

Item 1: Cover Page

Thrive Retirement Specialists L.L.C.

21975 Wildwood St.
Dearborn, Michigan 48128

Form ADV Part 2A – Firm Brochure

(313) 879-2019

Dated September 11, 2020

This Brochure provides information about the qualifications and business practices of Thrive Retirement Specialists L.L.C, “TRS”. If you have any questions about the contents of this Brochure, please contact us at (313) 879-2019. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Thrive Retirement Specialists L.L.C is registered as an Investment Adviser with the State of Michigan. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about TRS is available on the SEC’s website at www.adviserinfo.sec.gov, which can be found using the firm’s identification number, 310289.

Item 2: Material Changes

Since this is the first filing of the Form ADV Part 2A for TRS, there is nothing to report. In the future, any material changes made during the year will be reported here.

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Item 4: Advisory Business

Description of Advisory Firm

Thrive Retirement Specialists L.L.C is registered as an Investment Adviser with the State of Michigan. We were founded in July, 2020. Anthony Robert Watson, CFA, CFP® is the firm's founder, CEO, Chief Compliance Officer and principal owner. We hold ourselves to a fiduciary standard, which means we act with undivided loyalty in the best interest of each client. Because TRS is a new entity, it currently reports no discretionary or non-discretionary Assets Under Management. Assets Under Management were calculated as of July, 2020.

Types of Advisory Services

ThriveRetire™ Planning and Investment Management

We provide a single integrated service known as ThriveRetire™ to all clients on a fee-only basis. ThriveRetire™ includes our ongoing comprehensive retirement planning process and discretionary investment management services to high net worth individuals nearing or in retirement.

ThriveRetire's retirement planning is a comprehensive eight step retirement planning process that goes far beyond what has traditionally been known as retirement planning. Over the course of this planning process we will identify your authentic goals and deeply assess both your willingness and ability to accept the Big Five Retirement Risks™ you will be subject to in retirement. We will then evaluate all of your retirement assets, looking beyond just the obvious investment-based assets, and will develop a retirement spending plan that is designed to support your ideal retirement lifestyle and goals. We then combine your retirement assets with certain tools and tactics deemed to be appropriate to optimize the funding of your retirement spending plan. Lastly, we will execute upon the initially determined ThriveRetire™ Plan and establish semi-annual formal plan update and review meetings. Your initial ThriveRetire™ Plan marks only the beginning of your retirement journey. We will use the semi-annual formal plan update and review meetings to keep you on track real-time as your life situation or goals change as well as variables outside your control change and occur. Making small adjustments along the way as needed to remain optimized is the key to avoiding potentially disruptive lifestyle changes being forced upon you later.

ThriveRetire's investment management services are tailored for each client and based on their unique goals and personal circumstances. ThriveRetire's investment management services employs a passive investment philosophy that believes in investing based on probability over possibility and in building maximally diversified portfolios using low-cost index funds. Using only nine index funds, each representing one of the nine asset classes we believe a retiree should hold, we build portfolios for clients giving them exposure to over 36,000 individual securities across all investable 44 countries and the portfolio's weighted average expense ratio is only 0.10% or less. We then monitor each portfolio on a daily basis for opportunities to rebalance based on need rather than some calendar-based timetable to ensure the integrity of the chosen portfolio's characteristics at all times.

Client Tailored Services and Client Imposed Restrictions

We offer the same service to all of our Clients. However, specific Client ThriveRetire™ Plans and their implementation are dependent upon the Client's unique Investment Policy Statement which outlines each Client's unique goals and current personal circumstances.

Clients are able to specify, within reason, any limitations they would like to place on discretionary authority as it pertains to individual securities and/or sectors that will be traded in their account, by notating these items on the executed advisory agreement.

Wrap Fee Programs

We do not participate in any wrap fee programs.

Item 5: Fees and Compensation

Please note, unless a Client has received the firm's Disclosure Brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the Client within five (5) business days of signing the contract without incurring any advisory fees. . Please review the fee and compensation information below.

ThriveRetire™ Planning and Investment Management

This combined service is available for an ongoing fee that is paid quarterly, in advance, at the rate of \$2,250 per quarter. The fee may be negotiable in certain cases. Fees for this service are paid through direct debit of the specified investment account held at the Custodian. This service may be terminated with 30 days' notice. Upon termination of any agreement, the fee will be prorated and any unearned fee will be refunded to the Client.

Other Types of Fees and Expenses

Our fees are exclusive of certain charges imposed by the custodian such as transaction costs, transfer taxes, wire transfer, and electronic fund fees, and other service fees. Our fees are also exclusive of other third party fees that may arise in certain circumstances. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges and fees are exclusive of and in addition to our fee, and we shall not receive any portion of these fees and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for Client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Item 6: Performance-Based Fees and Side-By-Side Management

We do not offer performance-based fees and do not engage in side-by-side management.

