

Form ADV Part 2B  
Brochure Supplement



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*Cover Page*

February 1, 2016

Name of Supervised Person/IA Rep	Bruce Read
Address	6181 W. Linda Lane Chandler, AZ 85226
Phone Number	602-565-8415
Date of Last Revision	March 31, 2015

Name of Registered Investment Advisor	CPR Investing
Address	15237 S. 19 <sup>th</sup> Way Phoenix, AZ 85048
Phone Number	602-616-2200
Website Address	<a href="http://www.cpr-investing.com">www.cpr-investing.com</a>

This brochure supplement provides information about Bruce Read that supplements the brochure for CPR Investing. You should have received a copy of that brochure. Please contact our office, 602-616-2200 or [info@cpr-investing.com](mailto:info@cpr-investing.com) if you did not receive CPR Investing's brochure or if you have any questions about the contents of this supplement.

Additional information about Bruce Read is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## ***Educational Background and Business Experience***

### **Education and Business Background**

Name: Bruce Read

Year of Birth: 1956

Education: Arizona State University, Tempe, AZ  
BS, Business Administration Marketing, 1979  
The American College, Bryn Mawr, PA  
Chartered Life Underwriter (CLU), 1999  
The American College, Bryn Mawr, PA  
Chartered Financial Consultant (ChFC), 2001  
The American College, Bryn Mawr, PA  
Chartered Advisor for Senior Living (CASL), 2008

Business: CPR Investing, Phoenix, AZ, IA Representative  
October 2014 - Present  
Guardian Life and Park Avenue Securities LLC, Phoenix, AZ, Financial Advisor  
October 2008 – May 2014  
Northwestern Mutual Life & Northwestern Mutual Investment Services LLC, Phoenix, AZ  
Financial Advisor  
September 1992-July 2008  
B. Gordon Read & Associate, Phoenix, AZ, President  
May 1986-August 1992  
Lincoln Read & Associates, Phoenix, AZ, Owner  
January 1981-May 1986

### **Professional Designations Qualifications**

Arizona Insurance License, Accident, Health, Life and Variable Producer (#9770)

Series 7 Securities License

Series 6 Securities License

Series 65 Securities License

Series 63 Securities License

### **Disciplinary Information**

An investment advisor and its supervised persons (IA Reps) must disclose material facts about any legal or disciplinary event that is material to a client's evaluation of the advisory business or of the integrity of the IA Rep. Bruce Read has the following disclosure items:

- Financial: Chapter 7 Bankruptcy filed on 8/31/2015 and discharged on 12/31/2015, case is still pending final approval.
- Employment separation after allegations, permitted to resign 5/16/2014 from Guardian Life and Park Avenue Securities, LLC.
- Employment separation after allegations, permitted to resign 7/7/2008 from Northwestern Mutual Life & Northwestern Mutual Investment Services, LLC.

Clients can access the disciplinary history at The BrokerCheck link is [www.finra.org/brokercheck](http://www.finra.org/brokercheck)

***Other Business Activities***

Not Applicable

***Additional Compensation***

Not Applicable

***Supervision***

Bruce Read formulates his own investment advice. Seamus Mulloy, Chief Compliance Officer, monitors portfolios for investment objectives and other supervisory reviews. Seamus Mulloy may be contacted at the phone number of the main office as shown on the cover page.

***State Registered Advisors***

Chapter 7 Bankruptcy petition was filed 8/31/2015 and dismissed 12/31/2015. The case is still pending final approval.