Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
November 2025

Western Wealth Management, LLC
Doing Business As

Populus Wealth

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Greenwood Village, CO 80111
(201) 779-7417
www.populuswealth.com

Daniella Friend, MBA, CBDA, CDFA®

Firm Contact: Kara Jett, Chief Compliance Officer

This brochure supplement provides information about Daniella Friend that supplements our brochure. You should have received a copy of that brochure. Please contact Kara Jett, Chief Compliance Officer if you have not received Western Wealth Management LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Daniella Friend is available on the SEC's website at www.adviserinfo.sec.gov and/or FINRA's Broker Check at www.finra.org/brokercheck.

Item 2: Educational Background & Business Experience

Daniella Friend
Year of Birth: 1989

Educational Background:
- Quinlan School of Business, Loyola University Chicago, MBA, 2013
- University of Central Florida, Bachelor of Science in Business Administration, 2011

Business Background:
- 11/2025 to Present - Western Wealth Management LLC, Investment Adviser Representative
- 01/2025 to Present – LPL Financial, Registered Representative
- 01/2025 to 10/2025 – GPS Wealth Strategies Group LLC, Investment Adviser Representative
- 07/2023 to 01/2025 – Cedrus LLC, Investment Adviser Representative
- 06/2021 to 07/2023 – Bitwise Asset Management, Regional Director
- 06/2017 to 04/2021 – First Trust Portfolios LP, Wholesaler

Professional Designations:
- Certified Divorce Financial Analyst (CDFA®) – candidate must meet educational and experience requirements, pass 4 certification exams and complete 15 divorce-related hours of continuing education every 2 years.
- Certified in Blockchain Digital Assets (CBDA) – candidate must meet a training requirement, pass online course quizzes, and complete 1 hour of continuing education every year.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to your evaluation of Daniella Friend. There may be items that are contained on www.brokercheck.finra.org or www.adviserinfo.sec.gov that you may wish to review and consider in your evaluation of your advisor's background.

Item 4: Other Business Activities

Daniella Friend is a Registered Representative of LPL Financial, member FINRA/SIPC. As a Registered Representative, Daniella Friend may solicit, offer, and sell securities through LPL Financial and may receive separate, yet normal and customary commission compensation as a result of executing purchases and sales of brokerage transactions on behalf of investment advisory clients. The client is under no obligation to purchase or sell securities through Daniella Friend or LPL Financial. In addition, Daniella Friend may receive other compensation such as mutual funds or money market 12b-1 fees (marketing fees) and trail commissions from variable insurance products. The potential for receipt of commissions and other compensation may create a conflict of interest and provide an incentive for Daniella Friend to recommend investment products based on the compensation received, rather than on the client's needs. WWM addresses this conflict of interest by requiring Daniella Friend to disclose to the client at the time a brokerage account is opened through LPL Financial the nature of the transaction or relationship, her role as a LPL Registered Representative, and any compensation including commissions and 12b-1 fees that may be paid by the client and/or received by Daniella Friend.

Daniella Friend was employed as a wholesaler for First Trust L.P. prior to joining Western Wealth Management. Daniella's spouse continues to serve as a wholesaler for First Trust. First Trust offers investment products and advisory services, and those products may be purchased on a discretionary basis for your portfolio. Investing in First Trust products may result in financial benefit to Daniella's spouse. This poses a conflict of interest. To mitigate this conflict, WWM will monitor the advisor's recommendations to ensure that recommendations are consistent with the client's best interests. Clients have the right to place an investment restriction on First Trust products, and they have the right to purchase any First Trust product through the advisor of their choice.

Daniella Friend conducts the above investment-related activities and may also conduct other business or investment related activities under the Doing Business As ("DBA") name of Populus Wealth. Western Wealth Management and Populus Wealth are separate entities from and are not owned or controlled by LPL Financial.

Daniella Friend is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.

Item 5: Additional Compensation

Daniella Friend may receive economic benefits from persons other than clients in connection with advisory services. Please ask your financial advisor about whether he receives any of the forms of additional compensation outlined below.

Your Advisor may receive compensation from LPL Financial in different ways, such as payments based on production, awards of stock options to purchase shares of LPL's parent company, LPL Financial Holdings Inc., reimbursement of fees that your financial advisor pays to LPL for items such as administrative services, and other things of value such as free or reduced-cost marketing materials, payments in connection with the transition of association from another broker/dealer or investment advisor firm to LPL, advances of advisory fees, or attendance at LPL's national conference or top producer forums and events. LPL may pay your financial advisor this compensation based on her overall business production and/or on the amount of assets custodied at LPL Financial. Therefore, the amount of this compensation may be more than what your financial advisor would receive if the client participated in other programs or paid separately for investment advice, brokerage, and other client services. Therefore, your financial advisor may have a financial incentive to recommend an advisory program over other programs and services. However, your financial advisor may only recommend a program or service that she believes is suitable for you.

Daniella Friend may be eligible to receive cash and/or non-cash compensation from product sponsors for recommending certain types of insurance or other investment products. Compensation may include such items as gifts valued at less than $100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational and training meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that they may attend. While Western Wealth Management and LPL Financial endeavor at all times to put the interests of our clients first as part of our fiduciary obligation, the possibility of receiving cash and non-cash compensation could create a conflict of interest when recommending certain products.

Daniella Friend may recommend the services of a third-party money manager to her clients. In exchange for this recommendation, the selected third-party money manager may pay an investment advisory fee to Western Wealth Management and Western Wealth Management pays a part of that investment advisory fee to Daniella Friend. The fee paid by the third-party money manager is typically based on the percentage of the assets under management with the third-party money manager.

Item 6: Supervision

Western Wealth Management LLC maintains a supervisory structure and system reasonably designed to prevent violations of the Investment Advisers Act of 1940. Kara Jett, Chief Compliance Officer of Western Wealth Management LLC, supervises and monitors Ms. Daniella Friend's activities on a regular basis. Kara Jett is responsible for administering the Western Wealth Management policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. Please contact Kara Jett if you have any questions about Daniella Friend's brochure supplement at (303) 393 – 2404.