

This brochure supplement provides information about Robin Whitlock that supplements the Naples Asset Management Co., LLC brochure. You should have received a copy of that brochure. Please contact Robin Whitlock if you did not receive Naples Asset Management Co., LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Robin Whitlock is also available on the SEC's website at www.adviserinfo.sec.gov.



Form ADV Part 2B – Individual Disclosure Brochure

for

Robin Whitlock, MT, EA, AIF[®]

Personal CRD Number: 5287262

Investment Adviser Representative

NAMCOA - Naples Asset Management Co., LLC

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UPDATED: 2/01/2024

Item 2: Educational Background and Business Experience

Name: Robin Whitlock

Born: 1973

Educational Background and Professional Designations:

Post-Secondary Education

Accredited Investment Fiduciary designee (AIF®), Center for Fiduciary Studies
2017

University of North Carolina – Chapel Hill, NC. Attended 1992-1993. Course of
Study: Pre-Pharmacy

University of North Carolina – Charlotte, NC. Attended 1995-1997. Course of
Study: Biology, Chemistry

Strayer University – Charlotte, NC. Graduate 2011. Bachelor of Science Degree:
Accounting

Boston University – Boston, MA. CFP Board-Registered Program. Certificate of
Financial Planning October 2018.

Villanova University – Villanova, PA. Graduate 2021. Masters of Taxation -
Charles Widger School of Law, Concentration Estate Planning

Examinations & Licenses:

Enrolled Agent- Federally Licensed Practitioner Specializing in Taxation 2017

NASAA: Series 65 (Investment Adviser Law) 2010

North Carolina Life, Annuity and Health, and Long-Term Care Insurance License
also life and annuity licensed in the following non-resident states: AK, AL, AZ,
CA, DE, FL, GA, IL, IN, MD, MI, NC, NV, OK, SC, TN, TX, VA, WA and WV.

Current Professional Designations:

AIF®

Robin Whitlock has been awarded the Accredited Investment Fiduciary® (AIF®) designation from the Center for Fiduciary Studies™ (the Center), the standards-setting body for fi360.

The AIF designation signifies specialized knowledge of fiduciary responsibility and the ability to implement policies and procedures that meet a defined standard of care. The designation is the culmination of a rigorous training program, which includes a comprehensive, closed-book final examination under the supervision of a proctor, and agreement to abide by the Code of Ethics and Conduct Standards. On an ongoing basis, completion of continuing education and adherence to the Code of Ethics and Conduct Standards are required to maintain the AIF and PPC designations.

About fi360

fi360 helps its investment advisory clients gather, grow, and protect client assets through better investment and decision-making. Since 1999, fi360 has been providing innovative solutions to financial services providers, including its AIF® and PPC® training programs, the fi360 Toolkit™ software, and fi360 Fiduciary Score®. Their vision is to be the leading provider of services that raise the level of professionalism in investment management.

The Center for Fiduciary Studies

The Center for Fiduciary Studies is the standards-setting body for Fi360 and is supported by a team of experienced investment practitioners, attorneys, educators, and other professionals. The Center for Fiduciary Studies develops and maintains the Prudent Practices™ defined in our handbooks and awards the Accredited Investment Fiduciary® (AIF®) and Accredited Investment Fiduciary Analyst® (AIFA®) professional designations. In addition, the Center is responsible for overseeing the body of knowledge that forms the basis for its curriculum, examinations, and certifying qualifications.

EA- Enrolled Agent

Enrolled Agent status is the highest credential awarded by the Internal Revenue Service. EA's are Federally Authorized Tax Practitioners that have the right to practice before the Internal Revenue Service. FATP status is granted to tax attorneys, certified public accountants and enrolled agents, which grants unlimited representation rights before IRS in all tax matters including audits, collection actions, and appeals.

To become an EA, an applicant must:

- Achieve passing scores on all three parts of the Special Enrollment Examination, which is a comprehensive test covering both personal and business aspects of the Internal Revenue Code.
- Register with the Internal Revenue Service and obtain a unique PTIN identification code.
- Pass a background check, including review of the applicant's business and personal tax compliance and must adhere to Treasury Department Circular 230 which addresses the laws and regulations governing FATPs, including rules of professional conduct and ethics.

Individuals who become enrolled agents must complete the following ongoing education and ethics requirements in order to maintain their FATP status:

- Complete 72 hours of continuing professional education every three years, with a minimum of 16 hours of CPE every year; 2 hours annually must cover Ethics and Professional Conduct.
- Annually must renew their PTIN identification.
- Remain personally and professionally compliant with all Federal Tax Laws.

