

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
December 2022**

Western Wealth Management, LLC
Doing Business As

Grenadier Financial

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William Ross Douglas

Firm Contact: Kara Jett, Chief Compliance Officer

This brochure supplement provides information about Ross Douglas that supplements our brochure. You should have received a copy of that brochure. Please contact Kara Jett, Chief Compliance Officer if you did not receive Western Wealth Management LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Ross Douglas is available on the SEC's website at www.adviserinfo.sec.gov and/or FINRA's Broker Check at www.finra.org/brokercheck.

Item 2: Educational Background & Business Experience

Ross Douglas:

Year of Birth: 1975

Educational Background:

- San Juan College; 2001; Associate of Aeronautics
- Colorado State University; 1998; Bachelor of Arts in Finance

Business Background:

- 12/2021 – Present; Western Wealth Management LLC; Investment Adviser Representative
- 08/2014 – Present; LPL Financial; Registered Representative
- 08/2014 – 11/2021; Financial Partners, LLC; Investment Adviser Representative
- 03/2009 – 08/2014; AXA Advisors, LLC; Investment Adviser Representative, Registered Representative

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to your evaluation of Mr. Douglas. There may be items that are contained on www.brokercheck.finra.org or www.adviserinfo.sec.gov that you may wish to review and consider in your evaluation of your advisor's background.

Item 4: Other Business Activities

Ross Douglas is a Registered Representative of LPL Financial, member FINRA/SIPC. As a Registered Representative, Mr. Douglas may solicit, offer and sell securities through LPL Financial and may receive separate, yet normal and customary commission compensation as a result of executing purchases and sales of brokerage transactions on behalf of investment advisory clients. The client is under no obligation to purchase or sell securities through Mr. Douglas or LPL Financial. In addition, Mr. Douglas may receive other compensation such as mutual fund or money market 12b-1 fees (marketing fees) and trail commissions from variable insurance products. The potential for receipt of commissions and other compensation may create a conflict of interest and provide an incentive for Mr. Douglas to recommend investment products based on the compensation received, rather than on the client's needs. WWM addresses this conflict of interest by requiring Mr. Douglas to disclose to the client at the time a brokerage account is opened through LPL Financial the nature of the transaction or relationship, his role as a LPL Registered Representative, and any compensation including commissions and 12b-1 fees that may be paid by the client and/or received by Mr. Douglas.

Mr. Douglas is a licensed insurance agent/broker. He may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the

compensation he may earn and may not necessarily be in the best interests of the client. In order to minimize this conflict of interest, Mr. Douglas will place client interests ahead of his own interests and adhere to our firm's Code of Ethics. Clients are informed they are not obligated to purchase these products.

Mr. Douglas is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5: Additional Compensation

In connection with the transition of Mr. Douglas's clients to the LPL Financial custodial platform and Mr. Douglas's association as a registered representative of LPL Financial, he may receive financial transition support from LPL Financial in the form of a forgivable loan that may be forgiven over time depending on the length of his tenure with LPL Financial. The amount of the loan represents a substantial payment. Forgiveness of the loan, in whole or in part, is conditioned on Mr. Douglas remaining affiliated with LPL and will be based on the amount of client assets that Mr. Douglas intends to transition to LPL Financial. Another supplemental amount of compensation for transition assistance will be paid to Mr. Douglas based on the assets transferred to LPL Financial within 6 months of his registration date. As such, Mr. Douglas has a financial incentive to recommend that his clients maintain their accounts with LPL Financial.

Mr. Douglas may receive economic benefits from persons other than clients in connection with advisory services. Please ask your financial advisor about whether he receives any of the forms of additional compensation outlined below.

Your Advisor may receive compensation from LPL Financial in different ways, such as payments based on production, awards of stock options to purchase shares of LPL's parent company, LPL Financial Holdings Inc., reimbursement of fees that your financial advisor pays to LPL 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 of association from another broker/dealer or investment advisor firm to LPL, advances of advisory fees, or attendance at LPL's national conference or top producer forums and events. LPL may pay your financial advisor this compensation based on his overall business production and/or on the amount of assets custodied at LPL Financial. Therefore, the amount of this compensation may be more than what your financial advisor would receive if the client participated in other programs or paid separately for investment advice, brokerage and other client services. Therefore, your financial advisor may have a financial incentive to recommend an advisory program over other programs and services. However, your financial advisor may only recommend a program or service that he believes is suitable for you.

Mr. Douglas may be eligible to receive cash and/or non-cash compensation from product sponsors for recommending certain types of insurance or other investment products. 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 and training meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that they may attend. While Western Wealth Management and LPL Financial endeavor at all times to put the interests of our clients first as part of our fiduciary obligation, the possibility of receiving cash and non-cash

compensation could create a conflict of interest when recommending certain products.

Mr. Douglas may recommend the services of a third-party money manager to his clients. In exchange for this recommendation, the selected third-party money manager may pay an investment advisory fee to Western Wealth Management and Western Wealth Management pays a part of that investment advisory fee to Mr. Douglas. The fee paid by the third-party money manager is typically based on the percentage of the assets under management with the third-party money manager.

Item 6: Supervision

Western Wealth Management LLC maintains a supervisory structure and system reasonably designed to prevent violations of the Investment Advisers Act of 1940. Kara Jett, Chief Compliance Officer of Western Wealth Management LLC, supervises and monitors Mr. Douglas's activities on a regular basis. Kara Jett is responsible for administering the Western Wealth Management policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. Please contact Kara Jett if you have any questions about Mr. Douglas's brochure supplement at (303) 393 – 2404.