

**Part 2B of Form ADV: *Brochure Supplements***

**Bruderman Asset Management, LLC**

**Doing Business as**

**Gary Goldberg Financial Services**

Main Office: 75 Montebello Road  
Suffern, NY 10901

Telephone: (845) 875-6500

Fax: (845) 357-4741

Email: [tcattani@mjbc.com](mailto:tcattani@mjbc.com)

09/22/2016

This brochure supplement provides information about the attached investment Adviser personnel associated with Bruderman Asset Management, LLC and supplements the Bruderman Asset Management, LLC Firm Disclosure Brochure and Appendix 1. You should have received a copy of those brochures. Please contact Thomas Cattani, CCO, if you did not receive the Bruderman Asset Management, LLC's Firm Disclosure Brochure and Appendix 1 or if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.

## **Item 2 Experience**

**Full Legal Name:** Matthew John Bruderman **Born:** 1972

**Office Location:** 64 Birch Hill Road  
Locust Valley, New York 11560  
Business Phone: (212) 244-1460 Fax: (516) 801-2475  
Matt@MJBC.com

### **Education:**

- Raritan Valley Community College, Raritan Valley, NJ; 1992
- Rutgers University, Camden, NJ; 1993-1994

### **Business Experience:**

- Bruderman Asset Management, LLC.; Chairman and Founder; 11/2014 to the present
- Bruderman Brothers, LLC, Chairman and Founder; 01/2015 to present
- Bruderman Brothers, Inc., Chairman and Founder; 12/1994 to 01/2015

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted.

The following are disciplinary events relating to our firm and/or our management personnel:

There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

Matthew Bruderman is the sole member and 100% Founder of Bruderman & Company, LLC. Bruderman & Company, LLC is the sole Founder of BAM. BAM is the sole member and 100% Founder of Bruderman Brothers, LLC, a FINRA member broker-dealer.

As noted above, Mr. Bruderman as Chairman and Founder of Bruderman Brothers, LLC is also a registered representative of the affiliated FINRA Member broker/dealer. Matthew Bruderman, in this separate capacity, can effect securities transactions for which he and his firm may receive separate, yet customary compensation. Mr. Bruderman, as the sole controlling party of Bruderman Brothers, LLC receives compensation from the issuers of all of the variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions, and may include payments for both administrative services that Bruderman Brothers, LLC provides, and payments made in connection with programs

that support its marketing and sales-force education and training efforts (referred to here as "Sponsorship Programs").

Mr. Bruderman is a member of Montebello Partners, LLC, ("MPLLC") a Delaware Limited Liability Company and an affiliated Investment Advisory Firm registered with the Securities and Exchange Commission. MPLLC manages a mutual fund called the GMG Defensive Beta Fund, which will be used in most or all of BAM programs. Clients will pay, and MPLLC and this individual will receive, a separate management fee from GMG Defensive Beta Fund.

Mr. Bruderman also has a substantial Foundership interest in Highwood Capital Partners, LP ("HCP"), a hedge fund of funds. Clients should be aware that an affiliated company, Highwood Capital Advisors, LLC ("HCA") is owned by BAM serves as the investment manager of HCP. Fund Clients will pay, and BAM will receive separate fees from HCP and HCA. Please refer to item 10 of the ADV Part 2A Firm Disclosure Brochure for additional information regarding these payments.

Clients should be aware that when any affiliated person of Bruderman Asset Management, LLC receives additional compensation this creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations. While Mr. Bruderman endeavors at all times to put the interest of the clients first, clients should be aware that Mr. Bruderman's recommendations are conflicted with the financial compensation he may receive for such recommendations and sales. Our firm endeavors to mitigate these conflicts by disclosing them to our clients.

## **Item 5 Additional Compensation**

Mr. Bruderman is also a registered representative with Bruderman Brothers, LLC, he is eligible to receive incentive awards (including prizes such as trips or bonuses) for recommending certain types of securities or other investment products that we recommend.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Matthew Bruderman

**Title:** Chairman and Founder

**Phone Number:** (212) 244-1460

As Chairman and Founder of Bruderman Asset Management, LLC, Mr. Bruderman is responsible for all supervision and monitoring of investment advice offered to clients

from the Locust Valley, New York office. Mr. Bruderman reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **SUFFERN, NY**

### **Item 2 Experience**

**Full Legal Name:** Gary M. Goldberg                      **Born:** 1940  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2900 Fax: (845) 357-4741

