

Item 1: Cover Page Supervised Person Brochure

Part 2B of Form ADV

Jesse Alan Verrecchia, CFP, ChFC, CLU, CAP



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This brochure provides information about Jesse A. Verrecchia and supplements the CPR Investments Inc. brochure. You should have received a copy of that brochure. Please contact Jesse A. Verrecchia if you did not receive CPR Investments Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Jesse A. Verrecchia (CRD #842395) is available on the SEC's website at www.adviserinfo.sec.gov.

November 2, 2020

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Jesse Verrecchia, CFP, ChFC, CLU, CAP

- Year of birth: 1950

Item 2: Educational Background and Business Experience

Business Experience:

- CPR Investments Inc., Investment Advisor Representative; 08/2020 – Present
- CPR Financial Group LLC, Insurance Agent; 08/2020 – Present
- Vern Enterprises Inc.; President/Insurance Agent; 08/1975 – Present

Educational Background:

- Rowen University, Bachelor of Arts in Education, 1972
- Rowen University, Master of Psychology, 1973

Professional Certifications

Jesse Verrecchia has earned certifications and credentials that are required to be explained in further detail.

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Financial Consultant® (ChFC®): Chartered Financial Consultant (ChFC®) is a designation issued by the American College. ChFC® designation requirements:

- Complete ChFC® coursework within five years from the date of initial enrollment.
- Pass the exams for all required elective courses. A minimum score of 70% must be achieved to pass.
- Meet the experience requirements: Three years of full-time business experience within the five years preceding the date of the award. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.
- Take the Professional Ethics Pledge.
- When you achieve your ChFC® designation, you must earn 30 hours of continuing education credit every two years.

Chartered Life Underwriter (CLU®): Chartered Life Underwriter is a designation granted by the American College. CLU® designation requirements:

- Successfully complete CLU® coursework: five required and three elective courses.
- Meet the experience requirements: Three years of business experience immediately preceding the date of the use of the designation are required. An undergraduate or graduate degree from an accredited education institution qualifies as one year of business experience.
- Take the Professional Ethics Pledge.
- When you achieve the CLU® designation, you must complete 30 hours of continuing education credit every two years.

Chartered Advisor in Philanthropy® (CAP®): Chartered Advisor in Philanthropy® is offered and recognized by The American College of Financial Services. CAP® certification requirements:

Candidates must be engaged in the following professional activities three of the five years immediately preceding the application:

- Advising individuals or charitable organizations in wealth and estate planning, financial planning, charitable planning, charitable giving, planned giving, nonprofit or foundation management or services, investment management of charitable assets or accounting; or
- Employed in the nonprofit sector in a capacity related to nonprofit management, development, planned giving or fundraising.
- Educational requirements: completion of three graduate-level courses, equivalent of 9 semester credit hours.
- Examination Type: Final closed-book, proctored exam for each course.
- Must adhere to The American College of Financial Services Code of Ethics and Procedures.
- Fifteen hours of continuing education every two years.

Item 3: Disciplinary Information

Criminal Action: None to report.

Administrative Proceedings: None to report.

Self-Regulatory Organization Proceedings: None to report.

Item 4: Other Business Activities Engaged In

Jesse Verrecchia has a financial affiliated business as an insurance agent with Verr Enterprises Inc. Approximately 50% of his time is spent on this activity. He will offer Clients services from this activity. As an insurance agent, he may receive separate yet typical compensation.

Jesse Verrecchia has a financial affiliated business as an insurance agent with CPR Financial Group, LLC. Approximately 10% of his time is spent on this activity. He will offer Clients services from this activity. As an insurance agent, he may receive separate yet typical compensation.

These activities represent a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by the fact that Mr. Verrecchia has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products or services through another insurance agent of their choosing.

Item 5: Additional Compensation

Jesse Verrecchia receives additional compensation as an insurance agent. He does not receive any performance-based fees.

Item 6: Supervision

Jesse Verrecchia is supervised by Charles P. Reinhold sole owner and operator of CPR Investments Inc. The services offered by Jesse Verrecchia will consider client's risk tolerance by using a questionnaire to determine Asset allocation and recommend models/strategies for investment planning based on the risk tolerance score results. Clients are reminded quarterly to update CPR Investments Inc. of any changes in their risk tolerance. Charles Reinhold monitors all model/strategies offered by CPR Investments Inc. on a regular basis.

Charles Reinhold can be reached at 800-213-1164.