

Item 1 Cover Page

**SUPERVISED PERSON BROCHURE**  
FORM ADV PART 2B

Manuel Menendez



**Florida Office Address:**

3625 NW 82 Avenue  
#100C  
Doral, FL 33166

Tel: 305-595-8321  
Fax: 866-247-6978

manny@cprfinancial.net

[www.cprinsurance.com](http://www.cprinsurance.com)

This brochure supplement provides information about Manuel Menendez and supplements the CPR Financial & Insurance Services, Inc.'s brochure. You should have received a copy of that brochure. Please contact Manuel Menendez if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Manuel Menendez (CRD#1992107) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**JANUARY 16<sup>TH</sup>, 2018**

**Brochure Supplement (Part 2B of Form ADV)  
Additional Investment Advisor Representative**

---

**Manuel Menendez (“Manny”)**

- Year of birth: 1961
- 

**Item 2 Educational Background and Business Experience**

Educational Background:

- Florida International University; Attended 1982-1985
- Miami Dade College; Associates in Arts Degree; 1981

Business Experience:

- Investment Advisor Representative; CPR Financial & Insurance Services, Inc. (11/2015 - Present)
  - Independent Insurance Agent; (10/2015 – Present)
  - Insurance Agent; HBW Insurance & Financial Services, Inc. (02/2010 – 11/2015)
  - Investment Advisor Representative; HBW Advisory Services LLC (10/2010 – 11/2015)
  - Registered Representative; HBW Securities LLC (07/2010 – 12/2012)
  - Registered Representative; PFS Investments Inc. (12/1989 – 03/2010)
  - Regional Vice President; Primerica Financial Services (08/1988 – 03/2010)
- 

**Item 3 Disciplinary Information**

None to report.

---

**Item 4 Other Business Activities**

Mr. Menendez has financial industry affiliated business activities as an insurance agent. He is licensed to sell, for sales commissions, insurance products. Greater than 75% of his time is spent in these activities. From time to time he offers clients advice or products from these affiliations.

These practices represent conflicts of interest because it gives Mr. Menendez an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm’s Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the right to purchase these products through another insurance agent of their choosing.

---

**Item 5 Additional Compensation**

Mr. Menendez receives commission from the sale of insurance products, but he does not receive any performance based fees.

---

**Item 6 Supervision**

Manny Menendez is supervised by Charles P. Rosen, Owner/Chief Compliance Officer of CPR Financial & Insurance Services, Inc. Mr. Rosen reviews Mr. Menendez’s work through client account reviews, quarterly personal transaction reports as well as face-to-face and phone interactions. Charles P. Rosen can be contacted by phone at 877-431-6997 or by email at [chuck@cprfinancial.net](mailto:chuck@cprfinancial.net).

---

**Item 7 Requirements for State-Registered Advisors**

*Arbitration Claims:* None to report.

*Self-Regulatory Organization or Administrative Proceeding:* None to report.

*Bankruptcy Petition:* Chapter 7 Bankruptcy filed 03/21/2005; Southern District, Miami, FL; Discharged 03/2005. The bankruptcy was filed due to a divorce situation.