



Item 1 - Cover Page

High Speed, LLC

CRD# 291399

(doing business as High Speed Alliance)

SEC Form ADV Part 2A

("Disclosure Brochure")

Alys Beach, FL 32461

256-642-1230

Mailing Address

12060 County Line Rd, Suite J-231

Madison, AL 35756

www.highspeedalliance.com

March 24, 2023

This Disclosure Brochure provides information about the qualifications and business practices of High Speed LLC, dba High Speed Alliance ("HSA" or the "Advisor"). If you have any questions about the contents of this Disclosure Brochure, please contact HSA at (256) 642-1230 or by email at drb@highspeedalliance.com. The information in this Disclosure Brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

HSA is a registered investment adviser with the Alabama Securities Commission. HSA's registration as an investment adviser does not imply any level of skill or training. The oral and written communications provided to you, including this Disclosure Brochure, may be used to evaluate HSA and to determine whether to engage HSA.

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

Item 2 - Material Changes

Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an advisor's business practices and conflicts of interest. The Brochure Supplement provides information about Advisory Persons of HSA which is separate from this Disclosure Brochure.

HSA believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide its clients with complete and accurate information at all times. HSA encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

Material Changes

The following material changes have been made to this Disclosure Brochure since March 24, 2022:

- The Advisor no longer offers Investment Consulting Services.
- The Advisor no longer accepts payments in full.
- Effective August 22, 2022, the Advisor's primary office location has changed to Alys Beach, FL 32461.
- The Advisor has updated its fees for Investment Advisory Services. Please see Item 5 for additional information.
- As of March 2023, Tensaw Holdings LLC owns 100% of High Speed, LLC. Tensaw Holdings, LLC is owned by William Forrest Bryant.

Future Changes

From time to time, the Advisor may amend this Disclosure Brochure to reflect changes in business practices, changes in regulations or routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to you annually and if a material change occurs.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 291399. You may also request a copy of this Disclosure Brochure at any time, by contacting the Advisor at (256) 642-1230.

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Item 4 - Advisory Business

Firm Description and Types of Advisory Services

High Speed, LLC (“HSA” or the “Advisor”) is a registered investment adviser located in the State of Alabama. HSA provides business consulting and investment advisory services to individuals, including high net worth individuals, and business owners. HSA was founded in May 2017.

Ownership

HSA is owned by Tensaw Holdings, LLC. Tensaw Holdings, LLC is owned by William Forrest Bryant. HSA is operated by William Forrest Bryant (Chief Executive Officer and Chief Compliance Officer).

HSA provides investment advisory services to clients that become members of HSA. Individuals become members upon execution of, and acceptance by HSA, of HSA's membership agreement, and the payment of an annual membership fee (see “**Fees and Compensation**”).

HSA offers three types of membership for individuals: (1) Legacy, (2) Freedom and (3) Alliance.

Legacy & Freedom Membership Requirements: The Legacy and Freedom Memberships are offered to clients who are accredited investors. An accredited investor, in the context of a natural person, includes anyone who (i) earned income that exceeded \$200,000 (or \$300,000 together with a spouse) in each of the prior two years, and reasonably expects the same for the current year; or (ii) has a net worth over \$1 million, either alone or together with a spouse (excluding the value of the person’s primary residence) (“Legacy Members” & “Freedom Members”). The Alliance Membership is offered to clients who are not accredited investors and do not meet the requirements stated above.

