

Brochure Supplement

(Part 2B of Form ADV)

John Christopher (Chris) Keys

Investment Adviser Representative

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NOTICE:

This brochure supplement provides information about the Investment Adviser Representatives (IARs) of Beacon Capital Management, LLC ("Beacon Capital Management"). This information supplements the Beacon Capital Management brochure. You should have received a copy of that brochure. Please contact Nikki Brinkerhoff at 615-224-9794, if you did not receive the brochure of Beacon Capital Management. You can also contact Nikki Brinkerhoff if you have any questions about the content of this supplement. Additional information about the IARs delineated within this supplement is available on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. You can search this website by using the IAR's CRD number as listed herein.

November 17, 2020

GENERAL EDUCATIONAL AND BUSINESS REQUIREMENTS

Generally, Beacon Capital Management, LLC (“Beacon Capital Management”) requires employees to have relevant work experience in the securities industry. Any employee of Beacon Capital Management acting in an Investment Adviser Representative (IAR) capacity will be appropriately licensed as such.

This Brochure Supplement provides information about **John Christopher (Chris) Keys**.

ITEM 2 EDUCATIONAL AND BUSINESS EXPERIENCE

John Christopher (Chris) Keys, Investment Adviser Representative

CRD No. 3260828

Year of Birth: 1971

Education Background:

Bachelor of Science in Business Administration – Accounting, Mississippi College, Clinton, MS (1996)

Insurance Producer License #837084

Business Experience:

Investment Adviser Representative

Beacon Capital Management, LLC, Franklin, TN (2015 – Present)

Insurance Agent (2017- Present)

Registered Securities Representative

Kalos Capital, Inc., Alpharetta, GA (2016 – 2019)

Registered Assistant

AmSouth Investment Services, Inc., Birmingham, AL (2000 – 2000)

Registered Assistant

Invest Financial Corporation, Appleton, WI (1999 - 2000)

ITEM 3 DISCIPLINARY INFORMATION

John Christopher (Chris) Keys, Investment Adviser Representative, does not have any legal or disciplinary events that are material to a client’s or prospective client’s evaluation.

ITEM 4 OTHER BUSINESS ACTIVITIES

Mr. Keys has been a licensed insurance agent since 2017. He is licensed to sell life, health, annuities, and long-term care insurance for the agency. Mr. Keys spends approximately 2 hours per week selling insurance products.

Through his work as an insurance agent Mr. Keys is eligible to receive commission on the sale of insurance products. This additional compensation presents a conflict of interest because it creates an incentive to recommend certain products to clients over others that may not offer similar compensation to the IAR.

To mitigate or remedy these conflicts of interest, the nature of the associations is fully disclosed to the client before effecting transactions.

We will explain the specific costs associated with any recommended investments with you upon request. Additionally, you have the option to purchase investment and insurance products through other brokers or agents who are not affiliated with us. You are not required to do business with Mr. Keys in any of these capacities.

ITEM 5 ADDITIONAL COMPENSATION

Mr. Keys does not receive any additional compensation for his work as an insurance agent in addition to the fee-based compensation for providing investment advice he receives through our Firm.

ITEM 6 SUPERVISION

John Christopher (Chris) Keys is an Investment Adviser Representative of Beacon Capital Management. Mr. Keys is responsible for providing advice to clients. He is supervised by Dan Benson, Executive Vice President. Mr. Benson can be reached at 615- 224-9794. We supervise Mr. Keys by requiring that he adhere to our processes and procedures as described in our firm's Compliance Manual and Code of Ethics and through monitoring his activities accordingly.