

# **Compass Private Wealth Group, LLC**

# Form ADV Part 2A – Disclosure Brochure

Effective: March 17, 2023

This Form ADV Part 2A ("Disclosure Brochure") provides information about the qualifications and business practices of Compass Private Wealth Group, LLC ("CPW" or the "Advisor"). If you have any questions about the content of this Disclosure Brochure, please contact the Advisor at (908) 615-2249.

CPW is a registered investment advisor located in the State of New Jersey. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about CPW to assist you in determining whether to retain the Advisor.

Additional information about CPW and its Advisory Persons is available on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with the Advisor's firm name or CRD# 316785.

Compass Private Wealth Group, LLC 51 JFK Parkway, 1<sup>st</sup> FL W, Suite 107, Short Hills, NJ 07078 Phone: (908) 615-2249 | Fax: (973) 576-5240

www.compasspw.com

# Item 2 - Material Changes

Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about the Advisory Persons of CPW. For convenience, the Advisor has combined these documents into a single disclosure document.

CPW believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide you with complete and accurate information at all times. CPW encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

#### **Material Changes**

The following material change has been made to this Disclosure Brochure since the last filing and distribution to Clients:

 The Advisor compensates affiliated and unaffiliated parties for Client referrals. Please see Item 14 for more information.

### **Future Changes**

From time to time, the Advisor may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations, or routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to you annually and if a material change occurs.

At any time, you may view the current Disclosure Brochure online at the SEC's Investment Adviser Public Disclosure website at <a href="www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with the Advisor's firm name or CRD# 316785. You may also request a copy of this Disclosure Brochure at any time by contacting the Advisor at (908) 615-2249.

# Item 3 – Table of Contents

Have 4. Cover Base	4
Item 1 – Cover Page	
Item 2 – Material Changes	
Item 3 – Table of Contents	
Item 4 – Advisory Services	
A. Firm Information	
B. Advisory Services Offered	
C. Client Account Management	
D. Wrap Fee Programs	
E. Assets Under Management	
Item 5 – Fees and Compensation	
A. Fees for Advisory Services	
B. Fee Billing	
C. Other Fees and Expenses	
D. Advance Payment of Fees and Termination  E. Compensation for Sales of Securities	o
·	
Item 6 – Performance-Based Fees and Side-By-Side Management	
Item 7 – Types of Clients	
Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss	
A. Methods of Analysis	
B. Risk of Loss	
Item 9 – Disciplinary Information	
Item 10 – Other Financial Industry Activities and Affiliations	11
Item 11 - Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading	12
A. Code of Ethics	
B. Personal Trading with Material Interest	
C. Personal Trading in Same Securities as Clients	
D. Personal Trading at Same Time as Client	
Item 12 – Brokerage Practices	
A. Recommendation of Custodian[s]	12
B. Aggregating and Allocating Trades	
Item 13 – Review of Accounts	
A. Frequency of Reviews	
B. Causes for Reviews	
C. Review Reports	
Item 14 - Client Referrals and Other Compensation	
A. Compensation Received by CPW	
B. Compensation for Client Referrals	
Item 15 – Custody	15
Item 16 – Investment Discretion	15
Item 17 - Voting Client Securities	15
Item 18 – Financial Information	
Item 19 – Requirements for State Registered Advisors	
A. Educational Background and Business Experience of Principal Officers	
B. Other Business Activities of Principal Officers	
C. Performance Fee Calculations	
D. Disciplinary Information	
E. Material Relationships with Issuers of Securities	16
Form ADV Part 2B – Brochure Supplement: Ruiz, Manuel	
Form ADV Part 2B – Brochure Supplement: Ciccone, William	
Form ADV Part 2B – Brochure Supplement: Cimino, Travis	
Privacy Policy	
1 117 WY 1 YNY 1 1111111111111111111111111111	<b>~</b> V

### Item 4 – Advisory Services

#### A. Firm Information

Compass Private Wealth Group, LLC ("CPW" or the "Advisor") is a registered investment advisor located in the State of New Jersey. The Advisor is organized as a Limited Liability Company ("LLC") under the laws of New Jersey. CPW was founded in November 2021. CPW is owned and operated by Manuel Ruiz (Managing Partner) and William B. Ciccone, CPWA® (Managing Partner).

This Disclosure Brochure provides information regarding the qualifications, business practices, and advisory services provided by CPW. For information regarding this Disclosure Brochure, please contact Travis M. Cimino (Chief Compliance Officer) at (908) 615-2249.

### **B. Advisory Services Offered**

CPW offers advisory services to individuals, high-net-worth individuals, families, trusts, estates, businesses, and retirement plans (each referred to as a "Client").

The Advisor serves as a fiduciary to Clients, as defined under the applicable laws and regulations. As a fiduciary, the Advisor upholds a duty of loyalty, fairness, and good faith toward each Client and seeks to mitigate conflicts of interest. CPW's fiduciary commitment is further described in the Advisor's Code of Ethics. For more information regarding the Code of Ethics, please see Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.

#### Wealth Management Services

CPW provides Clients with wealth management services, which generally include discretionary management of investment portfolios in connection with a broad range of comprehensive financial planning and consulting services. These services are described below.

Investment Management Services – CPW provides customized wealth management solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary wealth management and related advisory services. CPW works closely with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to design a portfolio strategy. CPW will then construct an investment portfolio consisting of exchange-traded funds ("ETFs"), stocks, and/or mutual funds to achieve the Client's investment goals. The Advisor may also utilize individual bonds and/or other types of investments, as appropriate, to meet the needs of the Client. The Advisor may retain certain legacy investments based on portfolio fit and/or tax considerations.

CPW will select, recommend and/or retain mutual funds on a fund-by-fund basis and seeks to use non-retail or institutional shares classes when possible. Additionally, CPW aims to select and recommend mutual funds that do not have trading costs when possible. Due to specific custodial or mutual fund company constraints, material tax considerations, and/or systematic investment plans, CPW may select, recommend, and/or retain mutual fund share classes that have a higher internal expense ratio than an equivalent share class. CPW will seek to select the lowest cost share class available that is in the best interest of each Client, weighing the expected investment pattern, expense ratios, and potential ticket charges, and will ensure the selection aligns with the Client's financial objectives and stated investment guidelines.

CPW's investment approach is primarily long-term focused, but the Advisor may buy, sell, or re-allocate positions that have been held for less than one year to meet the objectives of the Client or due to market conditions. CPW will construct, implement, and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by the Advisor.