Item 7: Types of Clients

We provide financial planning and portfolio management services to high net-worth individuals.

We have a minimum account size requirement of \$500,000 that may be waived at TRS' discretion.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Our primary method of investment analysis is Fundamental analysis.

Fundamental analysis involves analyzing individual funds and their asset class exposures, such as a fund's coverage of (or exposure to) a desired asset class, the fund's benchmark, the fund's expense ratio, the fund's tracking error, the fund's liquidity and the fund's tracking error. The resulting data is used to compare alternative funds to one another to find the fund that best accomplishes its desired role in the portfolio. The risk of fundamental analysis is that the information obtained may be incorrect and the analysis may not provide an accurate estimate of actual future performance.

Passive Investment Management

We primarily practice passive investment management. Passive investing involves building portfolios that are composed of various distinct asset classes. The asset classes are weighted in a manner to achieve the desired relationship between correlation, risk, and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange-traded funds.

Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark.

Material Risks Involved

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities, and any other investment or security. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when

interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

Inflation: Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Corporate Bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

Municipal Bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

Exchange Traded Funds prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected. ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which the Clients invest.

Mutual Funds: When a Client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, many of which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives).

Item 9: Disciplinary Information

Criminal or Civil Actions

TRS and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

TRS and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

TRS and its management have not been involved in legal or disciplinary events that are material to a Client's or prospective Client's evaluation of TRS or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

No TRS employee is registered, or has an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No TRS employee is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

TRS does not have any related parties. As a result, we do not have a relationship with any related parties.

TRS only receives compensation directly from Clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each Client. Our Clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities. Additionally, TRS requires adherence to its Insider Trading Policy, and the CFA Institute's Asset Manager Code of Professional Conduct and Code of Ethics and Standards of Professional Conduct.

Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to Clients.

- Competence - Associated persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Associated persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matters shall reflect the credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients.

Trading Securities At/Around the Same Time as Client’s Securities

Because our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients, we do not trade in securities at or around the same time as Clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Thrive Retirement Specialists L.L.C does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to the Client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

1. Research and Other Soft-Dollar Benefits

We currently do not receive soft dollar benefits.

2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

We do recommend a specific custodian for Clients to use, however, Clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing Clients to choose a specific custodian, we may be unable to achieve the most favorable execution of Client transaction and this may cost Clients money over using a lower-cost custodian.

The Custodian and Brokers We Use (TD Ameritrade)

Advisor participates in the TD Ameritrade Institutional program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. ("TD Ameritrade"), member FINRA/SIPC. TD Ameritrade is an independent [and unaffiliated] SEC-registered broker-dealer. TD Ameritrade offers to independent investment Advisors services which include custody of securities, trade execution, clearance, and settlement of transactions. Advisor receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14 below.)

Aggregating (Block) Trading for Multiple Client Accounts

Investment advisers may elect to purchase or sell the same securities for several clients at approximately the same time when they believe such action may prove advantageous to clients. This process is referred to as aggregating orders, batch trading or block trading. We do not engage in block trading. It should be noted that implementing trades on a block or aggregate basis may be less expensive for client accounts; however, it is our trading policy to implement all client orders on an individual basis. Therefore, we do not aggregate or "block" client transactions. Considering the types of investments we hold in advisory client accounts, we do not believe clients are hindered in any way because we trade accounts individually. This is because we develop individualized investment strategies for clients. Our strategies are primarily developed for the long-term and minor differences in price execution are not material to our overall investment strategy.

Item 13: Review of Accounts

Anthony Robert Watson, Founder, CEO and CCO of TRS, will work with Clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning services.

Client accounts will be reviewed regularly on a quarterly basis by Anthony Robert Watson, Founder, CEO and CCO. The account is reviewed with regards to the Client's investment policies and risk tolerance levels. Events that may trigger a special review would be unusual performance, addition or deletions of Client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per Client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

TRS will provide written performance reports to Clients on a quarterly basis. We urge Clients to compare these reports against the account statements they receive from their custodian.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients.

As disclosed under Item 12, above, Advisor participates in TD Ameritrade's institutional customer program and Advisor may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between Advisor's participation in the program and the investment advice it gives to its Clients, although Advisor receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Advisor by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Advisor's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Advisor but may not benefit its Client accounts. These products or services may assist Advisor in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Advisor manage and further develop its business enterprise. The benefits received by Advisor or its personnel through participation in the program do not depend on the number of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to Clients, Advisor endeavors at all times to put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits by Advisor or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the Advisor's choice of TD Ameritrade for custody and brokerage services.

