



IAPD Report

JOHN EDWARD MORIARTY

CRD# 2720704

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page
<http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

JOHN EDWARD MORIARTY (CRD# 2720704)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **07/24/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MADISON AVENUE SECURITIES, LLC	CRD# 23224	07/29/2022
IA	TRANSCE3ND LLC	CRD# 317745	10/31/2022

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **45** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
IA	AE WEALTH MANAGEMENT, LLC	282580	Kirkwood, MO	07/29/2022 - 02/02/2023
B	KALOS CAPITAL, INC.	44337	Kirkwood, MO	07/07/2017 - 08/01/2022
IA	KALOS MANAGEMENT	133025	Sunset Hills, MO	07/07/2017 - 08/01/2022

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	1



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with 45 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **MADISON AVENUE SECURITIES, LLC**

Main Address: 13500 EVENING CREEK DR. N
#555
SAN DIEGO, CA 92128

Firm ID#: 23224

Regulator	Registration	Status	Date
B FINRA	Direct Participation Programs	Approved	07/29/2022
B FINRA	General Securities Principal	Approved	07/29/2022
B FINRA	General Securities Representative	Approved	07/29/2022
B FINRA	Invest. Co and Variable Contracts	Approved	07/29/2022
B FINRA	Investment Co./Variable Contracts Prin	Approved	07/29/2022
B Alabama	Agent	Approved	07/29/2022
B Alaska	Agent	Approved	07/29/2022
B Arizona	Agent	Approved	07/29/2022
B Arkansas	Agent	Approved	07/29/2022
B California	Agent	Approved	07/29/2022
B Colorado	Agent	Approved	07/29/2022
B Connecticut	Agent	Approved	07/29/2022
B Delaware	Agent	Approved	07/29/2022



Qualifications

Regulator	Registration	Status	Date
B District of Columbia	Agent	Approved	07/29/2022
B Florida	Agent	Approved	07/29/2022
B Georgia	Agent	Approved	07/29/2022
B Hawaii	Agent	Approved	07/29/2022
B Idaho	Agent	Approved	07/29/2022
B Illinois	Agent	Approved	07/29/2022
B Indiana	Agent	Approved	07/29/2022
B Iowa	Agent	Approved	07/29/2022
B Kansas	Agent	Approved	07/29/2022
B Kentucky	Agent	Approved	07/29/2022
B Louisiana	Agent	Approved	11/27/2024
B Maryland	Agent	Approved	07/29/2022
B Massachusetts	Agent	Approved	07/29/2022
B Michigan	Agent	Approved	07/29/2022
B Minnesota	Agent	Approved	07/29/2022
B Missouri	Agent	Approved	07/29/2022
B Montana	Agent	Approved	07/29/2022
B Nebraska	Agent	Approved	07/29/2022
B Nevada	Agent	Approved	07/29/2022



Qualifications

Regulator	Registration	Status	Date
B New Jersey	Agent	Approved	07/29/2022
B New Mexico	Agent	Approved	07/29/2022
B New York	Agent	Approved	07/29/2022
B North Carolina	Agent	Approved	11/06/2024
B North Dakota	Agent	Approved	07/29/2022
B Ohio	Agent	Approved	07/29/2022
B Oklahoma	Agent	Approved	07/29/2022
B Oregon	Agent	Approved	07/29/2022
B Pennsylvania	Agent	Approved	07/29/2022
B South Carolina	Agent	Approved	07/29/2022
B South Dakota	Agent	Approved	07/29/2022
B Tennessee	Agent	Approved	07/29/2022
B Texas	Agent	Approved	07/29/2022
B Utah	Agent	Approved	07/29/2022
B Virginia	Agent	Approved	07/29/2022
B Washington	Agent	Approved	07/29/2022
B Wisconsin	Agent	Approved	07/29/2022
B Wyoming	Agent	Approved	12/10/2024



