



Form ADV Part 2B Brochure Supplement

October 24, 2024

Individuals covered by this supplement include:

Reed Finney
Justin Poplawski
James G. Elliott

Office Location:

103 Eisenhower Parkway, Suite 202
Roseland, NJ 07068
Main: 973-496-8611

Corporate Office:

24 Corporate Plaza Drive, Suite 150
Newport Beach, CA 92660
Main: 949-718-1600
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This brochure supplement provides information about the above listed individuals that supplements the Beacon Pointe Advisors, LLC brochure. You should have already received a copy of that brochure. Please contact us at 949-718-1600 if you did not receive our brochure or if you have any questions about the contents of this supplement.

Additional information about the above listed individuals is also available on the SEC's website at www.adviserinfo.sec.gov

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JOHN “REED” FINNEY, CFP®, CLU®

ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

John “Reed” Finney, CFP®, CLU®, Partner, Managing Director, b. 1982

Education:

BA, Finance, Lehigh University

Business Background:

Partner, Managing Director, Beacon Pointe Advisors, LLC, 2023-Present

Wealth Management Advisor (Principal), Bleakley Financial Group, LLC, 2022-2023

Registered Representative, LPL Financial, LLC, 2015-2023

Investment Advisor Representative, Private Advisor Group, LLC, 2014-2022

Representative, Northwestern Mutual Wealth Management Company, 2007-2015

Professional Designations

Reed Finney holds the following professional designations:

Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™ and CFP® (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. The CFP® 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. CFP® certificate holders are bound by CFP® Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

To earn the credential, each CFP® candidate must have a bachelor’s degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience. In addition, candidates must take the CFP® Certification examination and complete a CFP® -board registered program or hold an accepted designation, degree or license. Every two years, CFP® certificate holders must complete a minimum of 30 hours of continuing education. More information regarding the CFP® is available at <http://www.cfp.net/default.asp>

Chartered Life Underwriter

The CLU designation is conferred by The American College. To earn the credential, each CLU candidate must take a proctored exam for each course of study, have 3 years of full-time business experience within the five years preceding the awarding of the designation, and complete a minimum of 30 hours of continuing education every two years. More information regarding the CLU can be found at <http://www.cluhigheststandard.com/>.

ITEM 3 – DISCIPLINARY INFORMATION

Reed Finney has no disciplinary history to disclose.

ITEM 4 – OTHER BUSINESS ACTIVITIES

Reed Finney is not engaged in any investment-related business or occupation other than providing advisory services through Beacon Pointe Advisors, LLC.

ITEM 5 – ADDITIONAL COMPENSATION

Reed Finney's compensation comes from his regular salary and ownership of Beacon Pointe Advisors, LLC.

ITEM 6 – SUPERVISION

As a Partner, Managing Director at Beacon Pointe Advisors, LLC, Reed Finney oversees the investment advice provided from Beacon Pointe Advisors Roseland, NJ, office. His advice is not monitored by any other individual. He is, however, bound by Beacon Pointe's Code of Ethics.

Shannon Eusey, Chief Executive Officer, and Chief Compliance Officer is the supervisor of Reed Finney. She can be reached by calling 949-718-1600.

JUSTIN POPLAWSKI, CFP®, PPC®, RICP®

ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Justin Poplawski, CFP®, PPC®, RICP®, Senior Wealth Advisor, b. 1982

Education:

BA, Liberal Arts, William Paterson University

Business Background:

Senior Wealth Advisor, Beacon Pointe Advisors, LLC, 2023-Present

Agent, Beacon Pointe Insurance Services, LLC, 2023-Present

Wealth Management Advisor, Bleakley Financial Group, LLC, 2022-2023

Registered Representative, LPL Financial, LLC, 2015-2023

Investment Advisor Representative, Private Advisor Group, LLC, 2014-2022

Investment Advisor Representative, Northwestern Mutual Investment Services, 2011-2015

Registered Representative, Northwestern Mutual Investment Services, 2010-2015

Professional Designations

Justin Poplawski holds the following professional designations:

Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™ and CFP® (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. The CFP® 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. CFP® certificate holders are bound by CFP® Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