CPW evaluates and selects investments for inclusion in Client portfolios only after applying its internal due diligence process. CPW may recommend, on occasion, redistributing investment allocations to diversify the portfolio. CPW may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against the market movement. CPW may recommend selling positions for reasons that include but are not limited to harvesting capital gains or losses, business or

sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of the Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

Use of Independent Managers – CPW may recommend that Clients utilize one or more unaffiliated investment managers or investment platforms (collectively "Independent Managers") for all or a portion of a Client's investment portfolio, based on the Client's needs and objectives. In certain instances, the Client may be required to authorize and enter into a wealth management agreement with the Independent Manager[s] that defines the terms in which the Independent Manager[s] will provide its services. The Advisor will perform initial and ongoing oversight and due diligence over each Independent Manager to ensure the strategy remains aligned with the Client's investment objectives and overall best interests. The Advisor will also assist the Client in the development of the initial policy recommendations and managing the ongoing Client relationship. Prior to entering into an agreement with an Independent Manager, the Client will be provided with the Independent Manager's Form ADV Part 2A - Disclosure Brochure (or a brochure that makes the appropriate disclosures).

At no time will CPW accept or maintain custody of a Client's funds or securities, except for the limited authority as outlined in Item 15 – Custody. All Client assets will be managed within the designated account[s] at the Custodian, pursuant to the terms of the advisory agreement. Please see Item 12 – Brokerage Practices.

Retirement Accounts – When the Advisor provides investment advice to Clients regarding ERISA retirement accounts or individual retirement accounts ("IRAs"), the Advisor is a fiduciary within the meaning of Title I of the Employee Retirement Income Security Act ("ERISA") and/or the Internal Revenue Code ("IRC"), as applicable, which are laws governing retirement accounts. When deemed to be in the Client's best interest, the Advisor will provide investment advice to the Client regarding a distribution from an ERISA retirement account or to roll over the assets to an IRA, or recommend a similar transaction, including rollovers from one ERISA-sponsored Plan to another, one IRA to another IRA, or from one type of account to another account (e.g., commission-based account to fee-based account). Such a recommendation creates a conflict of interest if the Advisor earns a new (or increases its current) advisory fee as a result of the transaction. No client is under any obligation to roll over a retirement account to an account managed by the Advisor.

Financial Planning Services – CPW will typically provide a variety of financial planning and consulting services to Clients included with its wealth management services or pursuant to a written financial planning agreement. Services are offered in several areas of a Client's financial situation, depending on their goals and objectives. Generally, such financial planning services involve preparing a formal financial plan or rendering a specific financial consultation based on the Client's financial goals and objectives. This planning or consulting may encompass one or more areas of need, including but not limited to investment planning, retirement planning, personal savings, education savings, insurance needs, and other areas of a Client's financial situation.

A financial plan developed for, or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings, and establish education savings and/or charitable giving programs. CPW may also refer Clients to an accountant, attorney, or other specialists as appropriate for their unique situation. For certain financial planning engagements, the Advisor will provide a written summary of the Client's financial situation, observations, and recommendations. For project-based or ad-hoc engagements, the Advisor may not provide a written summary. Project-based financial plans or consultations are typically completed within six (6) months of the contract date, assuming all information and documents requested are provided promptly.

Financial planning and consulting recommendations pose a conflict between the interests of the Advisor and the interests of the Client. For example, the Advisor has an incentive to recommend that Clients engage the Advisor for wealth management services or to increase the level of investment assets with the Advisor, as it would increase the amount of advisory fees paid to the Advisor. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to implement the transaction through the Advisor.

Page 5

### Retirement Plan Advisory Services

CPW provides non-discretionary retirement plan advisory services on behalf of the retirement plans (each a "Plan") and the company (the "Plan Sponsor"). The Advisor's retirement plan advisory services are designed to assist the Plan Sponsor in meeting its fiduciary obligations to the Plan and its Plan Participants. Each engagement is customized to the needs of the Plan and Plan Sponsor. Services generally include:

- Vendor Analysis
- Plan Participant Enrollment and Education Tracking
- Investment Policy Statement ("IPS") Design and Monitoring
- Investment monitoring and oversight
- Performance Reporting
- Ongoing Investment Recommendations and Assistance
- ERISA 404(c) Assistance

These services are provided by CPW serving in the capacity of a fiduciary under the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). In accordance with ERISA Section 408(b)(2), the Plan Sponsor is provided with a written description of CPW's fiduciary status, the specific services to be rendered, and all direct and indirect compensation the Advisor reasonably expects under the engagement.

## **C. Client Account Management**

Prior to engaging CPW to provide advisory services, each Client is required to enter into one or more written agreements with the Advisor that defines the terms, conditions, authority, and responsibilities of the Advisor and the Client. These services may include:

- <u>Establishing an Investment Strategy</u> CPW, in connection with the Client, will develop a strategy that seeks to achieve the Client's goals and objectives.
- <u>Asset Allocation</u> CPW will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation, and tolerance for risk for each Client or unique client goal.
- <u>Portfolio Construction</u> CPW will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- <u>Wealth Management and Supervision</u> CPW will provide wealth management and ongoing oversight of the Client's investment portfolio.

### D. Wrap Fee Programs

CPW does not manage or place Client assets into a wrap fee program. Investment management services are provided directly by CPW.

### E. Assets Under Management

As of December 31, 2022, CPW manages \$65,556,969 in Client assets, all of which are managed on a discretionary basis. Clients may request more current information at any time by contacting the Advisor.

# Item 5 – Fees and Compensation

The following paragraphs detail the fee structure and compensation methodology for services provided by the Advisor. Each Client engaging the Advisor for services described herein shall be required to enter into one or more written agreements with the Advisor.

### A. Fees for Advisory Services

### Wealth Management Services

Wealth management fees are paid monthly at the end of each month, pursuant to the terms of the wealth management agreement. Wealth management fees are based on the market value of assets under management at the end of each month. Wealth management fees range from 0.50% to 2.00% annually on a tiered schedule or fixed annual rate. Fees are based on several factors, including the scope and complexity of the services to be provided,

the level of assets to be managed, and the overall relationship with the Advisor. Relationships with multiple objectives, specific reporting requirements, portfolio restrictions, and other complexities may be charged a higher fee.