Business Background:

12/2016 - Present	Chairperson and Investment Adviser Representative NAMCOA® - Naples Asset Management Company®, LLC Mooresville, NC Investment, Insurance & Financial Planning Services.
12/2014 - Present	Vice President, Chief Operating Officer RIA Sources, LLC Mooresville, NC Human Resources, Payroll, Employee Benefits.
08/2012 - Present	Financial Advisor, Controller Infinite Wealth Advisors, LLC , High Point and Mooresville, NC and Phoenix, AZ Tax Preparation, Income Planning and Consulting for Individual clients.
9/2006 - Present	President, Tax Accountant Templar Accounting & Business Services, LLC Mooresville, NC Tax Preparation, Planning and Consulting for Individuals and Business Owners.

10/2013 – 12/2016	Investment Adviser Representative Bay Colony Advisory Group, Inc. High Point, NC Investment, Insurance & Financial Planning Services.
09/2011 – 10/2013	Investment Adviser Representative Main Street Advisors, LLC High Point, NC Investment, Insurance & Financial Planning Services.
12/2010 – 08/2012	Financial Advisor, Controller North Carolina Center for Retirement & Estate Planning, LLC , High Point, NC Tax Preparation, Income Planning and Consulting for Individual clients.
6/2004 – 09/2006	Vice President Finance & Administration Estate & Retirement Consultants, Inc. Cornelius, NC Tax Preparation, Planning and Consulting for Individuals and Business Owners.

Associations:

- National Association of Enrolled Agents 2017 – Present
- UNC General Alumni Association Lifetime Member 2010 – Present
- National Railway Historical Society Member 2011 – Present Charlotte City Club Member 2016 - Present

Item 3: Disciplinary Information

Robin Whitlock has a regulatory event that we believe is not material to a client’s or prospective client’s evaluation of this advisory business. Division alleged that I, or others on my behalf, filed (4) Form U-4’s and omitted information regarding two entities.

Division noted that I provided information to third parties that did not get entered onto some of my U-4’s. I resolved the matter without admitting or denying the allegations. The details of which can be found on FINRA’s AdvisorCheck system or the IAPD. The FINRA link is <http://www.finra.org/brokercheck>; the IAPD link is www.adviserinfo.sec.gov.

Item 4: Other Business Activities

Robin Whitlock is a licensed insurance agent. From time to time, she will offer clients advice or products related to this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Naples Asset Management Co., LLC always acts in the best interest of the client, including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Naples Asset Management Co., LLC in their capacity as a licensed insurance agent.

Robin Whitlock is 100% owner of Templar Accounting & Business Services, Inc. From time to time, she will offer clients tax advice, income tax preparation or business formation consulting from this activity. Clients should be aware that these services pay a flat fee. Her hours are limited for this activity during the year, but during tax season considerably more hours are allocated to this activity.

Robin Whitlock is a 50% owner, Vice President and Chief Operating Officer of RIA Sources, LLC, an entity that markets insurance products to advisers. From time to time, approximately 10 hours per month, she will offer human resource, payroll, and employee benefits functions to this entity. She is not involved in sales or production.

Robin Whitlock is a 50% owner, Financial Advisor and Controller of Infinite Wealth Advisors, LLC, an entity formerly known as North Carolina Center for Retirement & Estate Planning, LLC, that provides retirement planning to clients. She also provides assistance with general financial planning, income planning, tax planning and customer service. Investment advice is offered to clients through Naples Asset Management Co., LLC. Insurance products are also offered from time to time during the planning process.

Robin Whitlock is 51% owner of Naples Asset Management Co., LLC. From time to time, she will offer clients financial advice or business consulting from this activity. Clients should be aware that these services pay a flat fee or fee based on assets under management.

Robin Whitlock is a 50% owner, Wicked Holdings, LLC an entity set up to hold commercial office space she owns.

As stated above, Clients should be aware that any service that involves a commission or fee, involve a possible conflict of interest, as this potentially could conflict with the fiduciary duties of a registered investment adviser. Naples Asset Management Co., LLC and its Advisors must always act in the best interest of the client, including the sale of commissionable products or in any other service offered to advisory clients. Clients are in no way required to purchase these services or products.

Item 5: Additional Compensation

Robin Whitlock does not receive any economic benefit from any person, company, or organization, other than Naples Asset Management Co., LLC in exchange for providing clients advisory services through Naples Asset Management Co., LLC but may through other outside business activities described in Section 4 above.

Item 6: Supervision

As a representative of Naples Asset Management Co., LLC, Robin Whitlock is supervised by Paul McIntyre, the firm's Chief Compliance Officer. Paul McIntyre is responsible for ensuring that Robin Whitlock adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Paul McIntyre is (239) 287-3789.

