

Item 1 Cover Page

SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

Manuel Menendez



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This brochure supplement provides information about Manuel Menendez and supplements the CPR Financial & Insurance Services, Inc.'s brochure. You should have received a copy of that brochure. Please contact Manuel Menendez if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Manuel Menendez (CRD#1992107) is available on the SEC's website at www.adviserinfo.sec.gov.

MARCH 31, 2023

Brochure Supplement (Part 2B of Form ADV)

Additional Investment Advisor Representative - Manuel Menendez ("Manny")

- Year of birth: 1961
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Item 2 Educational Background and Business Experience

Educational Background:

- Florida International University; Attended 1982-1985
- Miami Dade College; Associates in Arts Degree; 1981

Business Experience:

- Investment Advisor Representative; CPR Financial & Insurance Services, Inc. (11/2015 - Present)
 - Independent Insurance Agent; (10/2015 - Present)
 - Insurance Agent; HBW Insurance & Financial Services, Inc. (02/2010 - 11/2015)
 - Investment Advisor Representative; HBW Advisory Services LLC (10/2010 - 11/2015)
 - Registered Representative; HBW Securities LLC (07/2010 - 12/2012)
 - Registered Representative; PFS Investments Inc. (12/1989 - 03/2010)
 - Regional Vice President; Primerica Financial Services (08/1988 - 03/2010)
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Item 3 Disciplinary Information

None to report.

Item 4 Other Business Activities

Mr. Menendez has financial industry affiliated business activities as an insurance agent. He is licensed to sell, for sales commissions, insurance products. Greater than 75% of his time is spent in these activities. From time to time he offers clients advice or products from these affiliations.

These practices represent conflicts of interest because it gives Mr. Menendez an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the right to purchase these products through another insurance agent of their choosing.

Item 5 Additional Compensation

Mr. Menendez receives commission from the sale of insurance products, but he does not receive any performance based fees.

Manny Menendez may receive certain benefits from Gradient Investments, LLC (and/or its affiliated companies) based on achieving certain production thresholds. These thresholds are not based on the sale of any specific product or specific product type. These incentives include marketing assistance, access to technology, office support, and business trainings and trips. While some of these benefit the client, such as technology and training, some do not. This creates a conflict of interest because it gives an incentive to the representative to meet this threshold. This conflict is mitigated by disclosures, procedures and the firm's fiduciary obligation to place the best interest of the Client first. Clients are not required to use Gradient Investments, LLC or any of its affiliated companies.

Item 6 Supervision

Manny Menendez is supervised by Charles P. Rosen, Owner/Chief Compliance Officer of CPR Financial & Insurance Services, Inc. Mr. Rosen reviews Mr. Menendez's work through client account reviews, quarterly personal transaction reports as well as face-to-face and phone interactions. Charles P. Rosen can be contacted by phone at 877-431-6997 or by email at chuck@cprfinancial.net.

Item 7 Requirements for State-Registered Advisors

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: None to report.

Bankruptcy Petition: There are no bankruptcy petitions to report in the last 10 years.