Qualifications

Branch Office Locations

MADISON AVENUE SECURITIES, LLC

906 S. Kirkwood Rd, Kirkwood
Kirkwood, MO 63122

MADISON AVENUE SECURITIES, LLC

835 Main Street, Building #200
Buda, TX 78610

MADISON AVENUE SECURITIES, LLC

1106 Pecan St.
Bastrop, TX 78602

Employment 2 of 2

Firm Name: **TRANSCE3ND LLC**

Main Address: **835 MAIN STREET
BUILDING 200
BUDA, TX 78610**

Firm ID#: **317745**

Regulator	Registration	Status	Date
IA Missouri	Investment Adviser Representative	Approved	10/31/2022
IA Texas	Investment Adviser Representative	Approved	10/31/2022

Branch Office Locations

TRANSCE3ND LLC

906 KIRKWOOD ROAD
KIRKWOOD, MO 63019



Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 2 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	10/15/2007
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	09/11/2000

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	07/03/2006
 Direct Participation Programs Representative Examination (S22)	Series 22	06/18/2004
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/23/1996

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	07/26/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	05/23/1996

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Chartered Financial Consultant

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor



representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
IA	07/29/2022 - 02/02/2023	AE WEALTH MANAGEMENT, LLC	CRD# 282580	Kirkwood, MO
B	07/07/2017 - 08/01/2022	KALOS CAPITAL, INC.	CRD# 44337	Kirkwood, MO
IA	07/07/2017 - 08/01/2022	KALOS MANAGEMENT	CRD# 133025	Sunset Hills, MO
IA	07/01/2022 - 07/13/2022	TRANSCE3ND, LLC	CRD# 317745	KYLE, TX
B	10/22/2007 - 07/12/2017	NATIONAL PLANNING CORPORATION	CRD# 29604	CRYSTAL CITY, MO
IA	10/22/2007 - 07/12/2017	NATIONAL PLANNING CORPORATION ("NPC OF AMERICA" IN FL & NY)	CRD# 29604	CRYSTAL CITY, MO
IA	03/01/2007 - 10/23/2007	AMERICAN GENERAL SECURITIES INCORPORATED	CRD# 13626	FESTUS, MO
B	10/01/2002 - 10/23/2007	AMERICAN GENERAL SECURITIES INCORPORATED	CRD# 13626	FESTUS, MO
IA	05/24/2004 - 12/31/2004	HEARTLAND FINANCIAL ADVISORS GROUP, INC.	CRD# 116114	SUNSET HILLS, MO
IA	12/05/2002 - 05/03/2004	AMERICAN GENERAL SECURITIES INCORPORATED	CRD# 13626	FESTUS, MO
B	05/24/1996 - 10/01/2002	FRANKLIN FINANCIAL SERVICES CORPORATION	CRD# 5435	HOUSTON, TX

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
10/2022 - Present	TRANSCE3ND, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	Buda, TX, United States
07/2022 - Present	Madison Avenue Securities	Registered Representative	Y	San Diego, CA, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/2014 - Present	E3 WEALTH (DBA Name of Transce3nd, LLC)	Owner	Y	KIRKWOOD, MO, United States
07/2022 - 09/2022	AE Wealth Management LLC	Investment Advisor Representative	Y	Topeka, KS, United States
06/2022 - 07/2022	TRANSCE3ND, LLC	Owner / Partner & Investment Advisory Representative	Y	Kyle, TX, United States
07/2017 - 07/2022	Kalos Capital, Inc.	Registered Representative	Y	Alpharetta, GA, United States
07/2017 - 07/2022	Kalos Management, inc.	Investment Advisory Representative	Y	Alpharetta, GA, United States
10/2007 - 06/2017	NATIONAL PLANNING CORPORATION	REGISTERED REPRESENTATIVE	Y	FESTUS, MO, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

