

Matthew Donohue
(hereinafter “Supervised Person”)

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This Brochure Supplement provides information about Supervised Person that supplements the Disclosure Brochure of McAdam LLC (hereinafter “McAdam”), a copy of which you should have received. Please contact McAdam’s Chief Compliance Officer if you did not receive the Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Supervised Person is available on the SEC’s website at www.adviserinfo.sec.gov.



Item 2. Educational Background and Business Experience

Born 1997

Post Secondary Education

Middlebury College | B.A. Economics | 2020

Recent Business Background

McAdam LLC | Investment Adviser Representative | September 2020 - Present

Bradley Lead Group LLC | Intern | June 2019 - July 2019

Professional Designations

Supervised Person holds the professional designation of CERTIFIED FINANCIAL PLANNER™ (“CFP®”).

The CFP® certification is a financial planning credential awarded by the Certified Financial Planner Board of Standards Inc. (the “CFP Board”) to individuals who meet its education, examination, experience and ethics requirements. Eligible candidates are generally required to have three years of financial planning related experience and possess a bachelor’s degree from an accredited U.S. college or university. Certificants are further required to complete a CFP Board-Registered Education Program (or possess a qualifying professional credential), clear a personal and professional background check, and pass the CFP® Certification Examination, a ten-hour multiple choice exam divided into three separate sessions. In order to maintain the certification, CFP® designees must also complete at least 30 hours of continuing education every two years on an ongoing basis.

For additional information about this credential, please refer directly to the website of the issuing organization.



Item 3. Disciplinary Information

McAdam is required to disclose information regarding any legal or disciplinary events material to a client’s evaluation of Supervised Person. McAdam has no information to disclose in relation to this Item.



Item 4. Other Business Activities

Licensed Insurance Agent

Supervised Person is a licensed insurance agent and in such capacity may recommend, on a fully-disclosed commission basis, the purchase of certain insurance products. A conflict of interest exists to the extent that McAdam recommends the purchase of insurance products where Supervised Person receives insurance commissions or other additional compensation. McAdam seeks to ensure that all recommendations are made in the best interests of clients regardless of any additional compensation earned.

Item 5. Additional Compensation

McAdam is required to disclose information regarding any arrangement under which Supervised Person receives an economic benefit from someone other than a client for providing investment advisory services. McAdam has no information to disclose in relation to this Item.

Item 6. Supervision

Joseph MacDonald, Supervisor, is generally responsible for supervising Supervised Person's advisory activities on behalf of McAdam. Joseph MacDonald can be reached at McAdam's main telephone number listed on the cover page of this Brochure Supplement.

McAdam supervises its personnel and the investments made in client accounts. McAdam monitors the investments recommended by Supervised Person to ensure they are suitable for the particular client and consistent with the client's investment needs, goals, objectives and risk tolerance, as well as any restrictions previously requested by the client. McAdam periodically reviews the advisory activities of Supervised Person, which may include reviewing individual client accounts and correspondence (including e-mails) sent and received by Supervised Person.