#### **Education:**

- Bachelor of Arts, Liberal Arts, Bard College
- Attended Brooklyn Law School

#### **Business Experience:**

- Bruderman Asset Management, LLC; Executive Vice President, Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Executive Vice President, Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; CEO/Chairman/Founder/Registered Representative – MM/1972 to 01/2015
- Gary Goldberg Planning Services; CEO/Chairman/Investment Adviser Representative – 06/1973 to 02/2015

### **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

### **Item 4 Other Business Activities**

As noted above, Mr. Goldberg is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Goldberg, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Goldberg may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Goldberg is a member of Montebello Partners, LLC, (“MPLLC”) a Delaware Limited Liability Company and an affiliated Investment Advisory Firm registered with the Securities and Exchange Commission. MPLLC manages a mutual fund called the GMG Defensive Beta Fund, which will be used in most or all of BAM programs. Clients will

pay, and MPLLC and this individual will receive a separate management fee from GMG Defensive Beta Fund.

Mr. Goldberg may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Goldberg pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Goldberg may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.



BAM and its associates have a conflict of interest when recommending securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

There is no additional compensation to report on this professional.

## **Item 6 Supervision**

**Supervisor:** Matthew Bruderman

**Title:** Chairman and Founder

**Phone Number:** (212) 244-1460

As Chairman and Founder of Bruderman Asset Management, LLC, Mr. Bruderman is responsible for all supervision and monitoring of investment advice offered to clients by the CEO of the investment advisor. Mr. Bruderman reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## Item 2 Experience

**Full Legal Name:** William J. Krivicich, CFA<sup>®</sup>                      **Born:** 1968

**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2902 Fax: (845) 357-4741

### Education:

- BS in Finance from SUNY New Paltz

### Business Experience:

- Bruderman Asset Management, LLC; Vice President/Chief Investment Officer/Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Vice President/Registered Representative – 06/2007 to 01/2015
- Gary Goldberg Planning Services; Vice President/Chief Investment Officer/Investment Adviser Representative – 06/2007 to 02/2015
- Gary Goldberg & Co. Inc.; Senior Investment Officer /Registered Representative – 04/1997 to 06/2007
- Gary Goldberg Planning Services; Senior Investment Officer /Investment Adviser Representative – 04/1997 to 06/2007

### \* Chartered Financial Analyst (CFA<sup>®</sup>)

This designation is offered by the CFA Institute (formerly the Association for Investment Management and Research [AIMR]). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

## Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## Item 4 Other Business Activities

As noted above, Mr. Krivicich is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Krivicich, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Krivicich may also receive compensation from the issuers

of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Krivicich is a member of Montebello Partners, LLC, ("MPLLC") a Delaware Limited Liability Company and an affiliated Investment Advisory Firm registered with the Securities and Exchange Commission. MPLLC manages a mutual fund called the GMG Defensive Beta Fund, which will be used in most or all of BAM programs. Clients will pay, and MPLLC and this individual will receive, a separate management fee from GMG Defensive Beta Fund.

Mr. Krivicich may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Krivicich pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Krivicich may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## Item 2 Experience

**Full Legal Name:** Peter J.D. Dedel                      **Born:** 1948  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2904 Fax: (845) 368-0822

### Education:

- Bachelor degree from Lehigh University
- Attended Wesleyan University
- MA and MPhil degrees from Columbia University

### Business Experience:

- Bruderman Asset Management, LLC; Vice President/Portfolio Manager/Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; ROSFP/Registered Representative – 01/2015 to present
- Bruderman Brothers, LLC; Part Time FinOp –04/2014 to present
- Gary Goldberg & Co.; Vice President/Head Trader – 04/1982 to 02/2015
- Gary Goldberg Planning Services; Vice President/Portfolio Manager/ROSFP – 04/1982 to 02/2015

## Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## Item 4 Other Business Activities

As noted above, Mr. Dedel is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Dedel, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Dedel may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Dedel may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Dedel pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are

always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Dedel may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## Item 2 Experience

**Full Legal Name:** Richard T. Kersting                      **Born:** 1965  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2903 Fax: (845) 357-4741

### Education:

- BS in Finance and Economics from SUNY Albany

### Business Experience:

- Bruderman Asset Management, LLC; Senior Vice President/ Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Senior Vice President/Registered Representative – 01/2005 to 01/2015
- Gary Goldberg Planning Services; Senior Vice President/Investment Advisor Representative – 01/2005 to 02/2015
- Active Registered Representative and Investment Advisor Representative since 07/1989

## Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## Item 4 Other Business Activities

As noted above, Mr. Kersting is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Kersting, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Kersting may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Kersting is a member of Montebello Partners, LLC, (“MPLLC”) a Delaware Limited Liability Company and an affiliated Investment Advisory Firm registered with the Securities and Exchange Commission. MPLLC manages a mutual fund called the GMG Defensive Beta Fund, which will be used in most or all of BAM programs. Clients will pay, and MPLLC and this individual will receive, a separate management fee from GMG Defensive Beta Fund.

