



2950 SW McClure Road  
Topeka, KS 66614

One Russell Place  
Dayton, OH 45409  
Phone # (937) 320-4733

**Form ADV Part 2B  
Brochure Supplement  
for  
Robert Russell**

Date of Brochure: [\\*this date will be updated to the initial filed date in FINRA](#)

---

This brochure supplement provides information about Robert Russell that supplements the AE Wealth Management, LLC brochure. You should have received a copy of that brochure. Please contact our compliance department at (866) 363-9595 if you did not receive AE Wealth Management, LLC's brochure or if you have any questions about the contents of this supplement. Additional information about Robert Russell is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Name: Robert Russell

Year of Birth: 1975

Education: Wright State University  
Bachelor's in business management, 1999

### Business

Background: AE Wealth Management, LLC  
Investment Adviser Representative, 02/2024 - Present

Russell Capital Management, LLC  
Investment Adviser Representative, 07/2013 - Present

Russell Total Wealth and Wellness  
President, 07/2003 - Present

## Item 3 – Disciplinary Information

Mr. Russell has no civil, criminal, administrative or regulatory events to report. Additional information regarding Mr. Russell's registration as an Investment Adviser Representative may be found by accessing the SEC's public disclosure website at <https://www.adviserinfo.sec.gov>.

## Item 4 – Other Business Activities

Mr. Russell is the President and Licensed Insurance Agent of Russell Total Wealth and Wellness. Mr. Russell offers life insurance and annuity products and may offer those products to persons that are also clients of AE Wealth Management. When he sells an insurance product, Mr. Russell receives a commission. This presents a conflict of interest because it creates an incentive to recommend investment products based on the compensation received, rather than on the needs of clients. AE Wealth Management addresses this potential conflict with disclosures and supervisory procedures, which require all investment advisory recommendations to be in the best interest of our clients. Clients are under no obligation to purchase any product or service and may do so through another insurance agent of their choosing.

Mr. Russell is also an Investment Adviser Representative with Russell Capital Management.

Mr. Russell is the minority owner of Whitestar Int'l Insurance DbA Tidal Wave Protected Cell, a captive insurance company covering specific liabilities of RTWW.

Mr. Russell is a Member/Partner of RCR Holdings, LLC, a Real Estate holding company.

Mr. Russell is the Chairman, President, and Treasurer of Do Good Marketing, a C Corp that provides marketing services for RTWW.

## **Item 5 – Additional Compensation**

Mr. Russell may receive compensation or benefits through his affiliation with Advisors Excel, LLC (and/or affiliated companies). Such additional compensation generally consists of cash bonus payments and reward trips based on insurance product sales performance. This presents a conflict of interest, as it creates an incentive to meet sales goals. AE Wealth Management addresses this potential conflict with disclosures and supervisory procedures, which require all investment advisory recommendations to be in the best interests of our clients.

AE Wealth Management Investment Adviser Representatives may receive bonus payments from an insurance company for selling a targeted number of annuities during a specified period of time which creates a conflict of interest. AE Wealth Management Investment Adviser Representatives may also receive bonuses based on their overall assets under management during a specific period of time. These bonuses may include cash payments and/or qualification for networking and business trips. These benefits are not a result of achieving sales quotas related to specific product lines. This presents a conflict of interest which AE Wealth Management addresses by providing disclosures, following procedures and the firm's fiduciary obligation to each client.

## **Item 6 – Supervision**

AE Wealth Management and its investment adviser representatives provide investment advisory services in accordance with AE Wealth Management's Written Supervisory Procedures. Our Written Supervisory Procedures include provisions for systematic reviews of the investment recommendations made by our representatives and of the securities that are held in our clients' accounts. Our Chief Compliance Officer, Shawn Scholz, is primarily responsible for the implementation of our Written Supervisory Procedures and overseeing the activities of our investment adviser representatives. Clients may contact Mr. Scholz at (866) 363-9595 or [shawn.scholz@ae-wm.com](mailto:shawn.scholz@ae-wm.com) with any questions regarding our supervision or compliance practices.