Legacy Members are entitled to the following annual services: (\$48,000 annually)

- Twelve (12) One on One Calls Per Year with the HSA Advisory Team - \$12,000
- One (1) Complete Financial Plan with eMoney Advisor Integration - \$12,000
- Access to Monthly On-line Group Calls and Education - \$6,000
- Access to All HSA Live Events and Conferences - \$6,000
- 2 Live Multi-Day Events facilitated by Legacy Facilitators & HSA Advisory Team - \$12,000

Freedom Members are entitled to the following annual services: (\$36,000 annually)

- Twelve (12) One on One Calls Per Year with HSA Advisory Team - \$12,000
- One (1) Complete Financial Plan with eMoney Advisor Integration - \$12,000
- Access to Monthly On-line Group Calls and Education - \$6,000
- Access to All HSA Live Events and Conferences - \$6,000

Alliance Members are entitled to the following annual services: (\$24,000 annually)

- Six (6) One on One Calls Per Year from the HSA Advisory Team - \$6,000
- One (1) Complete Financial Plan with eMoney Advisor Integration - \$6,000

- Access to Monthly On-line Group Calls and Education - \$6,000
- Access to All HSA Live Events and Conferences - \$6,000

Investment Advisory Services

HSA works with its clients to develop business, life, and investment plans. These plans may address one or more of the following areas of a client's business or personal financial circumstances:

Retirement Planning: Perform an initial analysis of a client's assets and liabilities to assist in developing a retirement plan.

Personal Cash Flow: Utilize budgeting and cash flow projections to help clients determine the appropriate amount of income to save each year to achieve short- and long-term goals.

Insurance Review and Risk Mitigation: Review potential insurable risks and offer recommendations to clients on various risk mitigation techniques, including insurance coverage. HSA does not sell insurance products but may review the following policies and risks with clients: personal property and liability insurance, professional liability or errors and omissions insurance, life insurance, disability insurance, and long-term care insurance.

Education Planning: Assist clients in developing an education funding strategy for children or grandchildren.

Estate Planning: Review client's current estate plan, which may include whether clients have a will, powers of attorney, trusts and related documents. Upon request, HSA will participate in meetings or telephone calls between clients and their attorneys or tax professionals. **HSA does not offer tax or legal advisory services. Clients should engage qualified professionals for these services.**

Charitable Gifting and Philanthropy: Assist clients with developing a philanthropic legacy plan and educate clients on the tools and resources available to direct and allocate gifts that align with the client's goals.

Investment Planning: Based on a client's objectives, risk tolerance, time horizon and other factors, HSA may help clients develop asset allocation strategies. These strategies may include considerations of general types of investment products that may be appropriate for a client's financial situation and objectives.

Tax Planning: HSA will review client tax returns and work with a client's accountant to make client-directed investment choices that minimize current and future income taxes. Upon request, HSA will participate in meetings or telephone calls between clients and their tax professionals. **HSA does not offer tax advisory services. Clients should engage qualified tax professionals for these services.**

Alternative Investments: For clients who are qualified or accredited investors, provide advice regarding available alternative investments, including private placements, personal loans, rental real estate, hedge funds, and limited partnerships.

Financial Planning Services

HSA will typically provide a variety of financial planning services to clients as a component of its investment advisory services. Services are offered in several areas of a client's financial situation, depending on their goals and objectives.

Generally, such financial planning services involve preparing a formal financial plan based on the client's financial goals and objectives. This planning may encompass one or more areas of need, including but not limited to, investment planning, retirement planning, personal savings, education savings, insurance needs and other areas of a client's financial situation.

A financial plan developed for the client will usually include general recommendations for a course of activity or specific actions to be taken by the client. For example, recommendations may be made that the client start or revise their investment programs, commence or alter retirement savings, establish education savings and/or charitable giving programs.

HSA may also refer clients to an accountant, attorney or other specialists, as appropriate for their unique situation. For certain financial planning engagements, HSA will provide a written summary of the client's financial situation, observations, and recommendations.

Individual Needs of Clients

HSA tailors investment advisory services to the individual needs of its clients. The goals and objectives of each client are documented during an initial meeting with the client. HSA will periodically monitor the client's performance and provide advice regarding business or investment plans consistent with the client's objectives.

Upon request, HSA may recommend that clients engage the services of attorneys, accountants, insurance agents, or other professionals.

