

## **BROCHURE SUPPLEMENT**

Simeon Gilmore Eaves, Jr.  
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### **Apollon Wealth Management, LLC**

**March 10, 2020**

**This brochure supplement provides information about Simeon Gilmore Eaves, Jr. that supplements the Apollon Wealth Management, LLC (“Apollon”) Brochure. You should have received a copy of that Brochure. Please contact the Advisor at 843-277-3287 or if you did not receive Apollon’s Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Simeon Gilmore Eaves, Jr. is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Advisor Name:** Simeon Gilmore Eaves, Jr.

**Year of Birth:** 1962

### Formal Education After High School:

Name of School	Degree Obtained	Year Start	Year End
University of South Carolina	BA, Business	1980	1984

### Business Background:

Name of Company	Position Held	Year Start	Year End
Apollon Wealth Management, LLC	Advisor	2018	Present
Northwestern Mutual Wealth Management	Advisor	2016	2018
Northwestern Mutual Life Insurance Company	Representative	1985	2018
Northwestern Mutual Investment Services	Representative	1992	2018

### Designations:

**Chartered Life Underwriter (CLU) designation:** issued from The American College. To earn the CLU designation, candidates must: (1) have three years of full-time business experience within the five years preceding the awarding of the designation; and (2) complete eight required courses and three elective courses representing an average study time of 400 hours. To maintain the designation, designees must complete 30 continuing education credits every two years.

**Certified College Financial Consultant (CcFC) designation:** issued from The American Institute of Certified College Financial Consultants, LLC. To earn the CcFC designation, candidate must: (1) hold either the CPA, CFP and/or PFS designations; (2) complete online self-study course; and (3) complete a final online interview. To maintain the designation, designees must complete 10 hours of approved continuing education credits annually and assist at least 10 families with filling out and/or filing financial aid forms within one year of meeting the education and examination requirements, and each year thereafter.

**Chartered Advisor for Senior Living (CASL) designation:** issued from The American College. To earn the CASL designation, candidates must: (1) hold the CLU, ChFC, RHU, REBC and CLF designations or; (2) advising clients on financial and/or practical matters relating to their retirement years or on issues dealing with aging for at least three of the five years preceding the awarding of the designation; and (3) complete five required courses equivalent to 15 semester credit hours. To maintain the designation, designees must complete 15 continuing education hours every two years.

**Retirement Income Certified Professional (RICP):** issued from The American College. To earn the RICP designation, candidates must have three years of professional experience and complete the education requirements (three required course, equivalent of 9 semester credit hours and final course exam for each course). To maintain the designation, the designees must complete 15 hours of continuing education every two years.

## DISCIPLINARY INFORMATION

Simeon Gilmore Eaves, Jr. does not have any material disciplinary history to disclose.

## OTHER BUSINESS ACTIVITIES

Your advisor makes investment decisions for clients. Where permitted by law, your advisor may receive mutual fund 12b-1 fees, service fees, due diligence fees, marketing reimbursements, or other payments relating to your investment(s) in or

otherwise supporting your advisor's activities regarding the securities and insurance products recommended, purchased, or held in your investment advisory program. You should be aware that these fees, payments, and other compensation presents a conflict of interest because your advisor may have a greater incentive to recommend those investment advisory products or programs or make investment decisions regarding investments that provide such additional compensation to your advisor.

#### Insurance Agency Affiliations

Simeon Gilmore Eaves, Jr. is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Simeon Gilmore Eaves, Jr.' role with Apollon. As an insurance professional, Simeon Gilmore Eaves, Jr. receives customary commissions and other related revenues from the various insurance companies whose products are sold. Simeon Gilmore Eaves, Jr. is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Simeon Gilmore Eaves, Jr. or the Firm.

#### Broker-Dealer Affiliation

Simeon Gilmore Eaves, Jr. is also a registered representative of Purshe Kaplan Sterling Investments, Inc. ("PKS"). PKS is a registered broker-dealer (CRD# 35747), member FINRA, SIPC. In Simeon Gilmore Eaves, Jr.' separate capacity as a registered representative, Simeon Gilmore Eaves, Jr. will receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Simeon Gilmore Eaves, Jr. Neither the Firm nor Simeon Gilmore Eaves, Jr. will earn any investment advisory fees in connection with any products or services implemented in Simeon Gilmore Eaves, Jr.' separate capacity as a registered representative.

In addition to the activities described above, your advisor is also engaged in the following business activities:

- Simeon Gilmore Eaves, Jr. is 50% owner of Southern Benefit Consultants, LLC. Company provides health insurance to individuals and groups.

### **ADDITIONAL COMPENSATION**

Simeon Gilmore Eaves, Jr. has additional business activities where compensation is received that are detailed above.

### **SUPERVISION**

Simeon Gilmore Eaves, Jr. serves as an Advisor of Apollon and is supervised by Steven Mills, the Chief Compliance Officer. Mr. Mills can be reached at (843) 277-3287.

Apollon has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Apollon. Further, Apollon is subject to regulatory oversight by various agencies. These agencies require registration by Apollon and its Supervised Persons. As a registered entity, Apollon is subject to examinations by regulators, which may be announced or unannounced. Apollon is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.