The wealth management fee in the first month of service is prorated from the inception date of the account[s] to the end of the first month. Fees may be negotiable at the sole discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with the Advisor across all accounts unless otherwise agreed in writing. All securities held in accounts managed by CPW will be independently valued by the Custodian. CPW will conduct periodic reviews of the Custodian's valuations.

Clients may make additions to and withdrawals from their account[s] at any time, subject to the Advisor's right to terminate an account. Additions may be in cash or securities provided that CPW reserves the right to liquidate any transferred securities or decline to accept particular securities into a Client's account[s]. Clients may withdraw account assets on notice to CPW, subject to the usual and customary securities settlement procedures. However, CPW designs its portfolios as long-term investments, and the withdrawal of assets may impair the achievement of a Client's investment objectives. CPW may consult with its Clients about the options and ramifications of transferring securities. However, Clients are advised that when transferred securities are liquidated, they may be subject to transaction fees, fees assessed at the mutual fund level (i.e., contingent deferred sales charge), and/or tax ramifications.

The Advisor's fee is exclusive of and in addition to any applicable securities transaction and custody fees and other related costs and expenses described in Item 5.C. below, which may be incurred by the Client. However, the Advisor shall not receive any portion of these commissions, fees, and costs.

#### Use of Independent Managers

As noted in Item 4, the Advisor may implement all or a portion of a Client's investment portfolio utilizing one or more Independent Managers. To eliminate any conflict of interest, the Advisor does not earn any compensation from an Independent Manager. The Advisor will only earn its wealth management fee as described above. Independent Managers typically do not offer any fee discounts but may have a breakpoint schedule that will reduce the fee with an increased level of assets placed under management with an Independent Manager. The Advisor will allocate a portion of the advisory fee collected to the Independent Manager pursuant to the terms of the executed agreement between the Advisor and the Independent Manager. If the Client is required to authorize and enter into an agreement with an Independent Manager, the terms of such fee arrangements are included in the Independent Manager's disclosure brochure and applicable contract[s] with the Independent Manager.

### Financial Planning Services

CPW provides standalone financial planning services on an hourly basis or a fixed engagement fee. Financial planning fees are billed at an hourly rate of up to \$300 per hour. Fixed fees are based on the expected hours to complete the engagement at the hourly rate. Fees may be negotiable based on the nature and complexity of the services to be provided and the overall relationship with the Advisor. An estimate for total hours and/or costs will be determined and provided to Clients prior to engaging for these services.

#### Retirement Plan Advisory Services

Fees for retirement plan advisory services are charged an annual asset-based fee ranging from 0.25% to 1.00% based on the size of the Plan and the scope of services to be provided. Fees are typically billed in advance of each calendar quarter, pursuant to the terms of the retirement plan advisory agreement. Retirement plan fees are based on the market value of assets under management in the Plan at the end of the prior quarter. Fees may be negotiable depending on the size and complexity of the Plan.

# B. Fee Billing

# Wealth Management Services

Wealth management fees are calculated by the Advisor or its delegate and deducted from the Client's account[s] at the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client's account[s] following the end of each month. The amount due is calculated by applying the monthly rate (annual rate divided by 12) to the market value of assets under management as of the end of the month. Clients will be provided with a statement, generally monthly, from the Custodian reflecting the deduction of the wealth

www.compasspw.com

management fee. In addition, the Advisor will provide the Client with a report itemizing the fee, including the calculation period covered by the fee, the account value, and the methodology used to calculate the fee. Clients are urged to also review and compare the statement provided by the Advisor to the brokerage statement from the Custodian, as the Custodian does not perform a verification of fees. Clients provide written authorization permitting advisory fees to be deducted by CPW to be paid directly from their account[s] held by the Custodian as part of the wealth management agreement and separate account forms provided by the Custodian.

#### Use of Independent Managers

For Client accounts implemented through an Independent Manager, the Client's overall fees may include CPW's wealth management fee (as noted above) plus investment management and/or platform fees charged by the Independent Manager[s], as applicable. In certain instances, the Independent Manager or the Advisor may assume responsibility for calculating the Client's fees and deduct all fees from the Client's account[s]. In other instances, the Advisor and the Independent Manager will each assume the responsibility for calculating and deducting their respective fees from the Client's account[s].

#### Financial Planning Services

Financial planning fees may be invoiced up to fifty percent (50%) of the expected total fee upon execution of the financial planning agreement. The balance shall be invoiced upon completion of the agreed-upon deliverable[s].

### Retirement Plan Advisory Services

Retirement plan advisory fees may be directly invoiced to the Plan Sponsor or deducted from the assets of the Plan, depending on the terms of the retirement plan advisory agreement.

# C. Other Fees and Expenses

Clients may incur certain fees or charges imposed by third parties, other than CPW, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custody and securities execution fees charged by the Custodian, as applicable. The Advisor's recommended Custodian typically does not charge securities transaction fees for ETF and equity trades in a Client's account, provided that the account meets the terms and conditions of the Custodian's brokerage requirements. However, the Custodian typically charges for mutual funds and other types of investments. The fees charged by CPW are separate and distinct from these custody and execution fees.

As mentioned in Item 4.B. above, the Client may be invested into share classes of a mutual fund that have a higher expense ratio than a different share class, including but not limited to 12b-1 fees. This may result in Clients paying higher expense ratio[s]. As noted above, the Advisor will select share classes that do not have trading costs when possible. For a complete discussion of expenses related to each mutual fund, please read a copy of the prospectus issued by that particular fund.

In addition, all fees paid to CPW for wealth management services are separate and distinct from the expenses charged by mutual funds and ETFs to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage, and account reporting), and a possible distribution fee. A Client may be able to invest in these products directly, without the services of CPW but would not receive the services provided by CPW, which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by CPW to fully understand the total fees to be paid. Please refer to Item 12 – Brokerage Practices for additional information.

#### D. Advance Payment of Fees and Termination

### Wealth Management Services

CPW is compensated for its wealth management services at the end of the month after services are rendered. Either party may terminate the wealth management agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the wealth management agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination, and such fees will be due and payable by the Client. The Client's wealth management agreement with the Advisor is non-transferable without the Client's prior consent.

### Use of Independent Managers

In the event that the Advisor has determined that an Independent Manager is no longer in the Client's best interest, or a Client should wish to terminate their relationship with the Independent Manager, the terms for the termination will be set forth in the respective agreements between the Client or the Advisor and the Independent Manager. CPW will assist the Client with the termination and transition as appropriate.

