

## **Ashley A. Palermo** **Managing Director, Director of Products & Services**

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*This Brochure Supplement provides information about Ms. Palermo that supplements Stephens Inc.'s ("Stephens") Part 2A Appendix 1 of Form ADV ("brochure"). You should have received a copy of that brochure. Please contact the Compliance Department at 877-891-0095 if you did not receive a complete copy of the Stephens' brochure or if you have any questions about the contents of this supplement.*

Additional information about Ms. Palermo is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Educational Background and Business Experience**

**Year of birth:** 1964

#### **Formal Education after High School**

BS in Marketing, Louisiana State University - Baton Rouge, 1986  
MBA, University of New Orleans - New Orleans, LA, 1990

#### **Business Experience**

2000 to Present: Managing Director, Director of Products & Services - Stephens Inc.

For definitions and minimum qualifications for professional designations see **Definitions and Professional Designation Qualifications** in the wrap fee program brochure (Part 2A Appendix 1 of Form ADV).

### **Disciplinary Information**

No legal or disciplinary events that would materially impact a client's evaluation of Ms. Palermo have been identified.

### **Other Business Activities**

Stephens is dually registered with the Securities and Exchange Commission as a broker dealer and as an investment adviser. Stephens' investment advisory representatives ("advisory representatives") are also registered representatives of the broker dealer and in most cases have brokerage accounts assigned to them in addition to the investment advisory accounts assigned to them. Advisory representatives of Stephens may also be registered with Stephens Insurance which is an affiliated full-service insurance agency. In these capacities Stephens' representatives often receive compensation for services that they provide which may include commissions, mutual fund trailer fees, sales charges, and other payments. Please see the applicable brochure for a disclosure on conflicts of interest that may result from the investment advisory representative having multiple roles.

### **Additional Compensation**

Stephens' advisory representatives receive compensation from Stephens based in substantial part on the revenues received by Stephens on the accounts serviced by the advisory representative. Stephens' advisory representatives do not receive compensation from outside sources on the advisory accounts that they serve as representatives of Stephens. Advisory representatives are entitled to receive compensation from Stephens for insurance business referred to affiliates.

### **Supervision**

Ms. Palermo reports to Mr. Kevin Scanlon, EVP/Head of Private Wealth Management, 501-377-3484. Supervision takes place by Department Compliance Managers Committee ("DCM") reviewing activities of Ms. Palermo, such as reviewing trade reports, reviewing selected periodic account statements, reviewing sample communications with clients and reviewing the performance of selected accounts. Ms. Palermo has responsibility to conform all activities to the Stephens' Compliance Manual, Code of Professional Conduct, Investment Advisory Policies and Procedures Manual and Investment Advisory Code of Ethics.