# **ADV Part 2B - Brochure Supplement**

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### **Morris Mayerfeld**

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This brochure supplement provides information about Morris Mayerfeld that supplements the Cadaret, Grant & Co., Inc. brochure (Form ADV Part 2). Please contact Cadaret, Grant's Advisory Services Department at 800.288.8601 if you did not receive Cadaret, Grant & Co., Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Morris Mayerfeld is available on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a>.

## Item 2 - Educational Background and Business Experience

Morris Mayerfeld was born in 1957

Education: Master of Rabbinic and Talmudic Studies and Advanced Certificate in Talmudic Studies, both awarded by Beth Medrash Govoha of America Inc., The Kotler Institute of Higher Learning in Lakewood, New Jersey.

Business Background: Mr. Mayerfeld is the Proprietor of Mayco Financial Services, 1992 – present. He has been a Licensed Life and Health Insurance Agent since 1988 and has held the FINRA General Securities License Series 7 since 1988.

Professional Designation: Certified Financial Planner (CFP®) since 1992.

Certification is awarded by the Certified Financial Planner Board of Standards Inc. upon completing an approved course of study and passing a comprehensive examination. CFP® professionals must have experience in the financial planning process prior to earning the right to use the CFP® certification marks. As a result, CFP® practitioners possess financial counseling skills in addition to financial planning knowledge. As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, known as CFP Board's Code of Ethics and Professional Responsibility that sets forth their ethical responsibilities to the public, clients and employers. CFP Board also performs a background check during this process and each individual must disclose any investigations or legal proceedings related to their professional or business conduct. Once certified, CFP® practitioners are required to maintain technical competence and fulfill ethical obligations. Every two years, they must complete a minimum 30 hours of continuing education to stay current with developments in the financial planning profession and better serve clients. Two of these hours are spent studying or discussing CFP Board's Code of Ethics or Practice Standards. In addition to the biennial continuing education requirement, all CFP® practitioners voluntarily disclose any public, civil, criminal or disciplinary actions that may have been taken against them during the previous two years as part of the renewal process.

## **Item 3 - Disciplinary Information**

None

#### **Item 4 - Other Business Activities**

In addition to being an Investment Advisor Representative of Cadaret, Grant & Co., Inc., in its capacity as an SEC Registered Investment Advisor, Morris Mayerfeld is also a Registered Representative of Cadaret, Grant & Co., Inc., in its capacity as a FINRA member Broker-Dealer. Registered Representatives may receive commission compensation based on the sale of securities and other investment products and may also receive service ("trail") fees from the sale of mutual funds. Clients may choose to implement investment recommendations through Registered Representatives on a commission basis. When Registered Representatives recommend investments on a commission basis, this presents the potential for a conflict of interest because the receipt of commissions may create an incentive to recommend investment products based on commissions received, rather than on the client's needs. Clients are under no obligation to

implement investment recommendations through any persons registered with Cadaret, Grant & Co., Inc. in any capacity and may implement investment recommendations through any Broker-Dealer or Investment Advisor of their choosing. Please refer to Cadaret, Grant's Form ADV Part 2A (Firm Brochure) for additional information on how potential conflicts of interest are addressed.

As disclosed on Form U4: Insurance sales with various insurance companies and supervision of licensed insurance agents affiliated with Mayco Financial Services. Sole Member of Mayco Equities LLC, Lakewood, NJ, which owns the offices housing Mayco Financial Services. Non-investment related, real estate start 3/10, 3 hrs monthly, 0 hrs during trading; Limited Partner in real estate partnerships; 0 hrs.

### **Item 5 - Additional Compensation**

None

## **Item 6 - Supervision**

Cadaret, Grant & Co., Inc. is responsible for oversight of supervised persons and monitoring the advice they provide to clients. Cadaret, Grant's Compliance Department performs supervision and monitoring of Morris Mayerfeld through various methods, some of which include exception reporting and on site examinations. Cadaret, Grant's Compliance Department includes: Donald Jaynes, First Vice President; and Nicholas Kagey, RIA Examiner. Clients who need to contact Cadaret, Grant regarding Morris Mayerfeld can reach the Compliance Department at 800.288.8601.

## **Item 7 - Requirements for State-Registered Advisers**

Not Applicable