Item 15: Custody

TRS does not accept custody of Client funds except in the instance of withdrawing Client fees.

For Client accounts in which TRS directly debits their advisory fee:

- i. TRS will send a copy of its invoice to the custodian at the same time that it sends the Client a copy.
- ii. The custodian will send at least quarterly statements to the Client showing all disbursements for the account, including the amount of the advisory fee.
- iii. The Client will provide written authorization to TRS, permitting them to be paid directly for their accounts held by the custodian.

Clients should receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains Client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or

reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16: Investment Discretion

For those Client accounts where we provide Investment Management Services, we maintain discretion over Client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to Clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the Client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the Client.

Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the Client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

Item 18: Financial Information

Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to Clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of Client funds or securities or require or solicit prepayment of more than \$500 in fees per Client six months in advance.

Item 19: Requirements for State-Registered Advisers

Anthony Robert Watson

Born: 1974

Educational Background

- 2006 – Masters Of Business Administration (MBA), University Of Michigan Ross School Of Business
- 1997 – Bachelors Of Business Administration (BBA) In Finance, Walsh College

Business Experience

- 07/2020 – Present, Thrive Retirement Specialists L.L.C, President and CCO
- 06/2012 – Present, Portfolio Solutions, LLC, Chief Investment Officer
- 07/2009 – 06/2012, J.P. Morgan, Vice President

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner)®: The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Financial Analyst (CFA): The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

Other Business Activities

Anthony Robert Watson is currently employed as the Secretary/Treasurer at Sovereignty Holdings, Inc (d/b/a Al's Quick Lube). This activity accounts for approximately 5% of his time and no time during trading hours.

Anthony Robert Watson provides consulting services as a Portfolio Management and Investments Consultant at Portfolio Solutions, LLC. This activity accounts for less than 5% of his time during trading hours.

Performance-Based Fees

TRS is not compensated by performance-based fees.

Material Disciplinary Disclosures

No management person at Thrive Retirement Specialists L.L.C has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships That Management Persons Have With Issuers of Securities

Thrive Retirement Specialists L.L.C, nor Anthony Robert Watson, have any relationship or arrangement with issuers of securities, in addition to what is described in Item 10.

Additional Compensation

Anthony Robert Watson does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through TRS.

Supervision

Anthony Robert Watson, as Founder, CEO and Chief Compliance Officer of TRS, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Requirements for State Registered Advisers

Anthony Robert Watson has NOT been involved in an arbitration, civil or criminal proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

Thrive Retirement Specialists L.L.C.

21975 Wildwood St.
Dearborn, Michigan 48128
(313) 879-2019

Dated September 11, 2020

Form ADV Part 2B – Brochure Supplement

For

Anthony Robert Watson 5682762

President, and Chief Compliance Officer

This brochure supplement provides information about Anthony Robert Watson that supplements the Thrive Retirement Specialists L.L.C (“TRS”) brochure. A copy of that brochure precedes this supplement. Please contact Anthony Robert Watson if the TRS brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Anthony Robert Watson is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 5682762.

Item 2: Educational Background and Business Experience

Anthony Robert Watson

Born: 1974

Educational Background

- 2006 – Masters Of Business Administration (MBA), University Of Michigan Ross School Of Business
- 1997 – Bachelors Of Business Administration (BBA) In Finance, Walsh College

Business Experience

- 07/2020 – Present, Thrive Retirement Specialists L.L.C, President and CCO
- 06/2012 – Present, Portfolio Solutions, LLC, Chief Investment Officer
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Professional Designations, Licensing & Exams

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The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Financial Analyst (CFA): The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

Item 3: Disciplinary Information

No management person at Thrive Retirement Specialists L.L.C has ever been involved in an arbitration claim of any kind or been found liable in a civil, criminal, self-regulatory organization, or administrative proceeding.

Item 4: Other Business Activities

Anthony Robert Watson is currently employed as the Secretary/Treasurer at Sovereignty Holdings, Inc (d/b/a Al's Quick Lube). This activity accounts for approximately 5% of his time and no time during trading hours.

Anthony Robert Watson provides consulting services as a Portfolio Management and Investments Consultant at Portfolio Solutions, LLC. This activity accounts for less than 5% of his time during trading hours.

Item 5: Additional Compensation

Anthony Robert Watson does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through TRS.

Item 6: Supervision

Anthony Robert Watson, as President and Chief Compliance Officer of TRS, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

Anthony Robert Watson has NOT been involved in an arbitration, civil or criminal proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