#### Financial Planning Services

CPW may be partially compensated for its financial planning services upon the execution of the engagement agreement. Either party may terminate the financial planning agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the financial planning agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination, and such fees will be due and payable by the Client. Upon termination, the Client shall be billed for actual hours logged on the planning project times the contractual hourly rate, or in the case of a fixed fee engagement, the percentage of the engagement scope completed by the Advisor. Upon termination, the Advisor will refund any unearned, prepaid planning fees from the effective date of termination to the end of the month. The Client's financial planning agreement with the Advisor is non-transferable without the Client's prior consent.

#### Retirement Plan Advisory Services

CPW is compensated for its retirement plan advisory services at the beginning of the quarter before services are rendered. Either party may request to terminate a retirement plan advisory agreement, at any time, by providing advance written notice to the other party. The Client shall be responsible for advisory fees up to and including the effective date of termination. Upon termination, the Advisor will refund any unearned, prepaid advisory fees from the effective date of termination to the end of the quarter. The Client's retirement plan advisory agreement with the Advisor is non-transferable without the Client's prior consent.

### E. Compensation for Sales of Securities

CPW does not buy or sell securities to earn commissions and does not receive any compensation for securities transactions in any Client account other than the wealth management fees noted above.

### **Insurance Agency Affiliations**

Advisory Persons are also licensed as independent insurance professionals. As an independent insurance professional, an Advisory Person will earn commission-based compensation for selling insurance products, including insurance products they sell to Clients. Insurance commissions earned by Advisory Persons are separate and in addition to CPW's advisory fees described above. This practice presents a conflict of interest as the Advisory Person has an incentive to recommend insurance products to the Client for the purpose of generating commissions rather than solely based on the Client's needs. Clients are under no obligation, contractually or otherwise, to purchase insurance products through any Advisory Person affiliated with CPW.

### Item 6 – Performance-Based Fees and Side-By-Side Management

CPW does not charge performance-based fees for its wealth management services. The fees charged by CPW are as described in Item 5 above and <u>are not</u> based upon the capital appreciation of the funds or securities held by any Client. CPW does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

# Item 7 – Types of Clients

CPW offers advisory services to individuals, high-net-worth individuals, families, trusts, estates, businesses, and retirement plans. CPW generally does not impose a minimum relationship size.

# Item 8 - Methods of Analysis, Investment Strategies, and Risk of Loss

### A. Methods of Analysis

CPW employs fundamental and technical analysis methods in developing investment strategies for its Clients. Research and analysis from CPW are derived from numerous sources, including financial media companies, third-party research materials, professional data subscriptions, Internet sources, and reviews of company activities, including annual reports, prospectuses, press releases, and research prepared by others.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. This criteria generally consists of ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in Item 13 – Review of Accounts.

Technical analysis involves the analysis of past market data rather than specific company data in determining the recommendations made to clients. Technical analysis may involve the use of charts to identify market patterns and trends, which may be based on investor sentiment rather than the fundamentals of the company. The primary risk in using technical analysis is that spotting historical trends may not help to predict such trends in the future. Even if the trend will eventually reoccur, there is no guarantee that CPW will be able to predict such a reoccurrence accurately.

As noted above, CPW generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. CPW will typically hold all or a portion of a security for more than a year but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, CPW may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector, or asset class.

#### B. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. CPW will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

While the methods of analysis help the Advisor in evaluating a potential investment, they do not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in these methods of analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in Item 13 – Review of Accounts.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk, and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account[s]. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals, or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. Following are some of the risks associated with the Advisor's investment approach:

#### Market Risks

The value of a Client's holdings may fluctuate in response to events specific to companies or markets, as well as economic, political, or social events in the U.S. and abroad. This risk is linked to the performance of the overall financial markets.

### **ETF Risks**

The performance of ETFs is subject to market risk, including the possible loss of principal. The price of the ETFs will fluctuate with the price of the underlying securities that make up the funds. In addition, ETFs have a trading risk based on the loss of cost efficiency if the ETFs are traded actively and a liquidity risk if the ETFs have a large bid-ask spread and low trading volume. The price of an ETF fluctuates based upon the market movements and may dissociate from the index being tracked by the ETF or the price of the underlying investments. An ETF purchased or sold at one point in the day may have a different price than the same ETF purchased or sold a short time later.

### Bond ETF Risks

Bond ETFs are subject to specific risks, including the following: (1) interest rate risks, i.e., the risk that bond prices will fall if interest rates rise, and vice versa. The risks depend on two things, the bond's time to maturity and the coupon rate of the bond. (2) reinvestment risk, i.e., the risk that any profit gained must be reinvested at a lower rate than was previously being earned, (3) inflation risk, i.e., the risk that the cost of living and inflation increase at a rate that exceeds the income investment thereby decreasing the investor's rate of return, (4) credit default risk, i.e., the risk associated with purchasing a debt instrument which includes the possibility of the company defaulting on its repayment obligation, (5) rating downgrades, i.e., the risk associated with a rating agency's downgrade of the company's rating which impacts the investor's confidence in the company's ability to repay its debt and (6) Liquidity Risks, i.e., the risk that a bond may not be sold as quickly as there is no readily available market for the bond.

#### Mutual Fund Risks

The performance of mutual funds is subject to market risk, including the possible loss of principal. The price of the mutual funds will fluctuate with the value of the underlying securities that make up the funds. The price of a mutual fund is typically set daily; therefore, a mutual fund purchased at one point in the day will typically have the same price as a mutual fund purchased later that same day.

Past performance is not a guarantee of future returns. Investing in securities and other investments involves a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.

### Item 9 - Disciplinary Information

Securities laws require an advisor to disclose any instances where the Advisor or its Advisory Persons have been found liable in a legal, regulatory, civil, or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement, or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair, or unethical practices. There are no legal, regulatory, or disciplinary events requiring disclosure for CPW or its management persons.

CPW values the trust Clients place in the Advisor. The Advisor encourages Clients to perform the requisite due diligence on any advisor or service provider that the Client engages. The backgrounds of the Advisor and its Advisory Persons are available on the Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with the Advisor's firm name or CRD# 316785.

# Item 10 – Other Financial Industry Activities and Affiliations

Except as noted below, CPW does not maintain any affiliations with other firms other than contracted service providers to assist with the servicing of its Client's accounts.

