Form ADV Part 2B: *Brochure Supplement*

Item 1 – Cover Page

Andrew C Peterson
Paradigm Wealth, LLC
8101 O Street, Suite 301
Lincoln, NE 68510
402-489-9375

Date of Supplement: July 2022

This brochure supplement provides information about Andrew C Peterson that supplements the Paradigm Wealth, LLC disclosure brochure. You should have received a copy of that brochure. Please contact Andrew C Peterson at 402-489-9375 or at andrew@pwmlincoln.com if you did not receive Paradigm Wealth, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Andrew C Peterson is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Andrew C Peterson
Born: 1986
CRD # 5664080

***Post-Secondary Educational Background*:**

Nebraska Wesleyan University, Bachelors degree in Economics, 2009

***Business Background*:**

Paradigm Wealth, LLC, Investment Advisor Representative, 7/2022 to Present;
AlphaStar Capital Management, LLC, Investment Advisor Representative, 11/2016 to 07/2022;
Heartland Wealth Partners, LLC, Partner, 05/2015 to Present;
Ameritas Investment Corporation, Registered Representative/IAR, 06/2012 to Present;
Ameritas Life Insurance Corporation, Licensed Agent, 06/2012 to Present;
Ameritas Financial Center, Licensed Agent, 10/2009 to Present;
Flipping A House, Rental Property Flip, 09/2014 to 04/2015;
Oneamerica Securities, Registered Representative, 01/2012 to 06/2012;
American United Life, Agent, 10/2011 to 06/2012

Item 3 – Disciplinary Information

Andrew C Peterson has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of $2,500. She has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, she has not been the subject of a bankruptcy petition.

Item 4 – Other Business Activities

Andrew C Peterson is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Andrew C Peterson will receive commissions for selling insurance and annuity products.

Andrew C Peterson may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of Andrew C Peterson when recommending products to its clients. While Andrew C Peterson endeavors at all times to put the interest of his clients first as a part of Paradigm Wealth, LLC overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest and may affect Andrew C Peterson's decision-making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Andrew C Peterson and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4, Andrew C Peterson can receive additional benefits.

Certain product sponsors may provide Andrew C Peterson with other economic benefits as a result of his recommendation or sale of the product sponsors' investments. The economic benefits received by Andrew C Peterson from product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Andrew C Peterson in providing various services to clients.

Although Paradigm Wealth, LLC and Andrew C Peterson endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives ("affiliated persons"), these arrangements could affect the judgment of Andrew C Peterson when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Andrew C Peterson.

Item 6 – Supervision

Andrew Pool is the Chief Compliance Officer of Paradigm Wealth, LLC. He is responsible for overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Andrew C Peterson. Andrew Pool can be contacted at 402-489-9375.