Wrap Fee Programs

HSA does not offer or participate in wrap fee programs or charge any kind of wrap fee.

Assets Under Management:

HSA does not manage or hold client assets.

Item 5 - Fees and Compensation

As discussed above (see "Advisory Business"), HSA's regular compensation takes the form of annual membership fees.

Membership Fees

HSA is compensated by its clients based on the following membership breakdowns:

Legacy Members are entitled to the following annual services: (\$48,000 annually)

- Twelve (12) One on One Calls Per Year with the HSA Advisory Team - \$12,000
- One (1) Complete Financial Plan with eMoney Advisor Integration - \$12,000

- Access to Monthly On-line Group Calls and Education - \$6,000
- Access to All HSA Live Events and Conferences - \$6,000
- 2 Live Multi-Day Events facilitated by Legacy Facilitators & HSA Advisory Team - \$12,000

Freedom Members are entitled to the following annual services: (\$36,000 annually)

- Twelve (12) One on One Calls Per Year with HSA Advisory Team - \$12,000
- One (1) Complete Financial Plan with eMoney Advisor Integration - \$12,000
- Access to Monthly On-line Group Calls and Education - \$6,000
- Access to All HSA Live Events and Conferences - \$6,000

Alliance Members are entitled to the following annual services: (\$24,000 annually)

- Six (6) One on One Calls Per Year from the HSA Advisory Team - \$6,000
- One (1) Complete Financial Plan with eMoney Advisor Integration - \$6,000
- Access to Monthly On-line Group Calls and Education - \$6,000
- Access to All HSA Live Events and Conferences - \$6,000

Membership fees may be paid in advance in equal monthly installments. Any departure from this fee schedule must be agreed upon in writing by HSA and the client.

A client may terminate a membership agreement within five business days after the effective date of the agreement and receive a full refund of any prepaid fees. Upon termination of a membership agreement in accordance with its terms, HSA will prorate the annual membership fee and any unused, prepaid portion of the fee will be refunded to the client. The client's membership agreement with HSA is non-transferable without the client's prior consent.

General Information on Compensation

Clients may incur fees or charges, including but not limited to, brokerage commissions, transaction fees, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, or wire transfer or electronic fund transfer fees, in connection with their investment activities. Any such fees or charges are exclusive of and in addition to HSA membership fee and HSA receives no portion of any such fees or charges, and receives no compensation with respect to the purchase or sale of any securities or investment products except where otherwise disclosed within this document. Please refer to Items 14 & 19 for additional information.

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

HSA does not charge performance-based or side-by-side management fees. Our annual membership fee is charged only as discussed above (see "**Fees and Compensation**")

Item 7 - Types of Clients

HSA provides services to individuals, including high net worth individuals, and businesses owners. HSA requires clients to be classified as an accredited investor to utilize the '*Freedom or Legacy Membership*' services.

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

Methods of Analysis

HSA believes that investment portfolios should be diversified to control risk and enhance opportunities for performance. HSA marries traditional financial planning with alternative investments.

If engaged to provide investment advice, HSA will first consider and evaluate the client's current financial situation, needs, goals, objectives and risk tolerance. As discussed above (see "**Advisory Business**"), HSA provides advice to assist in meeting clients' overall financial objectives while minimizing risk.

Additionally, HSA employs a fundamental analysis method in developing investment strategies for its clients. Research and analysis from HSA is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, various computerized asset models, press releases and research prepared by others.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria generally consist of ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps HSA in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have a negative investment performance. HSA monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on HSA's review process are included below (see "**Review of Accounts**").

Investment Strategies

The investment strategy for a specific client is based on the objectives stated by the client during initial and ongoing consultations, as well on the client's income needs, risk tolerance and income tax situation. Based on this client-provided information, HSA provides advice concerning possible investments designed to minimize risk and seek tax-efficient returns. HSA may recommend that clients consider alternative investments, including rental real estate, private placements, and private lending.

