



**Sarasota Capital Strategies**  
registered investment advisor

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(941) 918-2255

## **Anthony Welch, CFP<sup>®</sup>, ChFC**

3/31/2011

### **FORM ADV PART 2B BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Anthony Welch that supplements the Sarasota Capital Strategies brochure. You should have received a copy of that brochure. Please contact our compliance or operations associate if you did not receive Sarasota Capital Strategies brochure or if you have any questions about the contents of this supplement.**

**Additional information about Antony Welch, CFP<sup>®</sup>, ChFC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**



## Table of Contents

|   |                 |
|---|-----------------|
| <b><i>Educational Background and Business Experience.....</i></b> | <b><i>1</i></b> |
| <b><i>Disciplinary Information.....</i></b>                       | <b><i>1</i></b> |
| <b><i>Other Business Activities.....</i></b>                      | <b><i>1</i></b> |
| <b><i>Additional Compensation.....</i></b>                        | <b><i>2</i></b> |
| <b><i>Supervision.....</i></b>                                    | <b><i>2</i></b> |



## **Educational Background and Business Experience**

Form ADV Part 2B, Item 2

### **Anthony Welch, CFP®, ChFC**

*Year of Birth:* 1960

*Formal Education after High School:*

- University of South Florida, B.A., Finance, 1990

*Business Background for the Previous Five Years:*

- Sarasota Capital Strategies, Inc., Principal, Vice President, September 2002 – Present
- Welch & Associates, Inc., Principal, President, January 2000 – Present
- RTR, LLC, Managing Member, January 2006 – Present
- ETF Pros, Inc., Managing Member, December 2005 – Present

*Certifications:*

- College of Financial Planning, Certified Financial Planner, CFP®
  - CFP® certificants must pass the comprehensive CFP® Certification Examination, pass CFP Board's *Fitness Standards for Candidates and Registrants*, agree to abide by CFP Board's *Code of Ethics and Professional Responsibility* which puts clients' interests first and comply with the *Financial Planning Practice Standards* which spell out what clients should be able to reasonably expect from the financial planning engagement. These are just some of the reasons why the CFP® certification is becoming increasingly recognized.
- American College, Chartered Financial Consultant®, ChFC
  - To receive the ChFC® designation, you must successfully complete all courses in your selected program, meet experience requirements and ethics standards, and agree to comply with The American College Code of Ethics and Procedures.

## **Disciplinary Information**

Form ADV Part 2B, Item 3

Anthony Welch has no disciplinary or legal history with any regulator, state agency or law enforcement.

## **Other Business Activities**

Form ADV Part 2B, Item 4

Anthony Welch is not registered with a broker dealer. Mr. Welch is the owner of a Welch & Associates, Inc a state registered investment advisory. This activity is conducted during market hours and represents a source of income to Mr. Welch. Since this activity creates a conflict of interest, Welch & Associates does not accept new clients for investment advisory services.

Anthony Welch is partial owner of RTR, LLC which is the landlord of the Sarasota Capital Strategies Osprey, Florida location. This activity represents less than ten percent of his time and income during market hours.



### **Additional Compensation**

Form ADV Part 2B, Item 5

Anthony Welch does not provide advisory services away from Sarasota Capital Strategies, Inc. or Welch & Associates, Inc. Sarasota Capital Strategies does not provide bonuses or incentives directly related to the number of sales, client referrals or new accounts of Mr. Welch.

### **Supervision**

Form ADV Part 2B, Item 6

Anthony Welch is vice president, portfolio manager and co-owner of Sarasota Capital Strategies. He is monitored by his business partner Ian Naismith who is equal owner and Chief Compliance Officer of the company. Ian Naismith monitors Anthony Welch through daily meetings and periodic review of client activity. Ian Naismith can be reached at (941) 918-2255 or [ian@etfpros.com](mailto:ian@etfpros.com)