- 1) JOHN E. MORIARTY & ASSOCIATES LLC- Owner, PRESIDENT, and Member since 1/2006--- 906 South Kirkwood Road, Kirkwood, MO 63122- Entity used for bookkeeping purposes.
- 2) E3 Wealth, LLC - Member since 1/2014- 906 South Kirkwood Road, Kirkwood, MO 63122--- .Commonly owned entity and name used to market the advisory business conducted under TE3 used for the insurance and broker-dealer affiliated business. Uses DBA name E3 Consultants. 30 Hours Total, 25 during Trading hours
- 3)E3 Tax, LLC (dba e3 Family Office, e3 Capital - Filed in the state of Missouri) - 906 S. Kirkwood Rd., St. Louis, MO 63122 - firm providing accounting, bookkeeping, income tax preparation, business consulting and due diligence resource in a family office model format. - Founder/Owner, Manage Vision/Growth of the Company - Duties: President. Daily Duties involve client communication and managing overall profitability of the company - Hours Per Week: 20 Hours; Start Date: 01/2012
- 4) e3 CPA Group, LLC - Dormant Entity- Previous Member and Minority Owner since 1/2013--- 906 South Kirkwood Road, Kirkwood, MO 63122
- 5) THE JOHN & ELLEN MORIARTY FAMILY FOUNDATION, 236 E. SWON AVE ST LOUIS MO 63119, PRESIDENT - BOARD OF DIRECTORS, 4/1/2013, 1 HOURS TOTAL, 1 DURING TRADING HOURS, private non-profit, 501c3 family foundation organization
- 6) e3 Real Estate LLC, Owner, and Member since 1/2015 906 South Kirkwood Road, Kirkwood, MO 63122, President, 6/1/2016, 4 hours total, 4 during trading hours, Consulting, private partnership that invests in real estate, restaurants, and private operating businesses
- 7) E3-CONSULTANTS GROUP LLC-President and MEMBER since 1/2003- 906 South Kirkwood Road, Kirkwood, MO 63122 - Insurance.



Registration & Employment History

OTHER BUSINESS ACTIVITIES

8) Entrepreneurs Organization (EO) - Member since 2011 - Organization designed to assist entrepreneurs with the growth of their business. 4 Hours Total. No Compensation

9) Distinguished Intellectual Consortium (aka Diversified Investment Club) - Member since 2009- Investment Club - No solicitation by me. Pooled investment decisions handled by a third party. 1 hour total.

10) Olive and Oak, LLC -member since 2016-Passive Investor in Restaurant. 1 hour total

11) MADISON AVENUE SECURITIES: YES INVESTMENT RELATED; 13500 EVENING CREEK DRIVE N SUITE 555, SAN DIEGO CA 92128; SECURITIES SALES; REGISTERED REPRESENTATIVE; START DATE 07/2022.

12) TRANSCE3ND: POSITION: Owner/Partner and Investment Adviser Representative: Investment Related: Yes; NATURE: Registered Investment Adviser firm. INV RELATED: No # OF HRS: 5 a week: START DATE: 11/2022: ADDRESS: 835 Main Street, Building #2, Buda, TX 78610: DUTIES: Offer services of RIA to clients.

13) John Moriarty POA for Christine A. Moriarty: POSITION: Power of Attorney for Mothers Trust : Investment Related: No; INV RELATED: No # OF HRS: 2 a week: START DATE: 1/2019: ADDRESS: St. Louis, MO: DUTIES: POA for all financial matters related to mother, Christine Moriarty.

14) Name: MQT, LLC; Address: Kyle, Texas; Investment Related: No; Position: Partner; Duties: Passive Investor - Holds Real Estate to be developed into an office building; Hours Per Week: Less than 1 hour per week; Start Date: 7/1/2022.

15) Name: Transcend, LLC; Address: 906 S Kirkwood Rd, St. Louis, MO 63122; Investment Related: Yes; Position: Investment Advisor Representative; Duties: Investment management and portfolio allocation; Hours Per Week: 5 Hours; Start Date: 1/1/2023.