Investment Risk

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. clients should be prepared to bear the potential risk of loss. HSA will assist clients in

determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a client will meet their investment goals.

While the methods of analysis help HSA in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in these methods of analysis may lose value and may have negative investment performance. HSA monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on HSA's review process are included below (see "**Review of Accounts**").

HSA will work with each client to determine their tolerance for risk as part of its investment advisory services. Following are some of the risks associated with the investments recommended to clients:

Market Risks

The value of a client's holdings may fluctuate in response to events specific to companies or markets, as well as economic, political, or social events in the U.S. and abroad. This risk is linked to the performance of the overall financial markets.

Alternative Investments (Limited Partnerships)

The performance of alternative investments (limited partnerships) can be volatile and may have limited liquidity. An investor could lose all or a portion of their investment. Such investments often have concentrated positions and investments that may carry higher risks. Clients should only have a portion of their assets in these investments.

Investment Manager & Associated Parties Risks

Investment manager risk is the risk that is associated with the skills of the manager of an investment fund or account. It can refer to changes in the investment style or the change in the management team. Essentially, all losses resulting from mistakes, negligence, and incompetence of the managers of a financial portfolio would fall under investment manager risk.

Liquidity & Marketability Risk

Liquidity risk reflects the ability to sell an investment quickly at a competitive price. Marketability risk is the ability to find a ready market where the investor can sell the investment. Real estate is marketable, but not usually liquid. Alternatively, treasury bills are both liquid and marketable. Due to this, cash is the most liquid and marketable asset. If an investment is less liquid or less marketable it will exhibit more risk.

Risks associated with traditional investments such as ETFs, Mutual Funds, and Real Estate Investment Trusts ("REITs") are still present but because these types of investments are not a core focus of HSA, the specific risks of these investments have not been further delineated in this document.

Item 9 - Disciplinary Information

Advisors are required to disclose in their disclosure brochures all material facts regarding any legal or disciplinary events that would be material to a client's evaluation of the advisory firm or the integrity of its management. HSA has no such material events to disclose.

Item 10 - Other Financial Industry Activities and Affiliations Financial Industry Activities and Affiliations

HSA is not registered as a broker-dealer, and none of its management persons are registered representatives of a broker-dealer.

Neither HSA nor any of its management persons is registered as (or associated with) a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Dr. Bryant is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Dr. Bryant's role with HSA. As an insurance professional, Dr. Bryant will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Dr. Bryant is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Dr. Bryant or the Advisor.

JAM Capital, LLC

Dr. Bryant is also the Chief Executive Officer of JAM Capital LLC; ("JAM Capital") which acts a general partner to several special purpose investment vehicles each of which is managed by an independent, third-party investment adviser ("Private Investments"). Tensaw Holdings is the owner of JAM Capital. HSA and Dr. Bryant receive compensation from Clients directly and indirectly for access to JAM Capital and its underlying Private Investments. HSA addresses this conflict by disclosing the additional compensation associated with investment in the Private Investments and only recommending investment in the Private Investments if the recommendation is appropriate for the Client based on the Client's investment objectives and risk tolerance.

JAM Capital is also the sponsor and co-owner of Brynes Capital, a life settlement wealth fund. HSA and Dr. Bryant receive compensation from Clients directly and indirectly for access to Brynes Capital. HSA and Dr. Bryant addresses this conflict by disclosing the additional compensation associated with being the sponsor of Brynes Capital.

High Speed Consulting ("HSC") is also majority owned by Tensaw Holdings LLC. HSC is a small business coaching platform that provides leadership training, systems processes, and team development. Dr. Bryant receives compensation from clients directly and indirectly for access to HSC. HSA and Dr. Bryant addresses this conflict by disclosing the additional compensation associated with HSC.

