

Item 1: Cover Page Supervised Person Brochure

Part 2B of Form ADV

Justin P. Reinhold



1600 Parkdale Road, Suite 201

Rochester, MI 48307

PHONE: 800-213-1164

WEBSITE: www.cprinvestmentsinc.com

This brochure provides information about Justin P. Reinhold and supplements the CPR Investments Inc. brochure. You should have received a copy of that brochure. Please contact Justin P. Reinhold 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 Justin P. Reinhold (CRD #6108538) 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**

Justin P. Reinhold

- Year of birth: 1989
-

Item 2: Educational Background and Business Experience

Educational Background:

- Oakland University – no degree

Business Experience:

- CPR Investments Inc., Investment Advisor Representative, Sept 2015 to present
 - Ausdal Financial Partners, Registered Representative, September 2015 to present
 - CPR Financial Group LLC; Insurance Agent; 10/2015 to present
 - Reinhold Custom Homes LLC; Owner; January 2020 to present
 - Showtime Realty; Real Estate Salesperson; March 2019 to present
 - HBW Advisory Services LLC, Investment Advisor Rep Aug 2012 to September 2015
 - HBW Securities LLC, Registered Representative, Aug 2013 to September 2015
 - HBW Insurance & Financial Services, Representative, August 2012 to September 2015
-

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

Justin P. Reinhold is also a licensed insurance agent with CPR Financial Group LLC. Approximately 5% of Mr. Reinhold's time is spent in this practice. Mr. Reinhold is also a registered representative of Ausdal Financial Partners, a broker dealer. Approximately 10% of his time is spent on these activities. From time to time, he will offer clients products and/or services from these activities.

In addition, Mr. Reinhold is a Real Estate Salesperson at Showtime Realty and the owner of Reinhold Custom Homes LLC. Less than 5% of Mr. Reinhold's time is spent in each of these activities. From time to time, he will offer clients products and/or services from these activities.

This represents a conflict of interest because it gives an incentive to recommend products and services based on the commission and/or fee amount received. This conflict is mitigated by the fact that Mr. Reinhold 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, broker dealer, real estate salesperson or custom homes builder of their choosing.

Item 5: Additional Compensation

Justin P. Reinhold receives additional compensation as an insurance agent and as a registered representative of a broker dealer. He does not receive any performance-based fees.

Item 6: Supervision

Justin P Reinhold is supervised by Charles P Reinhold sole owner and operator of CPR Investments Inc. The services offered by Justin P Reinhold 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.