Management LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about William Parker (CRD# 2363450) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

William J. Parker

Born: 1964

EDUCATION:

Bishop McDevitt High School, 1982

Attended Pennsylvania State University

BUSINESS EXPERIENCE:

GrandView Asset Management LLC
Managing Member, 2014 – present

National Planning Corporation
Registered Representative, 1999-2014

The Advisors Group, Inc.
d/b/a Grandview Asset Management
Investment Advisor Representative & Registered Representative, 1996-1999

Sunpoint Securities, Inc.
d/b/a Grandview Asset Management
Registered Representative, 1995-1996

Hackett Associates, Inc.
d/b/a Grandview Asset Management
Registered Representative, 1993-1995

PROFESSIONAL DESIGNATIONS:

ACCREDITED INVESTMENT FIDUCIARY ANALYST® (AIFA®)

The AIFA Designation certifies that the recipient has advanced knowledge of fiduciary standards of care, their application to the investment management process, and procedures for assessing conformance by third parties to fiduciary standards. To receive the AIFA Designation, the individual must hold the AIF Designation, meet prerequisite criteria based on a combination of education, relevant industry experience, auditing experience, and/or ongoing professional development, complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the Code of Ethics and Conduct Standards. In order to maintain the AIFA Designation, the individual must annually attest to the Code of Ethics and Conduct Standards, and accrue and report a minimum of ten hours of continuing education. The Designation is administered by the Center for Fiduciary Studies, the standards-setting body of fi360.

CERTIFIED KINGDOM ADVISOR® (CKA)

Certified Kingdom Advisor® is a designation granted by Kingdom Advisors®, Inc., a non-profit organization, to individuals who have demonstrated themselves to be:

- Believers in Jesus Christ by pledging agreement with the Kingdom Advisors® statement of faith and providing a personal testimony of accepting Jesus Christ as their Lord and Savior.
- Able to Apply Biblical Wisdom in Counsel by participating in the Certified Kingdom Advisor® Educational Program, as well as 10 hours of annual continuing education, and committing to incorporate biblical principles in their financial advice for clients with a Christian worldview.
- Technically Competent by providing evidence of an approved professional designation (CFP®, ChFC®, CPA, CPA/PFS, EA, CFA, CIMA®, AAMS, CLU®, JD) or having at least 10 years full-time experience in their discipline.
- Ethical and of Integrity by agreeing to espouse and practice the Kingdom Advisors® Code of Ethics and maintain active local church involvement, as well as providing pastoral and client letters of reference. In addition, designees must disclose any compliance or licensing issues since the prior year which are subject to the Kingdom Advisors disciplinary process and procedures.
- Biblical Stewards by pledging that they practice biblical stewardship in their personal and professional life and give regularly in proportion to their income.

CERTIFIED ESTATE PLANNER

The Certified Estate Planner is a designation is awarded by the American Academy of Certified Estate Planners (AACEP®). To be eligible for the Certified Estate Planner designation, individuals must:

- Have at least 2 years' experience in an area of estate planning, financial planning, insurance, banking or a related field;
- Complete a comprehensive online course, or attend AACEP's seminar and instructional classroom sessions, culminating in a passing grade on the comprehensive examination;
- Complete at least 12 hours of continuing education in the areas of estate planning or financial planning by a reputable source each year, submitted to the AACEP® annually with the renewal application; and
- Agree to abide by AACEP's Conduct Standards.

Item 3: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Parker.

Item 4: Other Business Activities

Charitable Activities

Mr. Parker is a board member for A Gift of Smiles, which is an initiative to simplify and broaden the access to dental healthcare for people with disabilities by removing existing financial, clinical and societal barriers. Mr. Parker is also a board member for Dalit Solidarity, a non-profit established to promote equality and justice for Dalits who have been marginalized and segregated for centuries under the shadow of Caste oppression in the sub-continent of India. He also serves on the National Board for Autism, whose goal is to change the future for all who struggle with an autism spectrum disorder. Mr. Parker is not compensated for his work with these organizations, and spends about 10% of his time on charitable activities.

Radio Host

Mr. Parker is the host of an hour long radio program on the WHP radio station. Inspire to Retire airs every Saturday from 6:00am – 7:00am and from 3:00pm – 4:00pm, and is geared toward retirement and social security. Mr. Parker is also a recurring guest on the American Pastors Network’s Money Mission Friday radio show, which discusses the economy and biblically responsible investing. Mr. Parker is not compensated for his radio appearances, and spends less than 10% of his time on this activity.

