

SECURITIES AND EXCHANGE COMMISSION

Release No. IA-5696

NOTICE OF INTENTION TO CANCEL REGISTRATION PURSUANT TO SECTION 203(h)
OF THE INVESTMENT ADVISERS ACT OF 1940

March 9, 2021

Notice is given that the Securities and Exchange Commission (the “Commission”) intends to issue an order, pursuant to section 203(h) of the Investment Advisers Act of 1940 (the “Act”), cancelling the registration of BWM Advisory LLC [File No. 801-108290], hereinafter referred to as the “registrant.”

Section 203(h) of the Act provides, in pertinent part, that if the Commission finds that any person registered under section 203 of the Act, or who has pending an application for registration filed under that section, is no longer in existence, is not engaged in business as an investment adviser, or is prohibited from registering as an investment adviser under section 203A of the Act, the Commission shall by order, cancel the registration of such person.

The registrant indicated on its Form ADV that it is no longer eligible to remain registered with the Commission but has not filed a Form ADV-W to withdraw from Commission registration. As a result, it appears that the registrant is prohibited from registering as an investment adviser under section 203A of the Act. Accordingly, the Commission believes that reasonable grounds exist for finding that the registrant is not eligible to be registered with the Commission as an investment adviser and that the registration should be cancelled pursuant to section 203(h) of the Act.

Notice also is given that any interested person may, by April 3, 2021, at 5:30 P.M., submit to the Commission in writing a request for a hearing on the cancellation, accompanied by a statement as to the nature of his or her interest, the reason for such request, and the issues, if any, of fact or law proposed to be controverted, and he or she may request that he or she be notified if the Commission should order a hearing thereon. Any such communication should be e-mailed to the Commission's Secretary at Secretarys-Office@sec.gov.

At any time after April 3, 2021, the Commission may issue an order cancelling the registration, upon the basis of the information stated above, unless an order for a hearing on the cancellation shall be issued upon request or upon the Commission's own motion. Persons who requested a hearing, or who requested to be advised as to whether a hearing is ordered, will receive any notices and orders issued in this matter, including the date of the hearing (if ordered) and any postponements thereof. Any adviser whose registration is cancelled under delegated authority may

appeal that decision directly to the Commission in accordance with rules 430 and 431 of the Commission's rules of practice (17 CFR 201.430 and 431).

ADDRESS: The Commission: Secretarys-Office@sec.gov.

FOR FURTHER INFORMATION CONTACT: Alexis Palascak, Senior Counsel at 202-551-6999;
SEC, Division of Investment Management, Investment Adviser Regulation Office, 100 F Street,
NE, Washington, DC 20549-8549.

For the Commission, by the Division of Investment Management, pursuant to delegated authority.¹

J. Matthew DeLesDernier
Assistant Secretary

¹ 17 CFR 200.30-5(e)(2).