



Part 2B Brochure Supplement

Item 1 Cover Page

A.

John Alexander Franchi

Main Street Wealth Management
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<https://www.mswealth.com/>

Private Advisor Group, LLC
Part 2B - Brochure Supplement
Dated 03/23/2023

Contact: James Hooks, Chief Compliance Officer
Private Advisor Group, LLC
65 Madison Avenue, Suite 300
Morristown, New Jersey 07960
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B.

This Brochure Supplement provides information about John Franchi that supplements the Private Advisor Group, LLC Brochure. You should have received a copy of that Brochure. Please contact James Hooks, Chief Compliance Officer, if you did not receive Private Advisor Group, LLC's Brochure or if you have any questions about the contents of this supplement. Additional information about John Franchi is available on the SEC's website at www.adviserinfo.sec.gov.



Item 2 Education Background and Business Experience

John Franchi was born in 1987.

Education

Kalamazoo College
Bachelor of Arts, 2009, Major: Economics & Psychology

Business Experience

Partner, Chief Investment Officer, Main Street Wealth Management
2013 to present

Investment Advisor Representative, Private Advisor Group
2016 to present

Registered Representative, LPL Financial
2013 to present

Associate, Investment Research, U.S. Financial Services, LLC
2011 - 2013

Analyst, Investment Research, Bleakley Financial Group
2009 - 2011

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

- A. **Registered Representative of LPL Financial.** Mr. Franchi is a registered representative of LPL Financial, an SEC registered and FINRA member broker-dealer which acts as a qualified custodian. Clients may choose to engage Mr. Franchi in his individual capacity as a registered representative of LPL Financial to implement investment recommendations on a commission basis. Clients may also choose to custody investment assets with LPL Financial.
1. **Conflict of Interest.** When Mr. Franchi recommends that a client purchase investment products on a commission basis or custody assets with a particular custodian, that recommendation presents a **conflict of interest**, as Mr. Franchi may receive a financial benefit from LPL Financial, and therefore have an incentive to recommend investment products based on commissions or other compensation to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products from Mr. Franchi. Clients are reminded that they may purchase investment products recommended by Registrant through other, non-affiliated broker dealers, and may choose to custody investment assets through non-affiliated custodians. **The Registrant's Chief Compliance Officer, James Hooks, 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 a brokerage account with 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 Mr. Franchi. 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 Mr. Franchi is separate and apart from Registrant's investment management services discussed in the Registrant's Brochure.

- 3. Other Compensation.** In the event the client chooses to purchase investment products through a brokerage account with LPL Financial, or custody investment assets with LPL Financial, Mr. Franchi may receive compensation other than commissions from LPL Financial. Other compensation may include bonuses based on production, stock options to purchase shares of LPL Financial's parent company, LPL Investment Holdings Inc., reimbursement of fees that your financial advisor pays to LPL Financial for items such as administrative services, and other things of value such as free or reduced-cost marketing materials, payments in connection with the transition from another investment firm to LPL, or attendance at LPL Financial conferences and events. These types of compensation from LPL Financial may be based on overall business production and/or on the amount of assets serviced in LPL Financial advisory programs. Clients are reminded that they may purchase investment products recommended by Registrant through other, non-affiliated broker dealers, and may choose to custody investment assets through non-affiliated custodians.

Item 5 Additional Compensation

Mr. Franchi may receive compensation from product sponsors. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational or training events or marketing or advertising initiatives. Such compensation may not be tied to the sale of any products.

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 supervision requirements of Section 203(e)(6) of the Investment Advisers Act ("Act"). The Registrant's Chief Compliance Officer, James Hooks, 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 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. Hooks at 973-538-7010.

Item 7 Additional Addresses

None