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

HSA has adopted a Code of Ethics (the "Code") which establishes policies and procedures to handle potential conflicts of interest that may arise from providing advisory services to its clients. HSA's Code recognizes that HSA is a fiduciary and is designed so that HSA meets its fiduciary obligation to its clients by setting forth standards of conduct for its officers and employees ("Supervised Persons"). Among other things, HSA's Code requires that HSA maintain the confidentiality of client information; prohibits insider trading; prohibits acceptance of gifts or entertainment that exceed our policy

standards; requires the reporting of gifts and entertainment by certain of HSA's employees; and requires that certain employees report all of their personal securities transactions.

HSA allows Supervised Persons to purchase or sell the same securities that may be recommended to clients. HSA does not act as principal in any transactions. In addition, the Advisor does not act as the general partner of a fund, or advise an investment company except where otherwise disclosed within this document. Please refer to Items 14 & 19 for additional information. HSA does not have a material interest in any securities traded in client accounts.

Owning the same securities that are recommended (purchase or sell) to clients presents a conflict of interest that, as fiduciaries, must be disclosed and mitigated through policies and procedures. As noted above, the Advisor has adopted the Code to address insider trading (material, non-public information controls); gifts and entertainment; outside business activities and personal securities reporting. When trading for personal accounts, Supervised Persons have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its clients can potentially be violated if personal trades are made with more advantageous terms than client trades, or by trading based on material, non-public information. This risk is mitigated by HSA requiring reporting of personal securities trades by its Supervised Persons for review by the Chief Compliance Officer (“CCO”) or delegate. The Advisor has also adopted written policies and procedures to detect the misuse of material, non-public information.

At no time will HSA, or any Supervised Person, personally transact in any security to the detriment of any client. To receive a copy of HSA’s Code, clients may contact HSA at (256) 642-1230.

Item 12 - Brokerage Practices

Advisors are required to disclose in their disclosure brochure the factors that the advisory firm considers in selecting or recommending broker-dealers for client transactions and to determine the reasonableness of such broker-dealers compensation. HSA is not associated with any broker-dealer firm and does not recommend, request, or otherwise require that clients engage the services of any particular broker-dealer. In addition, HSA does not receive any form of non-cash (“soft dollar”) benefits, such as research or materials, or client referrals from any broker-dealer or third party.

Item 13 - Review of Accounts

Upon request, HSA and Dr. Bryant will monitor or review a client’s accounts or financial plans. While recommended, any review of accounts or financial plans are the responsibility of and must be initiated by the client.

HSA does not provide formal ongoing performance reporting to its clients. Clients receive account statements directly from their account custodians, broker-dealers, or mutual fund companies, as applicable.

Item 14 - Client Referrals and Other Compensations

HSA may refer Clients to various unaffiliated, non-advisory professionals (e.g. attorneys, accountants, estate planners) to provide certain financial services necessary to meet the goals of its Clients. HSA is

not compensated for these referrals. Likewise, HSA may receive non-compensated referrals of new Clients from various third-parties.

HSA Sponsors

These third-party entities, referred to by HSA as Sponsors, pay a fixed monthly marketing fee to HSA or, in some cases, instead remit payment in the form of a revenue share or referral fee. There are three levels of Sponsorship (Alliance, Freedom, and Legacy) and sponsorship benefits vary by level. Details of each sponsorship level and its benefits are available for review by current and prospective HSA clients upon written request. HSA may choose to refer Clients to Sponsors as appropriate including sponsors that manage investments. This practice presents a conflict of interest as in certain instances, HSA may receive revenue from Sponsors to whom Clients are referred for investment. In light of the foregoing, the Advisor seeks at all times to ensure that any referral is aligned with Clients' best interests and will provide services consistent with its fiduciary duty that is owed to clients. Additionally, Clients are not required to engage with the sponsors to whom they are referred to. HSA makes best effort to due diligence the sponsors on the platform but clients must perform their own due diligence. Clients may encounter investment opportunities inside the community that are not approved for the HSA platform. HSA takes no responsibility for risk or loss of capital for approved or non-approved investments.

