

Royal Fund Management, LLC

1515 Buenos Aires Blvd.
The Villages, FL 32159

(352) 750-1637

Form ADV Part 2B - Individual Disclosure Brochure

for

Shelli J. Richardson

Investment Adviser Representative
CRD# 4379588

**501 Village Green Parkway, Suite 5
Bradenton, FL, 34209**

**113B Tradewynd Drive
Lynchburg, VA, 24502**

941-251-9916

09/22/2015

www.royalfundmanagement.com

shellrich55@gmail.com

This brochure supplement provides information about Shelli J. Richardson that supplements the Royal Fund Management, LLC brochure. You should have received a copy of that brochure. Contact us at 352-750-1637 if you did not receive Royal Fund Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Shelli J. Richardson is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: Shelli J. Richardson

Year of Birth: 1963

Formal Education After High School:

- Concord University, BS Business Administration/Finance, 1985

Business Background:

- Royal Fund Management, LLC, Investment Adviser Representative, 9/2015 - Present
- Shelli Richardson Insurance Agency, INC, President, 9/2004 - Present
- ProEquities, Inc., Registered Representative, 9/2010 - 12/2011
- Next Financial Group, Inc., Registered Representative, 2/2009 - 9/2010

Item 3 Disciplinary Information

Ms. Shelli J. Richardson does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Shelli J. Richardson is the President of Shelli Richardson Insurance Agency INC, a licensed insurance agency, and is also separately licensed as an independent insurance agent. In this capacity, Ms. Richardson may effect transactions in insurance products for clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Shelli Richardson Insurance Agency INC and/or Ms. Richardson for insurance related activities. This presents a conflict of interest because Ms. Richardson may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Ms. Richardson's receipt of additional compensation as a result of her other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Royal Fund Management, LLC's firm brochure for additional disclosures on this topic.

Item 6 Supervision

In the supervision of our associated persons, advice provided is limited based on the restrictions set by Royal Fund Management, LLC, and by internal decisions as to the types of investments that may be included in client portfolios. We conduct periodic reviews of client holdings and documented suitability information to provide reasonable assurance that the advice provided remains aligned with each client's stated investment objectives and with our internal guidelines.

My supervisor is: Mark Sorensen, Managing Member/Chief Compliance Officer

Supervisor phone number: 352-750-1637