#### Insurance Agency Affiliations

As noted in Item 5, certain Advisory Persons are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from an Advisory Person's role with CPW. As an insurance professional, an Advisory Person will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Advisory Persons are not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of insurance companies. Clients are under no obligation to implement any recommendations made by an Advisory Person or the Advisor.

### **Use of Independent Managers**

As noted in Item 4, the Advisor may implement all or a portion of a Client's investment portfolio with one or more Independent Managers. The Advisor does not receive any compensation, nor does this present a material conflict of interest. The Advisor will only earn its wealth management fee as described in Item 5.A. above.

# Item 11 - Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading

#### A. Code of Ethics

CPW has implemented a Code of Ethics (the "Code") that defines the Advisor's fiduciary commitment to each Client. This Code applies to all persons associated with CPW ("Supervised Persons"). The Code was developed to provide general ethical guidelines and specific instructions regarding the Advisor's duties to the Client. CPW and its Supervised Persons owe a duty of loyalty, fairness, and good faith toward each Client. It is the obligation of CPW's Supervised Persons to adhere not only to the specific provisions of the Code but also to the general principles that guide the Code. The Code covers a range of topics that address employee ethics and conflicts of interest. To request a copy of the Code, please contact the Advisor at (908) 615-2249.

### **B. Personal Trading with Material Interest**

CPW allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. CPW does not act as a principal in any transactions. In addition, the Advisor does not act as the general partner of a fund or advise an investment company. CPW does not have a material interest in any securities traded in Client accounts.

#### C. Personal Trading in Same Securities as Clients

CPW allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities that are recommended (purchase or sell) to Clients presents a conflict of interest that, as fiduciaries, must be disclosed to Clients and mitigated through policies and procedures. As noted above, the Advisor has adopted the Code to address insider trading (material, nonpublic information controls); gifts and entertainment; outside business activities, and personal securities reporting. When trading for personal accounts, Supervised Persons have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its Clients can be violated if personal trades are made with more advantageous terms than Client trades or by trading based on material, nonpublic information. This risk is mitigated by CPW requiring reporting of personal securities trades by its Supervised Persons for review by the Chief Compliance Officer ("CCO"). The Advisor has also adopted written policies and procedures to detect the misuse of material, nonpublic information.

# D. Personal Trading at Same Time as Client

While CPW allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients, such trades are typically aggregated with Client orders or traded afterward. At no time will CPW, or any Supervised Person of CPW, transact in any security to the detriment of any Client.

#### Item 12 – Brokerage Practices

# A. Recommendation of Custodian[s]

CPW does not have discretionary authority to select the broker-dealer/custodian for custody and execution services. The Client will engage the broker-dealer/custodian (herein the "Custodian") to safeguard Client assets and authorize CPW to direct trades to the Custodian as agreed upon in the wealth management agreement.

Further, CPW does not have the discretionary authority to negotiate commissions on behalf of Clients on a tradeby-trade basis.

Where CPW does not exercise discretion over the selection of the Custodian, it may recommend the Custodian[s] to Clients for custody and execution services. Clients are not obligated to use the Custodian recommended by the Advisor and will not incur any extra fee or cost associated with using a custodian not recommended by CPW. However, if the recommended Custodian is not engaged, the Advisor may be limited in the services it can provide. CPW may recommend the Custodian based on criteria such as, but not limited to, the reasonableness of commissions charged to the Client, services made available to the Client, and its reputation and/or the location of the Custodian's offices. CPW will generally recommend that Clients establish their account[s] at Charles Schwab & Co., Inc. ("Schwab"), a FINRA-registered broker-dealer and member of SIPC. Schwab will serve as the Client's "qualified custodian." CPW maintains an institutional relationship with Schwab, whereby the Advisor receives economic benefits from Schwab.

CPW has established an institutional relationship with Schwab to assist the Advisor in managing Client account[s]. Access to the Schwab platform is provided at no charge to the Advisor. The Schwab platform includes brokerage, custody, administrative support, record keeping, technology, and related services designed to support registered investment advisors like CPW in serving Clients. These services are intended to serve the best interests of the Advisor's Clients.

Schwab may charge brokerage commissions (securities transaction fees) for effecting certain securities transactions. Schwab enables the Advisor to obtain certain no-load mutual funds without securities transaction fees and other no-load funds at nominal transaction charges. Schwab's commission rates are generally considered discounted from customary retail commission rates. However, the commissions and transaction fees charged by Schwab may be higher or lower than those charged by other custodians and broker-dealers. Please see Item 14 below for additional information.

Following are additional details regarding the brokerage practices of the Advisor:

- 1. Soft Dollars Soft dollars are revenue programs offered by broker-dealers/custodians whereby an advisor enters into an agreement to place security trades with a broker-dealer/custodian in exchange for research and other services. CPW does not participate in soft dollar programs sponsored or offered by any broker-dealer/custodian. However, the Advisor receives certain economic benefits from the Custodian. Please see Item 14 below.
- 2. **Brokerage Referrals** CPW does not receive any compensation from any third party in connection with the recommendation for establishing an account.
- 3. Directed Brokerage All Clients are serviced on a "directed brokerage basis," where CPW will place trades within the established account[s] at the Custodian designated by the Client. Further, all Client accounts are traded within their respective account[s]. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]). CPW will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the Custodian. A Client may pay a commission that is higher than another qualified custodian might charge to effect the same transaction. The Advisor has determined in good faith that the commissions charged by Schwab are reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not necessarily the lowest possible cost but whether the transaction represents the best qualitative execution, taking into consideration the full range of the Custodian's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although the Advisor will seek competitive rates to the benefit of all Clients, it may not necessarily obtain the lowest possible commission rates for specific Client account transactions. Although the investment research products and services that may be obtained by the Advisor will generally be used to service all of the Advisor's Clients, they may not equally benefit all Clients. Please also see Item 14.

Phone: (908) 615-2249 | Fax: (973) 576-5240 | www.compasspw.com

#### B. Aggregating and Allocating Trades

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of the order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the Custodian. CPW will execute its transactions through the Custodian as authorized by the Client. CPW may aggregate orders in a block trade or trades when securities are purchased or sold through the Custodian for multiple (discretionary) accounts on the same trading day. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage any particular Clients' accounts.

### Item 13 - Review of Accounts

### A. Frequency of Reviews

Securities in Client accounts are monitored on a regular and continuous basis by Advisory Persons of CPW and periodically by the CCO. Formal reviews are generally conducted at least annually or more frequently depending on the needs of the Client.

