

Item 1: Cover Page Supervised Person Brochure

Part 2B of Form ADV

Joseph J. LaRocca, IV



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Rochester, MI 48307

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This brochure provides information about Joseph J. LaRocca, IV and supplements the CPR Investments Inc. brochure. You should have received a copy of that brochure. Please contact Joseph J. LaRocca, IV 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 Joseph J. LaRocca, IV (CRD #6007845) 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**

Joseph J. LaRocca, IV

- Year of birth: 1989
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Item 2: Educational Background and Business Experience

Educational Background:

- Macomb Community College – no degree

Business Experience:

- CPR Investments Inc, Investment Advisor Representative, November 2015 to present
 - CPR Financial Group LLC, Life Insurance Agent, November 2015 to present
 - HBW Advisory Services LLC, Investment Advisor Representative, October 2011 to November 2015
 - Art Van Furniture, Furniture Retail – Warehouse Department, October 2012 to June 2013
 - Unemployed, August 2011 to October 2011
 - Suburban Subaru, New Car Sales/Leasing, May 2011 to August 2011
 - Unemployed, February 2010 to May 2011
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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

Joseph J. LaRocca, IV is also a licensed insurance agent with CPR Financial Group LLC. Approximately 10% of Mr. LaRocca's time is spent in this practice. From time to time, he will offer clients products and/or services from this activity.

This represents 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. LaRocca 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

Joseph J. LaRocca, IV receives additional compensation as an insurance agent. He does not receive any performance-based fees.

Item 6: Supervision

Joseph J. LaRocca, IV is supervised by Charles P Reinhold sole owner and operator of CPR Investments Inc. The services offered by Joseph J. LaRocca, IV 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.