Retirement Classes

Lastly, Mr. Parker teaches retirement classes at Messiah College, Widener University Commonwealth Law School, and Penn State Harrisburg. The retirement classes are geared towards adults ages 50 to 70, and are designed to help teach the basic concepts of saving for retirement. Mr. Parker typically spends less than 10% of his time on this activity, and none during securities trading hours.

Long Nyquist & Associates

In 2019, Mr. Parker became registered as a lobbyist in Pennsylvania, and joined Long Nyquist & Associates as a part-time lobbyist to advocate for children and persons with special needs, mental health, and intellectual disabilities. Mr. Parker is compensated for his lobbying efforts, and spends less than 5 hours a month during securities trading hours on this activity. This activity is not investment-related. Additionally, as GrandView neither has any government entity clients, nor does it market advisory services to government entities, there are no material conflicts of interest posed by Mr. Parker’s participation in lobbying activities.

Special Planning, LLC

Mr. Parker is the owner of Special Planning, LLC, which provides financial and other related planning services to families which include children with special needs regarding non-investment related matters such as estate planning, tax planning, insurance planning, etc. Special Planning, LLC is not a law firm or accounting firm, and no portion of its services should be construed as legal or accounting services.

To the extent requested, Mr. Parker may recommend the services of other professionals for certain non-investment implementation services. Such recommendations will also include the use of GrandView Asset Management, LLC for investment recommendation implementation, and will also include representatives of GrandView in their separate capacities as independent insurance agents and as registered representatives of PKS. This poses conflicts of interest. GrandView will attempt to mitigate these conflicts by disclosing the conflict to clients, and noting in its policies and procedures each individual representative’s obligation to place client interests ahead of their own. Please also see below for the conflicts of interest related to engaging individuals as registered representatives of a broker-dealer.

Registered Representative

To permit GrandView clients to have access to as many investment solutions as possible, certain professionals of GrandView are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with GrandView or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those he recommends to clients. Commissions charged for these products will not offset management fees owed to GrandView.

Receipt of commissions for investment products that are recommended to clients gives rise to a conflict of interest for the representative, in that the individual who will receive the commissions is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment

recommendation through another broker-dealer that is not affiliated with GrandView. GrandView attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

Insurance

Certain professionals of GrandView are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for GrandView clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in his capacity as employees of GrandView. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. These professionals therefore have incentive to recommend insurance products based on the compensation to be received, rather than on a client's needs. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage GrandView or utilize these professionals to implement any insurance recommendations. GrandView attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with GrandView, or to determine not to purchase the insurance product at all. GrandView also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics, their individual fiduciary duty to the clients of GrandView, which requires that employees put the interests of clients ahead of their own.

Item 5: Additional Compensation

See response to Item 4, above.

Item 6: Supervision

Mr. Parker is the firm's only principal, and as such has no direct supervisor. However, all employees of GrandView Asset Management LLC are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where GrandView Asset Management LLC are registered.

Item 1: Cover Sheet



Bruce A. Smith
GRANDVIEW ASSET MANAGEMENT LLC
4200 Crums Mills Road, 2nd Floor
Harrisburg, PA 17112

717-541-1000

March 19, 2020

This Brochure Supplement provides information about Bruce A. Smith that supplements GrandView Asset Management LLC Brochure. You should have received a copy of that Brochure. Please contact William Parker at the number above if you did not receive GrandView Asset Management LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about Bruce Smith (CRD# 1515396) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Bruce A. Smith

Born: 1957

EDUCATION:

Penn State University, Bachelors of Engineering, 1980

Lebanon Valley College, Masters of Business Administration, 1994

BUSINESS EXPERIENCE:

GrandView Asset Management LLC
Investment Advisor, 2018 – present

F&M Trust
Investment and Trust Services Market Manager, 2014 - 2018

PNC Wealth Management
Investment Advisor, 2007 - 2014

Church Capital Management/Sterling Financial
Investment Advisor, 2005 - 2007

Infinity Investment Advisors
President/Owner, 1993 – 2005

PROFESSIONAL DESIGNATIONS:

ACCREDITED INVESTMENT FIDUCIARY (AIF®)

The AIF designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually review their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary 360 (fi360) company).

Item 3: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Smith.

Item 4: Other Business Activities

This item is not applicable, as Mr. Smith does not engage in any outside business activities.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Mr. Smith does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through GrandView Asset Management LLC.

Item 6: Supervision

Mr. Smith is supervised by GrandView’s principal and chief compliance officer, William Parker who can be reached at 717-541-1000. Additionally, all employees of GrandView Asset Management LLC are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where GrandView Asset Management LLC are registered.