Compensation from Client Referrals

The Advisor does not compensate, either directly or indirectly, any persons for Client referrals.

Item 15 - Custody

HSA does not maintain custody of any client funds, securities, or other assets.

Item 16 - Investment Discretion

HSA does not exercise sole discretion over any client investments with respect to any accounts, funds, securities, or other assets.

Item 17 - Voting Client Securities

HSA does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from their respective qualified Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting.

Item 18 - Financial Information

HSA does not have discretionary authority, possession, or custody of client funds or securities. HSA does not collect advance fees of \$500 or more for services to be performed six months or more in the future.

HSA does not have any financial impairment that will preclude HSA from meeting its contractual and fiduciary commitments to clients. HSA has not been the subject of a bankruptcy proceeding at any time, including any time during the past ten years.

Item 19 - Requirements of State-Registered Advisers

Educational Background and Business Experience of Principal Officers

William Forrest Bryant DMD, FAGD, CEPA®

Education:

Auburn University, Bachelor of Science, Zoology (1993)
University of Alabama School of Dentistry, DMD (1997)

Experience:

High Speed, LLC, Chief Executive Officer and Chief Compliance Officer, June 2017 – Present
W. Forrest Bryant DMD, PC, President and Chief Executive Officer, 1997 - 2016
Northwestern Mutual Investment Services, LLC and Northwestern Mutual Life Insurance Company, Financial Representative, 2015 – 2017

Professional Designations:

Certified Exit Planning Advisor™ (“CEPA®”)

The Certified Exit Planning Advisor™ and CEPA® are professional certifications marks granted by The Exit Planning Institute®. It is recognized as the designation that business owners look for when looking for a trusted advisor. CEPA® applicants must meet strict requirements, including a minimum of a bachelor’s degree from an accredited U.S. college or university (or the equivalent from a foreign university); completion of the 5-day CEPA® program taught by a faculty of experts; and passing the CEPA® exam consisting of 150 multiple-choice questions. Applicants must also have five years of experience dealing with the owners of privately-held businesses in some advisory capacity. All applicants for the CEPA® program must sign an attestation agreeing to abide by the Code of Ethics and Professional Standards™ of the Exit Planning Institute.

CEPA® advisors must complete ongoing continuing professional education and ethics requirements to maintain their certification, with recertification every three years and completing 40 hours of continuing education. More information on the CEPA® designation can be found on the Exit Planning website: www.exit-planning-institute.org

Fellow in the Academy of General Dentistry

To become a Fellow in the Academy of General Dentistry (AGD), dentists are required to: (i) maintain current AGD membership for three continuous years by Dec. 31 of the year in which the application is received, to begin no earlier than the month of dental school graduation; (ii) have a dental license that has not been suspended or revoked within the past five years and is not currently under probation, suspension or revocation; (iii) pass the AGD Fellowship Exam; and (iv) complete 500 hours of approved continuing education.

Other Non-Advisory Business Activities:

Dr. Bryant is also the sole owner and Chief Executive Officer of JAM Capital LLC (“JAM Capital”) which acts a general partner to several special purpose investment vehicles each of which is managed by an independent, third-party investment adviser (“Private Investments”). HSA offers investment interests in Private Investments sourced by JAM Capital to HSA’s Clients. HSA and Dr. Bryant receive compensation from Clients directly and indirectly for access to JAM Capital and its underlying Private Investments. HSA addresses this conflict by disclosing the additional compensation associated with investment in the Private Investments and only recommending investment in the Private Investments if the recommendation is appropriate for the Client based on the Client’s investment objectives and risk tolerance.

JAM Capital is also the sponsor and co-owner of Brynes Capital, a life settlement wealth fund. HSA and Dr. Bryant receive compensation from Clients directly and indirectly for access to Brynes Capital. HSA and Dr. Bryant addresses this conflict by disclosing the additional compensation associated with being the sponsor of Brynes Capital.