#### B. Causes for Reviews

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account[s]. The Client is encouraged to notify CPW if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic, or political events.

## C. Review Reports

The Client will receive brokerage statements generally monthly from the Custodian. These brokerage statements are sent directly from the Custodian to the Client. The Client may also establish electronic access to the Custodian's website so that the Client may view these reports and their account activity. Client brokerage statements will include all positions, transactions, and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

#### Item 14 – Client Referrals and Other Compensation

#### A. Compensation Received by CPW

CPW is a fee-based advisory firm that is compensated solely by its Clients and not from any investment product. CPW does not receive commissions or other compensation from product sponsors, broker-dealers, or any unrelated third party. CPW may refer Clients to various unaffiliated, non-advisory professionals (e.g., attorneys, accountants, estate planners) to provide certain financial services necessary to meet the goals of its Clients. Likewise, CPW may receive non-compensated referrals of new Clients from various third parties.

#### Participation in the Institutional Advisor Platform

CPW has established an institutional relationship with Schwab through its "Schwab Advisor Services" unit, a division of Schwab dedicated to serving independent advisory firms like CPW. As a registered investment advisor participating on the Schwab Advisor Services platform, CPW receives access to software and related support without cost because the Advisor renders investment management services to Clients that maintain assets at Schwab. Services provided by Schwab Advisor Services benefit the Advisor, and many, but not all, services provided by Schwab will benefit Clients. In fulfilling its duties to its Clients, the Advisor endeavors at all times to put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits from a custodian creates a conflict of interest since these benefits may influence the Advisor's recommendation of this custodian over one that does not furnish similar software, systems support, or services.

Services that Benefit the Client – Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of the Client's funds and securities. Through Schwab, the Advisor may be able to access certain investments and asset classes that the Client would

www.compasspw.com

not be able to obtain directly or through other sources. Further, the Advisor may be able to invest in certain mutual funds and other investments without having to adhere to investment minimums that might be required if the Client were to directly access the investments.

Services that May Indirectly Benefit the Client – Schwab provides participating advisors with access to technology, research, discounts, and other services. In addition, the Advisor receives duplicate statements for Client accounts, the ability to deduct advisory fees, trading tools, and back-office support services as part of its relationship with Schwab. These services are intended to assist the Advisor in effectively managing accounts for its Clients but may not directly benefit all Clients.

Services that May Only Benefit the Advisor – Schwab also offers other services and financial support to CPW that may not benefit the Client, including educational conferences and events, financial start-up support, consulting services, and discounts for various service providers. Access to these services creates a financial incentive for the Advisor to recommend Schwab, which results in a conflict of interest. CPW believes, however, that the selection of Schwab as Custodian is in the best interests of its Clients.

# **B.** Compensation for Client Referrals

Certain Clients may be referred to the Advisor by either an affiliated or unaffiliated party and receive, directly or indirectly, compensation for the Client referral. In such instances, the Advisor will compensate the respective party a fee in accordance with the applicable state securities requirements. Any such compensation shall be paid solely from the investment advisory fees earned by the Advisor and shall not result in any additional charge to the Client.

# Item 15 - Custody

All Clients must place their assets with a "qualified custodian." Clients are required to engage the Custodian to retain their funds and securities and direct CPW to utilize that Custodian for the Client's security transactions. Clients should review statements provided by the Custodian and compare them to any reports provided by CPW to ensure accuracy, as the Custodian does not perform this review. For more information about custodians and brokerage practices, see Item 12 – Brokerage Practices.

If the Client gives the Advisor authority to move money from one account to another account, the Advisor may have custody of those assets. In order to avoid additional regulatory requirements, the Custodian and the Advisor have adopted safeguards to ensure that the money movements are completed in accordance with the Client's instructions.

#### Item 16 – Investment Discretion

CPW generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by CPW. The discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of a wealth management agreement containing all applicable limitations to such authority. All discretionary trades made by CPW will be in accordance with each Client's investment objectives and goals.

# **Item 17 – Voting Client Securities**

CPW does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies. However, the Client retains the sole responsibility for proxy decisions and voting.

### Item 18 – Financial Information

Neither CPW nor its management has any adverse financial situations that would reasonably impair the ability of CPW to meet all obligations to its Clients. Neither CPW nor any of its Advisory Persons have been subject to a bankruptcy or financial compromise. CPW is not required to deliver a balance sheet along with this Disclosure

Brochure as the Advisor does not collect advance fees of \$1,200 or more for services to be performed six months or more in the future.

# Item 19 – Requirements for State Registered Advisors

# A. Educational Background and Business Experience of Principal Officers

The Principal Officers of CPW are Manuel Ruiz (Managing Partner), William B. Ciccone, CPWA® (Managing Partner), and Travis L. Cimino (Chief Compliance Officer). Information regarding the formal education and backgrounds of the Principal Officers are included in their respective Form ADV 2B – Brochure Supplements below.

# **B. Other Business Activities of Principal Officers**

### **Insurance Agency Affiliations**

As noted in Item 5, Advisory Persons are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from an Advisory Person's role with CPW. As an insurance professional, an Advisory Person will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Advisory Persons are not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of insurance companies. Clients are under no obligation to implement any recommendations made by an Advisory Person or the Advisor.

#### C. Performance Fee Calculations

CPW does not charge performance-based fees for its investment advisory services. The fees charged by CPW are as described in Item 5 – Fees and Compensation above and <u>are not</u> based upon the capital appreciation of the funds or securities held by any Client.

### **D. Disciplinary Information**

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil, or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement, or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair, or unethical practices. There are no legal, civil, or disciplinary events requiring disclosure regarding CPW or its Principal Officers.

### E. Material Relationships with Issuers of Securities

Neither CPW nor its Principal Officers have any relationships or arrangements with issuers of securities.



# Form ADV Part 2B – Brochure Supplement

for

# Manuel Ruiz Managing Partner

Effective: March 17, 2023

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Manuel Ruiz (CRD# 3139277), in addition to the information contained in the Compass Private Wealth Group, LLC ("CPW" or the "Advisor," CRD# 316785) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the CPW Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (908) 615-2249.

Additional information about Mr. Ruiz is available on the SEC's Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with his full name or his individual CRD# 3139277.

