

**Item 1: Cover Sheet**

**Nelson Negron Jr.**

**ONEASCENT FINANCIAL SERVICES LLC**

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Birmingham, AL 35242

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**March 5, 2025**

**This Brochure Supplement provides information about Nelson Negron Jr. that supplements the OneAscent Financial Services, LLC Brochure. You should have received a copy of that Brochure. Please contact Rob Grubb at the number above if you did not receive OneAscent Financial Services, LLC Brochure or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.**

**Additional information about Nelson Negron Jr. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2: Educational Background and Business Experience**

**Nelson Negron Jr.**  
**Born: 1978**

**EDUCATION:**

San Jacinto College  
01/19/1997 – 09/19/1999

**BUSINESS EXPERIENCE:**

OneAscent Financial Services, LLC	Investment Advisor Representative	2022-Present
LPL Financial, LLC	Financial Advisor	2019-2022
Morgan Stanley Private Bank	Financial Advisor	2015-2019
Morgan Stanley	Financial Advisor	2015-2019
Bank of America, N.A.	Financial Advisor	2011-2015
Merrill Lynch	Financial Advisor	2011-2015

**Item 3: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Negron.

**Item 4: Other Business Activities**

Certain professionals of OneAscent are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for OneAscent clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in their capacity as employees of OneAscent. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. These professionals, therefore, have incentive to recommend insurance products based on the compensation to be received, rather than on a client's needs. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage OneAscent or utilize these professionals to implement any insurance recommendations. OneAscent attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with OneAscent, or to determine not to purchase the insurance product at all. OneAscent also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics, their individual fiduciary duty to the clients of OneAscent, which requires that employees put the interest of clients ahead of their own.

To permit OneAscent Financial Services clients to have access to as many investment solutions as possible, certain professionals of OneAscent are registered representatives of Purshe Kaplan Sterling Investments (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. However, PKS is not affiliated with OneAscent or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those he recommends to clients. Commissions charged for these products will not offset management fees owed to OneAscent.

Receipt of commissions for investment products that are recommended to clients gives rise to conflicts of interest for the representative, in that the individual who will receive the commissions is also the individual that is recommending that the client purchase a given product. This conflict is disclosed to clients verbally and in this brochure. Clients are advised that they may choose to implement any investment recommendation through another broker-dealer that is not affiliated with OneAscent. OneAscent attempts to mitigate this conflict by requiring that all investment recommendations have a sound basis for the recommendation, and by requiring employees to acknowledge their fiduciary responsibility toward each client.

Mr. Negron currently serves in a volunteer role at Foundations Christian Academy. This role is not investment related and not compensated.

**Item 5: Additional Compensation**

Please see response to Item 4 above.

**Item 6: Supervision**

Harry Pearson, an owner of OneAscent, is responsible for all supervision and formulation and monitoring of investment advice offered to clients both his and IAR’s under his supervision. Additional monitoring is done by the Firm’s CCO, Ashleigh Swayze to verify policies and procedures are being followed. All of these persons may be reached at (205) 313-9142.