

Brochure Supplement

February 2025

Creekmur Asset Management, LLC

CRD No. 306903

Emily Elfallah Wealth Advisor

Individual CRD No. 6786583

1315 Second St. SW
Roanoke, VA 24016

phone: 309-925-2043

email: emily@creekmurwealth.com

website: www.creekmurwealth.com

This brochure supplement provides information about Emily Elfallah that supplements the Creekmur Asset Management, LLC brochure. You should have received a copy of that brochure. If you did not receive a brochure or if you have any questions about the contents of this supplement, please contact us at 309-925-2043 or email john@creekmurwealth.com.

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

Item 2: Educational Background and Business Experience

Emily Elfallah

Year of Birth: 1995

A. Educational Background

Weatherford Community College – Attended 2014 - 2015

B. Business Background

Creekmur Asset Management, LLC, *Wealth Advisor*, 02/2025-Present

Integrity Financial Planning, Inc., *Investment Advisor Representative*, 04/2022-Present

Barron Wealth Strategies, *Office Manager*, 04/2017-12/2020

AT&T Authorized Retailer, *Branch Manager*, 01/2014-04/2017

Weatherford Community College, *Student*, 08/2014-05/2015

C. Qualifications

Series 65 Uniform Investment Adviser Law Examination, 2023

D. Professional Designations

Certified Exit Planning Advisor (CEPA)

Item 3: Disciplinary Information

Emily Elfallah does not have any disciplinary action to report. Public information concerning her registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

Emily Elfallah is a licensed insurance agent. It is anticipated that a small portion, less than {10%} of her time, will be spent providing these insurance products. In such capacity, she offers insurance products and receives normal and customary commissions as a result of any purchases made by clients. The client has a right to purchase insurance through Emily Elfallah on a commissionable basis. The potential for receipt of commissions and other compensation gives her incentive to recommend insurance products based on the compensation received, rather than on the client's needs. This creates a conflict of interest with clients. To mitigate this conflict, disclosure is made to the client at the time purchase is made, identifying the nature of the transaction or relationship, the role to be played and any compensation {e.g., commissions,

trails} to be paid by the client and/or received by the insurance agent. Clients have the right to decide whether to act on the recommendation and the right to purchase any insurance products through the Firm or Ms. Elfallah.

Item 5: Additional Compensation

Emily Elfallah does not receive additional compensation through any additional business activities.

Item 6: Supervision

Emily Elfallah is supervised through a compliance program designed to prevent and detect violations of the federal and state securities laws. Supervision is conducted by the Chief Compliance Officer, John Creekmur, who is responsible for administering the policies and procedures. As Chief Compliance Officer, John Creekmur reviews those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed.

John Creekmur may be reached at 309-925-2043.