

William M. Gordon, CPA

FinTrust Capital Advisors, LLC

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July 25, 2023

This brochure supplement provides information about William M. Gordon that supplements the FinTrust Capital Advisors, LLC (“FCA”) brochure. You should have received a copy of that brochure. Please contact the Chief Compliance Officer at (864) 288-2849 if you did not receive FCA’s brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Gordon is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

William M. Gordon, b. 1944

Educational Background

Armstrong State College – BS, Business Administration

Certified Public Accountant (CPA)

Certified Public Accountants (CPAs) are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

In addition to the Code of Professional Conduct, AICPA members who provide personal financial planning services are required to follow the Statement on Standards in Personal Financial Planning Services (SSPFPS).

Business Experience

Dates	Position	Firm
2022 – Present	CPA	Bradshaw, Gordon, and Clinkscales, LLC
2018 – Present	Sr. Vice President, Investment Advisor	FinTrust Capital Advisors, LLC
2018 – Present	Insurance Agent	FinTrust Insurance and Benefits, Inc.
2014 – Present	Principal, Registered Representative	FinTrust Brokerage Services, LLC
2014 – 2018	Sr. Vice President, Investment Advisor	FinTrust Investment Advisory Services, LLC
2014 – 2018	Insurance Agent	FinTrust Insurance Services, LLC
2011 – 2014	Financial Advisor	Raymond James

Item 3 - Disciplinary Information

Mr. Gordon has no information applicable to this Item.

Item 4 - Other Business Activities

FCA is related due to the common ownership to FinTrust Brokerage Services, LLC (“FTBS”) and FinTrust Insurance and Benefits, Inc. FTBS is an affiliated broker-dealer firm that is registered with the SEC and is a Member FINRA/SIPC. FinTrust Insurance and Benefits, Inc. is an insurance agency. FCA, FTBS, and FinTrust Insurance and Benefits, Inc. share office space, personnel and facilities, and on occasion serve the same clients.

Mr. Gordon is a Registered Representative of FTBS and a licensed Insurance Agent of FinTrust Insurance and Benefits, Inc. In his capacity as a registered representative he may be compensated through commissions based on the sale of securities, investment products and trails received from the sale of mutual funds or other products. In his capacity as an insurance agent he may be compensated through commissions based on the sale of insurance products. This additional compensation may present a conflict of interest because it creates an incentive to recommend products and services based upon compensation, rather than on your needs. However, Mr. Gordon is constrained by fiduciary principles to act in your best interest. Mr. Gordon will explain the costs associated with any recommendations he makes and you are under no obligation to purchase any recommended products.

Mr. Gordon is a practicing CPA and offers tax services as an employee of Bradshaw, Gordon, and Clinkscales, LLC. Mr. Gordon’s tax practice, FCA, FTBS, and FCBG share office space, personnel and facilities, and on occasion serve the same clients. Mr. Gordon seeks to mitigate the potential conflicts of interest this arrangement may pose, but it is possible Mr. Gordon may have conflicts of interests including, without limitation, those encountered in allocating his time particularly during tax season.

Mr. Gordon seeks to mitigate this conflict by having Paul Gordon cover some of Mr. Gordon’s investment advisory related activities during this time. In addition, clients are under no obligation to purchase any tax related services.

Item 5 - Additional Compensation

Mr. Gordon does not receive compensation for advisory services by anyone who is not a client.

Item 6 - Supervision

Valerie Smithey serves as FCA’s Chief Compliance Officer responsible for oversight and supervision. Mrs. Smithey can be reached at (864) 288-2849.

Mr. Gordon is required to adhere to FCA's processes and procedures as described in our Code of Ethics. FCA and its CCO monitor the advice that Mr. Gordon gives by reviewing the relevant account opening documentation when the relationship is established and reviewing client correspondence periodically. In addition, account activity is reviewed periodically to ensure that trading is in line with your stated objectives. Following these reviews, reports are prepared to assist Mrs. Smithey in supervising and monitoring the accounts. Factors that are considered include, but are not limited to the following: investment objectives, targeted allocation, current allocation, suitability, performance, number of trades, monthly distributions, concentrated positions, diversification, and outside holdings. Periodically, the members of FCA's investment committee meet to review portfolio holdings and suggest to the other members any changes that may need to be made.