Mr. Kersting may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Kersting pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Kersting may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## Item 2 Experience

**Full Legal Name:** Amit Chopra, CFP® **Born:** 1985  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2906 Fax: (845) 357-4741

### Education:

- Attended SUNY Plattsburgh

### Business Experience:

- Bruderman Asset Management, LLC; Senior Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Registered Representative – 05/2006 to 01/2015
- Gary Goldberg Planning Services; Senior Investment Consultant /Investment Adviser Representative – 05/2006 to 02/2015

### Certified Financial Planner® (CFP®)

The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

## Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## Item 4 Other Business Activities

As noted above, Mr. Chopra is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Chopra, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Chopra may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Chopra may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Chopra pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Chopra may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845)368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.



always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Collins may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **Item 2 Experience**

**Full Legal Name:** Thomas I. Cortese                      **Born:** 1947  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 875-6535 Fax: (845) 357-4741

### **Education:**

- BS in Business Administration from Bethel College
- MBA from Fairleigh Dickinson University

### **Business Experience:**

- Bruderman Asset Management, LLC; Senior Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Registered Representative – 03/2003 to 01/2015
- Gary Goldberg Planning Services; Senior Investment Consultant /Investment Adviser Representative – 03/2003 to 02/2015

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

As noted above, Mr. Cortese is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Cortese, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Cortese may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Cortese may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Cortese pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Cortese may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **Item 2 Experience**

**Full Legal Name:** Bryan Covert

**Born:** 1977

**Office Location:** 75 Montebello Road  
Suffern, NY 10901

Telephone: (845) 875-6514 Fax: (845) 357-4741

### **Education:**

- B.A. in Economics from Binghamton University in 2001.

### **Business Experience:**

- Bruderman Asset Management, LLC; Associate Investment Consultant /Investment Adviser Representative – 12/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 12/2015 to present
- Pruco Securities, LLC; Registered Representative – 08/2012 to 12/2015
- Prudential Insurance; Financial Professional – 08/2012 to 12/2015
- Doherty Enterprises Inc.; Restaurant Manager – 02/2006 to 11/2012

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

As noted above, Mr. Covert is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Covert, in this separate capacity, can effect limited securities transactions for which he may receive separate, yet customary compensation. Mr. Covert may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Covert may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Covert pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Covert may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **Item 2 Experience**

**Full Legal Name:** Christopher R. Hanly

**Born:** 1985

**Office Location:** 75 Montebello Road  
Suffern, NY 10901

Telephone: (845) 368-2907 Fax: (845) 357-4741

### **Education:**

- Attended Fordham University
- BA in Business Administration from the Frank G. Zarb School of Business at Hofstra University

### **Business Experience:**

- Bruderman Asset Management, LLC; Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Registered Representative – 02/2010 to 01/2015
- Gary Goldberg Planning Services; Investment Consultant /Investment Adviser Representative – 02/2010 to 02/2015

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

As noted above, Mr. Hanly is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Hanly, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Hanly may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Hanly may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Hanly pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Hanly may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **Item 2 Experience**

**Full Legal Name:** James V. Loehle                      **Born:** 1957  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (203) 456-8732 Fax: (845) 357-4741

### **Education:**

- Attended Adelphi University Business Administration
- AA in Criminal Justice from Nassau Community College

### **Business Experience:**

- Bruderman Asset Management, LLC; Vice President/Senior Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Registered Representative – 01/2007 to 01/2015
- Gary Goldberg Planning Services; Vice President/Senior Investment Consultant /Investment Adviser Representative – 01/2007 to 02/2015
- Active Registered Representative and Investment Advisor Representative since 04/1987

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

As noted above, Mr. Loehle is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Loehle, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Loehle may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Loehle may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Loehle pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Loehle may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.



## **Item 5 Additional Compensation**

Mr. Miller may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## Item 2 Experience

**Full Legal Name:** Tyler J. Palumbo CFP® **Born:** 1985  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2908 Fax: (845) 357-4741

### Education:

- B.S.B.A. degree from Bucknell University,  
Business Management Major/Economics Minor

### Business Experience:

- Bruderman Asset Management, LLC; Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Registered Representative – 09/2010 to 01/2015
- Gary Goldberg Planning Services; Investment Consultant /Investment Adviser Representative – 09/2010 to 02/2015
- Unemployed 02/2010 to 08/2010

### Certified Financial Planner® (CFP®)

The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

## Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## Item 4 Other Business Activities

As noted above, Mr. Palumbo is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Mr. Palumbo, in this separate capacity, can effect securities transactions for which he may receive separate, yet customary compensation. Mr. Palumbo may also receive compensation from the issuers of variable annuities that are available to brokerage customers. The compensation may include up-front commissions and trailing commissions.