High Speed Consulting (“HSC”) is also owned by Tensaw Holdings LLC. HSC is a small business coaching platform that provides leadership training, systems processes, and team development. Dr. Bryant receives compensation from clients directly and indirectly for access to HSC. HSA and Dr. Bryant addresses this conflict by disclosing the additional compensation associated with HSC.

Dr. Bryant is also a licensed insurance professional. Implementation of insurance recommendations are separate and apart from Dr. Bryant’s role with the Advisor. As an insurance professional, Dr. Bryant will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Dr. Bryant is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice of receiving commissions and advisory fees presents a conflict of interest by creating an incentive for Dr. Bryant to recommend certain products of the insurance companies based on commissions to be received, rather than on a particular Client’s need. We address this conflict by analyzing if the insurance product is consistent with the Client’s investment objectives and financial situation without consideration of the compensation that will be earned by Dr. Bryant.

Dr. Bryant is also engaged in additional non-advisory business unrelated to insurance sales including paid speaking, teaching, and content creation engagements to address financial planning topics.

Performance Fee Calculations

HSA does not charge performance-based fees for its investment advisory services. The fees charged by HSA (see “**Fees and Compensation**”) and are not based upon the capital appreciation of the funds or securities held by any client.

Neither HSA nor any of its management persons have been found liable with respect to any arbitration claim or any civil, self-regulatory organization, or administrative proceeding.

Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding HSA or the Principal Officers of HSA. Neither HSA nor the Principal Officers of HSA have ever been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against HSA or the Principal Officers of HSA.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. As previously noted, there are no legal, civil or disciplinary events to disclose regarding HSA or the Principal Officers of HSA.

Material Relationships with Issuers of Securities

Any material relationships or arrangements with issuers of securities or other registered investment advisors are disclosed above in Items 10 and 14.



Part 2B of Form ADV: Brochure Supplement

**High Speed LLC
(doing business as High Speed Alliance)**

Alys Beach, FL 32461
256-642-1230

March 24, 2023

This Brochure Supplement provides information about Dr. W. Forrest Bryant (CRD# 6564712) that supplements the High Speed LLC Brochure. You should have received a copy of that Brochure. Please contact Dr. Bryant at 256-642-1230 if you did not receive High Speed LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about Dr. Bryant is available on the SEC's website at www.adviserinfo.sec.gov.

WILLIAM FORREST BRYANT, DMD, FAGD, CEPA®



Item 2- Educational Background and Business Experience

Year of Birth: 1972

Education:

- Auburn University, Bachelor of Science, Zoology; 1993
- University of Alabama School of Dentistry, DMD; 1997

Professional Designations:

- Fellow in the Academy of General Dentistry (FAGD); 2004

Fellow in the Academy of General Dentistry

To become a Fellow in the Academy of General Dentistry (AGD), dentists are required to: (i) maintain current AGD membership for three continuous years by Dec. 31 of the year in which the application is received, to begin no earlier than the month of dental school graduation; (ii) have a dental license that has not been suspended or revoked within the past five years and is not currently under probation, suspension or revocation; (iii) pass the AGD Fellowship Exam; and (iv) complete 500 hours of approved continuing education.

Certified Exit Planning Advisor™ (“CEPA®”)

The Certified Exit Planning Advisor™ and CEPA® are professional certifications marks granted by The Exit Planning Institute®. It is recognized as the designation that business owners look for when looking for a trusted advisor. CEPA® applicants must meet strict requirements, including a minimum of a bachelor’s degree from an accredited U.S. college or university (or the equivalent from a foreign university); completion of the 5-day CEPA® program taught by a faculty of experts; and passing the CEPA® exam consisting of 150 multiple-choice questions. Applicants must also have five years of experience dealing with the owners of privately-held businesses in some advisory capacity. All applicants for the CEPA® program must sign an attestation agreeing to abide by the Code of Ethics and Professional Standards™ of the Exit Planning Institute.