# Item 2 - Educational Background and Business Experience

Manuel Ruiz, born in 1974, is dedicated to advising Clients of CPW as a Managing Partner. Mr. Ruiz earned a Bachelor of Arts degree from Rutgers College in 1997. Additional information regarding Mr. Ruiz's employment history is included below.

# **Employment History:**

Managing Partner, Compass Private Wealth Group, LLC	11/2021 to Present
Financial Advisor, Merrill Lynch, Pierce, Fenner & Smith Incorporated	09/2018 to 11/2021
Financial Advisor, Vice President, JP Morgan Chase Bank, N.A.	01/2014 to 09/2018
Financial Advisor, Merrill Lynch, Pierce, Fenner & Smith Incorporated	01/2012 to 01/2014
Director, Finance, American International Group, Inc.	11/2007 to 01/2012

# Item 3 – Disciplinary Information

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil, or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair, or unethical practices. *There are no legal, civil, or disciplinary events requiring disclosure regarding Mr. Ruiz.* 

However, the Advisor encourages Clients to independently view the background of Mr. Ruiz on the Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with his full name or his individual CRD# 3139277.

#### Item 4 - Other Business Activities

# **Insurance Agency Affiliations**

Mr. Ruiz is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Ruiz's role with CPW. As an insurance professional, Mr. Ruiz will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Ruiz is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Ruiz or the Advisor. Mr. Ruiz spends less than 10% of his time per month in this capacity.

#### Item 5 – Additional Compensation

Mr. Ruiz has additional business activities where compensation is received that are detailed in Item 4 above.

# Item 6 – Supervision

Mr. Ruiz serves as a Managing Partner of CPW and is supervised by Travis Cimino, the Chief Compliance Officer. Mr. Cimino can be reached at (908) 615-2249.

CPW has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of CPW. Further, CPW is subject to regulatory oversight by various agencies. These agencies require registration by CPW and its Supervised Persons. As a registered entity, CPW is subject to examinations by regulators, which may be announced or unannounced. CPW is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

### Item 7 – Requirements for State Registered Advisors

#### A. Arbitrations and Regulatory Proceedings

State regulations require disclosure if any Supervised Person of the Advisor is subject to:

- 1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statement(s), or omissions;
  - c. theft, embezzlement, or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting, or extortion; or
  - e. dishonest, unfair, or unethical practices.
- 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statement(s), or omissions;
  - c. theft, embezzlement, or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting, or extortion; or
  - e. dishonest, unfair, or unethical practices.

Mr. Ruiz does not have any disclosures to make regarding this Item.

# B. Bankruptcy

If a Supervised Person has been the subject of a bankruptcy petition, that fact and the details must be disclosed.

Mr. Ruiz does not have any disclosures to make regarding this Item.



# Form ADV Part 2B – Brochure Supplement

for

William B. Ciccone Managing Partner, CPWA®

Effective: March 17, 2023

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of William B. Ciccone CPWA® (CRD# 5822448), in addition to the information contained in the Compass Private Wealth Group, LLC ("CPW" or the "Advisor," CRD# 316785) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the CPW Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (908) 615-2249.

Additional information about Mr. Ciccone is available on the SEC's Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with his full name or his individual CRD# 5822448.

# Item 2 - Educational Background and Business Experience

William B. Ciccone, CPWA®, born in 1988, is dedicated to advising Clients of CPW as a Managing Partner. Mr. Ciccone also earned a Bachelor of Science degree in Finance from the University of Delaware in 2010. Additional information regarding Mr. Ciccone's employment history is included below.

# **Employment History:**

Managing Partner, Compass Private Wealth Group, LLC	11/2021 to Present
Financial Advisor, Merrill Lynch, Pierce, Fenner & Smith Incorporated	09/2018 to 11/2021
Investment Advisor/Registered Representative, JPMorgan Chase LLC	11/2013 to 09/2018
Investment Advisor/Registered Representative, Merrill Lynch, Pierce, Fenner & Smith Incorporated	03/2011 to 11/2013

# Certified Private Wealth Advisor™ ("CPWA®")

The CPWA® designation signifies that an individual has met initial and ongoing experience, ethical, education, and examination requirements for the professional designation, which is centered on private wealth management topics and strategies for high-net-worth clients. Prerequisites for the CPWA® designation are A Bachelor's degree from an accredited college or university or one of the following designations or licenses: CIMA®, CIMC®, CFA®, CFP®, ChFC®, or CPA® license; have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements and five years of professional client-centered experience in financial services or a related industry. CPWA® designees have completed a rigorous educational process that includes self-study requirements, an in-class education component, and successful completion of a comprehensive examination. CPWA® designees are required to adhere to IMCA's *Code of Professional Responsibility* and *Rules and Guidelines for the use of the Marks*. CPWA® designees must report 40 hours of continuing education credits, including two ethics hours every two years, to maintain the certification. The designation is administered through the Investment Management Consultants Association™ (IMCA®).

# **Item 3 – Disciplinary Information**

There are no legal, civil, or disciplinary events to disclose regarding Mr. Ciccone. Mr. Ciccone has never been involved in any regulatory, civil, or criminal action. There have been no client complaints, lawsuits, arbitration claims, or administrative proceedings against Mr. Ciccone.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil, or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair, or unethical practices. **There are no legal, civil, or disciplinary events to disclose regarding Mr. Ciccone.** 

However, the Advisor encourages Clients to independently view the background of Mr. Ciccone on the Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with his full name or his individual CRD# 5822448.

#### Item 4 – Other Business Activities

# Insurance Agency Affiliations

Mr. Ciccone is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Ciccone's role with CPW. As an insurance professional, Mr. Ciccone will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Ciccone is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Ciccone or the Advisor. Mr. Ciccone spends less than 10% of his time per month in this capacity.

# Item 5 - Additional Compensation

Mr. Ciccone has additional business activities where compensation is received that are detailed in Item 4 above.

### Item 6 – Supervision

Mr. Ciccone serves as a Managing Partner of CPW and is supervised by Travis Cimino, the Chief Compliance Officer. Mr. Cimino can be reached at (908) 615-2249.

CPW has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of CPW. Further, CPW is subject to regulatory oversight by various agencies. These agencies require registration by CPW and its Supervised Persons. As a registered entity, CPW is subject to examinations by regulators, which may be announced or unannounced. CPW is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

# Item 7 – Requirements for State Registered Advisors

### A. Arbitrations and Regulatory Proceedings

State regulations require disclosure if any Supervised Person of the Advisor is subject to:

- 1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statement(s), or omissions;
  - c. theft, embezzlement, or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting, or extortion; or
  - e. dishonest, unfair, or unethical practices.
- 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud. false statement(s), or omissions:
  - c. theft, embezzlement, or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting, or extortion; or
  - e. dishonest, unfair, or unethical practices.