Mr. Palumbo may also offer insurance products in his separate capacity as an insurance agent. Insurance products sold through Mr. Palumbo pay a commission to the firm and the representative.

BAM and its associates have a conflict of interest when recommending insurance and securities products for which they will receive additional compensation. Clients are always free to decline securities and insurance recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Mr. Palumbo may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## Item 2 Experience

**Full Legal Name:** William R. Stine                      **Born:** 1923  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 368-2905 Fax: (845) 357-4741

### Education:

- BS in Architectural Engineering from Ohio University
- Attended University of Virginia Executive Management Program

### Business Experience:

- Bruderman Asset Management, LLC; President, Senior Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Gary Goldberg Planning Services; President, Senior Investment Consultant /Investment Adviser Representative – 10/1988 to 02/2015

## Item 3 Disciplinary Information

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## Item 4 Other Business Activities

There are no other business activities for this individual.

## Item 5 Additional Compensation

There are no additional compensation arrangements for this individual.

## Item 6 Supervision

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **Item 2 Experience**

**Full Legal Name:** Stephanie Shen Torosian                      **Born:** 1984

**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (646) 854-2281 Fax: (845) 357-4741

### **Education:**

- BA in International Studies and East Asian Studies from Johns Hopkins University in 2006
- Minor in Entrepreneurship and Management

### **Business Experience:**

- Bruderman Asset Management, LLC; Financial Advisor - 07/2015 to present
- Bruderman Brothers, LLC; Financial Advisor –07/2015 to present
- Sanford C. Bernstein & Co, LLC; Financial Advisor – 12/2006 to 06/2015
- Hennion & Walsh, Inc.; Broker Trainee – 06/2006 to 11/2006
- Johns Hopkins University; Full Time Student – 09/2002 to 05/2006

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

As noted above, Ms. Torosian is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Ms. Torosian, in this separate capacity, can effect securities transactions for which she may receive separate, yet customary compensation.

BAM and its associates have a conflict of interest when recommending securities products for which they will receive additional compensation. Clients are always free to decline securities recommendations, or may choose to implement those recommendations through channels unaffiliated with BAM.

## **Item 5 Additional Compensation**

Ms. Torosian may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.

## **Item 2 Experience**

**Full Legal Name:** Bette-Ellen Weiss                      **Born:** 1961  
**Office Location:** 75 Montebello Road  
Suffern, NY 10901  
Telephone: (845) 875-6505   Fax: (845) 357-4741

### **Education:**

- BA in Metropolitan Studies, Ramapo College of New Jersey in 1983

### **Business Experience:**

- Bruderman Asset Management, LLC; Associate Investment Consultant /Investment Adviser Representative – 02/2015 to present
- Bruderman Brothers, LLC; Registered Representative – 01/2015 to present
- Gary Goldberg & Co. Inc.; Registered Representative – 08/2010 to 01/2015
- Gary Goldberg Planning Services; Associate Investment Consultant /Investment Adviser Representative – 08/2010 to 02/2015
- Wells Fargo; Branch Manager, Investment Consultant – 11/2007 to 08/2010
- Wachovia Bank, N.A. Financial Center Manager – 06/2005 to 11/2007

## **Item 3 Disciplinary Information**

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted. There are no other reportable disciplinary history events.

## **Item 4 Other Business Activities**

As noted above, Ms. Sewell is also a registered representative of the affiliated FINRA Member broker/dealer, Bruderman Brothers, LLC. Ms. Sewell, in this separate capacity, can effect securities transactions for which she may receive separate, yet customary compensation. The compensation may include up-front commissions and trailing commissions.

## **Item 5 Additional Compensation**

Ms. Sewell may be eligible for inclusion in company sponsored sales contests for achieving increases in new clients and assets under management.

While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

## **Item 6 Supervision**

**Supervisor:** Oliver Pursche

**Title:** CEO

**Phone Number:** (845) 368-2901

As CEO of Bruderman Asset Management, LLC, Mr. Pursche is responsible for all supervision and monitoring of investment advice offered to clients. Mr. Pursche reviews and oversees all material investment policy changes and conducts periodic testing to ensure that client objectives and mandates are met.