



## Form ADV Part 2B Brochure Supplement

February 7, 2022

### Individuals covered by this supplement include:

Marc S. Wolff                      Gregory L. Gionfriddo  
James P. Cooper                      Mark D. Generales

#### Office Location:

1943 Morrill Street, Suite 1  
Sarasota, FL 34236  
(941) 308-0041

9240 Bonita Beach Road  
Suite 2211  
Bonita Springs, FL 32789  
(239) 676-5676

#### Corporate Office:

24 Corporate Plaza Drive, Suite 150  
Newport Beach, CA 92660  
(949) 718-1600

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](http://www.adviserinfo.sec.gov)

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# MARC S. WOLFF

## ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Marc S. Wolff**, Partner, Managing Director, b. 1969

*Education:*

BS/BA, Finance, University of Florida

*Business Background:*

Partner, Managing Director, Beacon Pointe Advisors, LLC, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Registered Representative, Purshe Kaplan Sterling Investments, 2022-Present

President, Chief Compliance Officer, Southern Trust Financial Planning, Inc., 2004-2021

Registered Representative, Securities America, Inc., 2009-2022

## ITEM 3 - DISCIPLINARY INFORMATION

Marc Wolff has no material disciplinary history requiring disclosure under this item. Please see [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) for additional information about Marc Wolff.

## ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Marc Wolff 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 client purchase, and Marc Wolff is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives Marc Wolff 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 Marc Wolff or BPIS if they decide to follow Mr. Wolff’s recommendations.

Marc Wolff spends a portion of his time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, Marc Wolff may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, he is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments for products held by BPA’s advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives Marc Wolff an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client’s portfolio that includes investment products for which Marc Wolff receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that Marc Wolff receives.

Mr. Wolff is also a Manager of Chelle Bug, LLC, through which he owns a salon and spa. This activity is not investment-related, and accounts for a de minimis portion of Mr. Wolff's time.

## **ITEM 5 - ADDITIONAL COMPENSATION**

Marc Wolff's compensation comes from his regular salary and ownership of Beacon Pointe Advisors, LLC. The additional compensation that Marc Wolff is eligible to receive is outlined above in ***Item 4 – Other Business Activities***.

## **ITEM 6 - SUPERVISION**

As a Partner, Managing Director at Beacon Pointe Advisors, LLC, Marc Wolff oversees the investment advice provided from Beacon Pointe Advisors' Sarasota, FL, 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 Marc Wolff. She can be reached by calling 949-718-1600.

# JAMES P. COOPER

## ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**James P. Cooper**, Partner, Senior Wealth Advisor, b. 1969

### *Education:*

MS, Economics, Florida State University

BS, Economics/Finance, Florida State University

### *Business Background:*

Partner, Senior Wealth Advisor, Beacon Pointe Advisors, LLC, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Registered Representative, Purshe Kaplan Sterling Investments, 2022-Present

Senior Vice President of Investments, Investment Advisor Representative, Southern Trust Financial Planning, Inc., 2004-2022

Registered Representative, Securities America, Inc., 2009-2022

## ITEM 3 - DISCIPLINARY INFORMATION

James Cooper has no disciplinary history to disclose.

## ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, James Cooper 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 client purchase, and James Cooper is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives James Cooper 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 James Cooper or BPIS if they decide to follow Mr. Cooper’s recommendations.

James Cooper spends a portion of his time as a registered representative of Purshe Kaplan Sterling Investments a non-affiliated registered broker-dealer. In this capacity, James Cooper may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, he is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments for products held by BPA’s advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives James Cooper an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client’s portfolio that includes investment products for which James Cooper receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that James Cooper receives.

## ITEM 5 - ADDITIONAL COMPENSATION

James Cooper's compensation comes from Beacon Pointe Advisors, LLC. He receives variable compensation that is based on the number of assets/clients he brings into Beacon Pointe. Additionally, Mr. Cooper is eligible to receive compensation through his ownership in Beacon Pointe. The additional compensation that James Cooper is eligible to receive is outlined above in ***Item 4 – Other Business Activities***.

## ITEM 6 - SUPERVISION

Marc Wolff, Partner, Managing Director, is responsible for supervising James Cooper's activities. Marc Wolff monitors the advice provided by James Cooper for consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Marc Wolff can be reached by calling (941) 308-0041.