Mr. Ciccone does not have any disclosures to make regarding this Item.

#### **B.** Bankruptcy

If a Supervised Person has been the subject of a bankruptcy petition, that fact and the details must be disclosed.

Mr. Ciccone does not have any disclosures to make regarding this Item.



# Form ADV Part 2B – Brochure Supplement

for

Travis M. Cimino Chief Compliance Officer

Effective: March 17, 2023

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Travis M. Cimino (CRD# 6832911), in addition to the information contained in the Compass Private Wealth Group, LLC ("CPW" or the "Advisor," CRD# 316785) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the CPW Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (908) 615-2249.

Additional information about Mr. Cimino is available on the SEC's Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with his full name or his individual CRD# 6832911.

# Item 2 - Educational Background and Business Experience

Travis M. Cimino, born in 1990, is dedicated to advising Clients of CPW as the Chief Compliance Officer. Mr. Cimino earned a Bachelor of Arts degree in Political Science with a minor in Diplomacy and International Relations from Seton Hall University in 2012. Additional information regarding Mr. Cimino's employment history is included below.

**Employment History:** 

Chief Compliance Officer, Compass Private Wealth Group, LLC	11/2021 to Present
Registered Wealth Management Client Associate, Merrill Lynch, Pierce, Fenner & Smith Incorporated	08/2018 to 11/2021
Relationship Manager, Santander Bank, N.A.	06/2017 to 08/2018
Universal Banker, PNC Financial Corporation	06/2016 to 06/2017
Member Services Representative, XCEL Federal Credit Union	10/2014 to 06/2016
Bank Teller, The Provident Bank, N.A.	03/2014 to 10/2014

# Item 3 – Disciplinary Information

There are no legal, civil, or disciplinary events to disclose regarding Mr. Cimino. Mr. Cimino has never been involved in any regulatory, civil, or criminal action. There have been no client complaints, lawsuits, arbitration claims, or administrative proceedings against Mr. Cimino.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil, or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair, or unethical practices. *There are no legal, civil, or disciplinary events to disclose regarding Mr. Cimino.* 

However, the Advisor encourages Clients to independently view the background of Mr. Cimino on the Investment Adviser Public Disclosure website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching with his full name or his individual CRD# 6832911.

### Item 4 - Other Business Activities

#### **Insurance Agency Affiliations**

Mr. Cimino is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Cimino's role with CPW. As an insurance professional, Mr. Cimino will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Cimino is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Cimino or the Advisor. Mr. Cimino spends 10% of his time per month in this capacity.

# Item 5 - Additional Compensation

Mr. Cimino has additional business activities where compensation is received that are detailed in Item 4 above.

# Item 6 – Supervision

Mr. Cimino serves as the Chief Compliance Officer of CPW. Mr. Cimino can be reached at (908) 615-2249.

CPW has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of CPW. Further, CPW is subject to regulatory oversight by various agencies. These agencies require registration by CPW and its Supervised Persons. As a registered entity, CPW is subject to examinations by regulators, which may be announced or unannounced. CPW is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

# Item 7 - Requirements for State Registered Advisors

### A. Arbitrations and Regulatory Proceedings

State regulations require disclosure if any Supervised Person of the Advisor is subject to:

- 1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statement(s), or omissions;
  - c. theft, embezzlement, or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting, or extortion; or \
  - e. dishonest, unfair, or unethical practices.
- 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - a. an investment or an investment-related business or activity;
  - b. fraud, false statement(s), or omissions;
  - c. theft, embezzlement, or other wrongful taking of property;
  - d. bribery, forgery, counterfeiting, or extortion; or
  - e. dishonest, unfair, or unethical practices.

Mr. Cimino does not have any disclosures to make regarding this Item. \

# **B. Bankruptcy**

If a Supervised Person has been the subject of a bankruptcy petition, that fact and the details must be disclosed.

Mr. Cimino does not have any disclosures to make regarding this Item.

### **Privacy Policy**

Effective: March 17, 2023

#### **Our Commitment to You**

Compass Private Wealth Group, LLC ("CPW" or the "Advisor") is committed to safeguarding the use of personal information of our Clients (also referred to as "you" and "your") that we obtain as your Investment Advisor as described here in our Privacy Policy ("Policy").

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. CPW (also referred to as "we," "our," and "us") protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

CPW does not sell your nonpublic personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal nonpublic information is collected and used are set forth in this Policy.

### Why you need to know?

Registered Investment Advisors ("RIAs") must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

# What information do we collect from you?

Driver's license number	Date of birth
Social security or taxpayer identification number	Assets and liabilities
Name, address, and phone number[s]	Income and expenses
Email address[es]	Investment activity
Account information (including other institutions)	Investment experience and goals

#### What Information do we collect from other sources?

Custody, brokerage, and advisory agreements	Account applications and forms	
Other advisory agreements and legal documents	Investment questionnaires and suitability documents	
Transactional information with us or others	Other information needed to service the account	

### How do we protect your information?

To safeguard your personal information from unauthorized access and use, we maintain physical, procedural, and electronic security measures. These include such safeguards as secure passwords, encrypted file storage, and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Clients' personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.

### How do we share your information?

An RIA shares Clients' personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
Servicing our Clients We may share nonpublic personal information with non-affiliated third parties (such as administrators, brokers, custodians, regulators, credit agencies, and other financial institutions) as necessary for us to provide agreed-upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.	Yes	No
Marketing Purposes CPW does not disclose and does not intend to disclose personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where CPW or the client has a formal agreement with the financial institution. We will only share information for purposes of servicing your accounts, not for marketing purposes.	No	Not Shared
Authorized Users Your nonpublic personal information may be disclosed to you and persons that we believe to be your authorized agent(s) or representative(s).	Yes	Yes
Information About Former Clients CPW does not disclose and does not intend to disclose nonpublic personal information to non-affiliated third parties with respect to persons who are no longer our Clients.	No	Not Shared

#### **Changes to our Privacy Policy**

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically we may revise this Policy and will provide you with a revised Policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of nonpublic personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

# **Any Questions?**

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting us at (908) 615-2249.