CEPA® advisors must complete ongoing continuing professional education and ethics requirements to maintain their certification, with recertification every three years and completing 40 hours of continuing education. More information on the CEPA® designation can be found on the Exit Planning website: www.exit-planning-institute.org

Business Experience:

- High Speed LLC; Chief Executive Officer and Chief Compliance Officer; from May 2017 to present
- W. Forrest Bryant DMD PC; President and Chief Executive Officer; from 1997 to 2016
- Northwestern Mutual Investment Services, LLC and Northwestern Mutual Life Insurance Company; Financial Representative; from 2015 to 2017
- The assets of W. Forrest Bryant DMD PC were sold in a private transaction in 2016.

Item 3 - Disciplinary Information

Registered investment advisers are required to disclose in their Disclosure Brochures all material facts regarding any legal or disciplinary events that would be material to a client’s evaluation of the advisory representative. Dr. Bryant has no such material events to disclose.

Item 4 - Other Business Activities

In addition to his duties as an investment adviser representative, Chief Executive Officer and Chief Compliance Officer of High Speed LLC, Dr. Bryant occasionally teaches financial planning seminars and writes books addressing various investment-related topics. Any fees earned from conducting financial planning seminars or book sales are paid directly to High Speed LLC. Dr. Bryant also engages in investment-related

activities that he may recommend to clients. Dr. Bryant fully discloses such investment-related activities to clients and does not receive any compensation as a result of a client's decision to implement any such recommendation.

Insurance Agency Affiliations

Dr. Bryant is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Dr. Bryant's role with High Speed. As an insurance professional, Dr. Bryant will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Dr. Bryant is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Dr. Bryant or the Advisor. Dr. Bryant spends approximately 10% of his time per month in this capacity.

Dr. Bryant also owns several rental real estate properties in the United States.

JAM Capital, LLC

Dr. Bryant is also an owner and Chief Executive Officer of JAM Capital LLC; ("JAM Capital") which acts a general partner to several special purpose investment vehicles each of which is managed by an independent, third-party investment adviser ("Private Investments"). HSA and Dr. Bryant receive compensation from Clients directly and indirectly for access to JAM Capital and its underlying Private Investments. HSA addresses this conflict by disclosing the additional compensation associated with investment in the Private Investments and only recommending investment in the Private Investments if the recommendation is appropriate for the Client based on the Client's investment objectives and risk tolerance.

JAM Capital is also the sponsor and co-owner of Brynes Capital, a life settlement wealth fund. HSA and Dr. Bryant receive compensation from Clients directly and indirectly for access to Brynes Capital. HSA and Dr. Bryant addresses this conflict by disclosing the additional compensation associated with being the sponsor of Brynes Capital.

High Speed Consulting ("HSC") is also majority owned by Tensaw Holdings LLC. HSC is a small business coaching platform that provides leadership training, systems processes, and team development. Dr. Bryant receives compensation from clients directly and indirectly for access to HSC. HSA and Dr. Bryant addresses this conflict by disclosing the additional compensation associated with HSC.

Dr. Bryant is also engaged in additional non-advisory business unrelated to insurance sales including paid speaking, teaching, and content creation engagements to address financial planning topics.

Item 5 - Additional Compensation

Dr. Forrest Bryant has additional business activities where compensation is received that are detailed in Item 4 above.

Item 6 - Supervision

Dr. Bryant serves as the Chief Executive Officer and Chief Compliance Officer of High Speed LLC. Dr. Bryant can be reached at (256) 642-1230

Item 7 – Requirements for State Registered Advisors

A. Arbitrations and Regulatory Proceedings

State regulations require disclosure if any Supervised Person of the Advisor is subject to:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices.

Dr. Bryant does not have any disclosures to make regarding this Item.

B. Bankruptcy

If a Supervised Person has been the subject of a bankruptcy petition, that fact and the details must be disclosed. Dr. Bryant does not have any disclosures to make regarding this Item.