To earn the credential, each CFP® candidate must have a bachelor’s degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience. In addition, candidates must take the CFP® Certification examination and complete a CFP® -board registered program or hold an accepted designation, degree or license. Every two years, CFP® certificate holders must complete a minimum of 30 hours of continuing education. More information regarding the CFP® is available at <http://www.cfp.net/default.asp>

Professional Plan Consultant

A Professional Plan Consultant™ (PPC®) is a service provider professional that has gone through courses and learned the framework for managing a successful and compliant 401(k) plan. As a professional who has received the official PPC® Designation, the service provider has an in-depth knowledge of ERISA requirements for employer-sponsored retirement plans and the ability to carry out plan services. A PPC™ has studied the evolving role of the retirement plan advisor, how to define plan success, fiduciary

roles and responsibilities, investment selection and monitoring, service provider due diligence, participant communications, plan administration issues, and how to implement a prudent decision-making process. More information about the PPC® is available at <https://www.legacywealthus.com/what-is-a-professional-plan-consultant>.

Retirement Income Certified Professional (RICP®)

The Retirement Income Certified Professional (RICP®) is a service provider professional trained to understand how to structure an effective retirement income plan, how to mitigate risks to the plan, and how to create a sustainable stream of income to last throughout a client's retirement years. More information about the RICP® is available at <https://www.theamericancollege.edu/levelup/ricp>.

ITEM 3 – DISCIPLINARY INFORMATION

Justin Poplawski has no disciplinary history to disclose.

ITEM 4 – OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Justin Poplawski is a licensed insurance agent for Beacon Pointe Insurance Services, LLC ("BPIS"). Beacon Pointe Advisors, LLC is affiliated with BPIS. BPIS is a licensed insurance agency. BPIS receives commissions on insurance products clients purchase, and Justin Poplawski is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives Justin Poplawski an incentive to recommend insurance products based on the compensation received, rather than on the client's needs. Clients are not obligated to act on any insurance recommendations or place any transactions through Justin Poplawski or BPIS if they decide to follow Mr. Poplawski's recommendations.

ITEM 5 – ADDITIONAL COMPENSATION

In addition to his regular compensation from Beacon Pointe Advisors, LLC, Justin Poplawski is eligible to receive compensation for the activities outlined above in **Item 4 – Other Business Activities**. Justin Poplawski is also eligible to receive variable compensation based on the number of assets/clients he brings into Beacon Pointe.

ITEM 6 – SUPERVISION

Reed Finney, Partner, Managing Director, is responsible for supervising Justin Poplawski's activities. Reed Finney monitors the advice provided by Justin Poplawski or consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Reed Finney can be reached by calling 973-496-8611.

JAMES G. ELLIOTT

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

James G. Elliott, Wealth Advisor, b. 1992

Education:

BA, Business Economics, The College of Wooster

Business Background:

Wealth Advisor, Beacon Pointe Advisors, LLC, 2023-Present

Licensed Administrative, Bleakley Financial Group, LLC 2020-2023

Investment Advisor Representative, Private Advisor Group, LLC, 2020-2022

Investment Advisor Representative, Beacon Pointe Advisors, LLC, 2019-2020

Associate Wealth Advisor, Beacon Pointe Wealth Advisors, LLC, 2019-2020

Investment Advisor, Heller Wealth Advisors, LLC, 2018-2019

Analytics Lead, Dale Carnegie Northern NJ, 2016-2018

ITEM 3 - DISCIPLINARY INFORMATION

James Elliott has no disciplinary history to disclose.

ITEM 4 - OTHER BUSINESS ACTIVITIES

James Elliott is not engaged in any investment-related business or occupation other than providing advisory services through Beacon Pointe Advisors, LLC.

ITEM 5 – ADDITIONAL COMPENSATION

In addition to his regular compensation from Beacon Pointe Advisors, LLC, James Elliott is eligible to receive variable compensation based on the number of assets/clients he brings into Beacon Pointe.

ITEM 6 – SUPERVISION

Reed Finney, Partner, Managing Director, is responsible for supervising James Elliott's activities. Reed Finney monitors the advice provided by James Elliott for consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Reed Finney can be reached by calling 973-496-8611.