# GREGORY L. GIONFRIDDO

## ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Gregory L. Gionfriddo**, Senior Wealth Advisor, b. 1969

*Education:*

BS, Social Science: Economics Concentration, Florida State University

*Business Background:*

Senior Wealth Advisor, Beacon Pointe Advisors, LLC, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Registered Representative, Purshe Kaplan Sterling Investments, Inc., 2022-Present

Senior Wealth Advisor, Southern Trust Financial Planning, Inc., 2018-2021

Registered Representative, Securities America Inc., 2018-2022

Senior Recruiter, HH Staffing Services, 2014-2018

## ITEM 3 - DISCIPLINARY INFORMATION

Gregory Gionfriddo has no disciplinary history to disclose.

## ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Gregory Gionfriddo 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 client purchase, and Gregory Gionfriddo is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives Gregory Gionfriddo 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 Gregory Gionfriddo or BPIS if they decide to follow Mr. Gionfriddo’s recommendations.

Gregory Gionfriddo spends a portion of his time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, Gregory Gionfriddo may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, he is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments, Inc. for products held by BPA’s advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives Gregory Gionfriddo an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client’s portfolio that includes investment products for which Gregory Gionfriddo receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that Gregory Gionfriddo receives.

## ITEM 5 - ADDITIONAL COMPENSATION

Gregory Gionfriddo's compensation comes from Beacon Pointe Advisors, LLC. He receives variable compensation that is based on the number of assets/clients he brings into Beacon Pointe. The additional compensation that Gregory Gionfriddo is eligible to receive is outlined above in ***Item 4 – Other Business Activities***.

## ITEM 6 - SUPERVISION

Marc Wolff, Partner, Managing Director, is responsible for supervising Gregory Gionfriddo's activities. Marc Wolff monitors the advice provided by Gregory Gionfriddo for consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Marc Wolff can be reached by calling (941) 308-0041.



# MARK D. GENERALES

## ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

**Mark D. Generales**, Senior Wealth Advisor, b. 1950

*Education:*

Mark Generales has not received any higher education degrees after high school. However, he attended the University of Massachusetts from 1970-1974.

*Business Background:*

Senior Wealth Advisor, Beacon Pointe Advisor, 2022-Present

Agent, Beacon Pointe Insurance Services, LLC, 2022-Present

Registered Representative, Purshe Kaplan Sterling Investments, Inc., 2022-Present

Senior Vice President of Investments, Southern Trust Financial Planning, Inc., 2009-2022

Registered Representative, Securities America Inc., 2009-2022

## ITEM 3 - DISCIPLINARY INFORMATION

Mark Generales has no material disciplinary history requiring disclosure under this item. Please see [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) for additional information about Mark Generales.

## ITEM 4 - OTHER BUSINESS ACTIVITIES

In addition to his role with Beacon Pointe Advisors, LLC, Mark Generales 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 client purchase, and Mark Generales is eligible to receive a portion of these commissions. Clients pay separate fees for advisory services and insurance products or services. This practice gives Mark Generales 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 Mark Generales or BPIS if they decide to follow Mr. Generales’ recommendations.

Mark Generales spends a portion of his time as a registered representative of Purshe Kaplan Sterling Investments, a non-affiliated registered broker-dealer. In this capacity, Mark Generales may make security recommendations, offer investment products and/or effect securities transactions. When effecting transactions, he is eligible to receive compensation, commissions and/or trailing 12b-1 fees from Purshe Kaplan Sterling Investments for products held by BPA’s advisory clients. Receipt of this type of transaction-related compensation is a conflict of interest as it gives Mark Generales an incentive to recommend investment products based on the additional compensation received. BPA will not charge advisory fees on the portion of the client’s portfolio that includes investment products for which Mark Generales receives commissions and/or trailing 12b-1 fees. In all instances, BPA will ensure that BPA clients are provided with a disclosure that outlines the commissions and/or trailing 12b-1 fees that Mark Generales receives.

## ITEM 5 - ADDITIONAL COMPENSATION

Mark Generales' compensation comes from Beacon Pointe Advisors, LLC. He receives variable compensation that is based on the number of assets/clients he brings into Beacon Pointe. The additional compensation that Mark Generales is eligible to receive is outlined above in **Item 4 – Other Business Activities**.

## ITEM 6 - SUPERVISION

Marc Wolff, Partner, Managing Director, is responsible for supervising Mark Generales' activities. Marc Wolff monitors the advice provided by Mark Generales for consistency with client objectives and Beacon Pointe Advisors, LLC's policies. Marc Wolff can be reached by calling (941) 308-0041.