16.) MP Enterprises, LLC; Investment Related: No; Address: Meydan Grandstand, 6th Floor Meydan Road, Nad Alsheba, Dubai UAE; Nature of the Business: Represent business establishment in the United States that are doing business in the UAE. Provide business advisory and tax consulting to these business entities; Position: Manager and Sole Owner of this entity; Start Date: 4/1/2025.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	1

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 1

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	National Planning Corporation
Allegations:	Claimants allege unsuitable investments, breach of fiduciary duty, and failure to supervise. After an arbitration hearing, the Arbitrator found the allegations of unsuitable investments and breach of fiduciary duty to be false.
Product Type:	Insurance Real Estate Security
Alleged Damages:	\$80,000.00
Arbitration Information	
Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	18-01309
Date Notice/Process Served:	04/24/2018
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	06/01/2018
Monetary Compensation Amount:	\$9,999.00
Individual Contribution Amount:	\$0.00



Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	National Planning Corporation
Allegations:	unsuitable transactions, breach of fiduciary duty and failure to supervise. After an arbitration hearing, the Arbitrator found the allegations of unsuitable investments and breach of fiduciary duty to be false.
Product Type:	Insurance Real Estate Security
Alleged Damages:	\$80,000.00
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	18-01309
Filing date of arbitration/CFTC reparation or civil litigation:	04/03/2018

Customer Complaint Information

Date Complaint Received:	04/19/2018
Complaint Pending?	No
Status:	Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date:	05/17/2018
Settlement Amount:	

Individual Contribution Amount:

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
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Docket/Case #:	18-01309
Date Notice/Process Served:	05/17/2018
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	06/01/2018
Monetary Compensation Amount:	\$9,999.00
Individual Contribution Amount:	\$0.00

**Broker Statement**

In 2015, the Clients attended an educational event hosted by e3 Wealth titled "Life Insurance as an Asset Class" and attended a brief initial appointment. There was no further conversation until later in 2015, the Clients attended another educational event hosted by Steve Perrmann and Mike Distler. It was after that event, that the Clients scheduled an initial appointment with Perrmann/Distler and eventually moved forward with implementing specific financial strategies that fit their personal economy.

Perrmann/Distler follow e3 Wealth's PROCESS of thoroughly educating a family about their financial picture so that they gain confidence and see areas in their financial picture where specific financial strategies will be a good fit. Once their confidence is built, Perrmann/Distler helped the Clients take action and continued to meet with the Clients to manage their expectations and assist them with their personal economy. Perrmann/Distler's intention was to build a trusting relationship with the Clients over time by earning their trust through continued education, answering their questions, adjusting their strategies to fit any life changes, and also assist them with processing money movement transaction requested by the Clients (account withdrawals, policy loans, transfers, etc).

e3's process of Education-Confidence-Action-Trust (ECAT) is something all of our wealth advisors follow and is communicated on our website, www.e3wealth.com . From the time that the Clients's were introduced to e3 Wealth's concepts, strategies, and team of advisors. Until the time they ceased their advisory relationship with Perrmann/Distler (January 2015 to March 2018), they had experienced the following number of client contacts:

- * Attended Two Educational Events
- * Attended 18 Appointments with e3 Wealth Advisors
- * Attended 1 Appointment with a Social Security resource of e3 Wealth as a complimentary service for clients
- * Received 19 phone calls or emails discussing questions, clarifications or requests for service related needs

The supporting documents that were uploaded to the DR Portal will show the advisors invested ample time and energy into the relationship with the Clients in an effort to act in their best interest. Perrmann/Distler frequently fielded questions from Mr. Client after he had either spoken with other financial professionals who managed other parts of his net worth OR after the Clients had attended other financial professional's educational events. At one time, Mr. Perrmann actually talked Mr. Client and fielded questions about "Why hasn't e3 Wealth recommended an annuity for the Clients." This conversation occurred after Mr. Client attended an educational event that mainly focused on the benefits of annuity contracts. While Perrmann/Distler have the ability to offer various annuity contracts to clients, they explained the reasons for the current investment recommendation of private alternatives (REIT's and BDC's) were due to the Client's desire for Growth through Income first assets that would compliment their other equity holdings at the Mutual Fund Store.

The recommendation to put two whole life policies inforce for the Clients were made by Perrmann/Distler after numerous conversations with the Clients about their cash flow, income tax situation, purpose of their money, and their desire to utilize their money for big ticket purchases. Perrmann/Distler educated the Clients on the concept of using a specially designed life insurance contract as an alternative place to store their savings. This asset would be available to them to use through policy loans because the life insurance contracts have flexibility as to



how the policies are funded, how much life insurance is in force and how the policies could be continually used even if new premiums were not going into the policy.



End of Report

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