

Item 1 Cover Page

David A. Frisch

Frisch Financial Group, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 22, 2024

Contact: Joyce A. Streithorst, Chief Compliance Officer
445 Broad Hollow Road, Suite 215
Melville, NY 11747

This Brochure Supplement provides information about David A. Frisch that supplements the Frisch Financial Group, Inc. (“Frisch Financial”) Brochure; you should have received a copy of that Brochure. Please contact Joyce A. Streithorst, Chief Compliance Officer, if you did *not* receive Frisch Financial’s Brochure or if you have any questions about the contents of this supplement.

Additional information about David A. Frisch is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

David A. Frisch was born in 1968. Mr. Frisch graduated from the State University of New York at Binghamton School of Management in 1991, with a Bachelor of Science degree in Accounting. Mr. Frisch is the Founder and a Wealth Management Advisor of Frisch Financial Group, Inc. since June 1999. Mr. Frisch is currently the Chief Executive Officer (CEO).

Mr. Frisch has been a CERTIFIED FINANCIAL PLANNER™ since 1994. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered 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. It 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. Currently, more than 88,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must currently satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services

at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Mr. Frisch has held the designation of Certified Public Accountant ("CPA") since 1993. CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

Mr. Frisch has held the designation of Personal Financial Specialist ("PFS") since 1997. The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. **Certified Public Accountant.** David Frisch is a Certified Public Accountant ("CPA"). While Mr. Frisch could provide accounting and/or tax preparation services to clients of Frisch Financial, Mr. Frisch does not seek to provide tax preparation services. Since the representatives of Frisch Financial are unlikely to recommend Mr. Frisch, there is unlikely to be a conflict of interest. No client is under any obligation to engage any professional recommended by Frisch Financial in such a capacity.

Item 5 Additional Compensation

None.

Item 6 Supervision

Frisch Financial provides investment advisory and supervisory services in accordance with Frisch Financial's policies and procedures manual. The primary purpose of Frisch Financial's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser's Act ("*Act*"). Frisch Financial's Chief Compliance Officer, Joyce A. Streithorst, is primarily responsible for the implementation of Frisch Financial's policies and procedures and overseeing the activities of Frisch Financial's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of Frisch Financial have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding Frisch Financial's supervision or compliance practices, please contact Ms. Streithorst at (516) 694-7900.

Item 1 Cover Page

Joyce A. Streithorst

Frisch Financial Group, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 22, 2024

Contact: Joyce A. Streithorst, Chief Compliance Officer
445 Broad Hollow Road, Suite 215
Melville, NY 11747

This Brochure Supplement provides information about Joyce A. Streithorst that supplements the Frisch Financial Group, Inc. (“Frisch Financial”) Brochure. You should have received a copy of that Brochure; please contact Joyce A. Streithorst, Chief Compliance Officer, if you did *not* receive Frisch Financial’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Joyce A. Streithorst is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Joyce A. Streithorst was born in 1970. Ms. Streithorst graduated from Adelphi University in 1993, with a Bachelor of Business Administration degree and from The American College in 2002, with a Master of Science degree in Financial Services. Ms. Streithorst has been a Wealth Management Advisor of Frisch Financial Group, Inc. since September of 2004, and a shareholder since 2020.

Ms. Streithorst has been a CERTIFIED FINANCIAL PLANNER™ since 1995. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services

at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Ms. Streithorst has held the designation of Certified Divorce Financial Analyst (CDFA™) since 2009. CDFA™ professionals must develop their theoretical and practical understanding and knowledge of the financial aspects of divorce by completing a comprehensive course of study approved by the Institute for Divorce Financial Analysts. CDFA™ professionals must have two years minimum experience in a financial or legal capacity prior to earning the right to use the CDFA™ certification mark.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

Ms. Streithorst is supervised by David A. Frisch, the CEO of Frisch Financial.

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Item 1 Cover Page

Jason M. Sacks

Frisch Financial Group, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 22, 2024

Contact: Joyce A. Streithorst, Chief Compliance Officer

445 Broad Hollow Road, Suite 215

Melville, NY 11747

This Brochure Supplement provides information about Jason M. Sacks that supplements the Frisch Financial Group, Inc. (“Frisch Financial”) Brochure; you should have received a copy of that Brochure. Please contact Joyce A. Streithorst, Chief Compliance Officer, if you did *not* receive Frisch Financial’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Jason M. Sacks is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Jason M. Sacks was born in 1974. Mr. Sacks graduated from the University of Delaware in 1996, with a Bachelor of Arts degree in Economics. Mr. Sacks has been a Wealth Management Advisor of Frisch Financial Group, Inc. since February of 2006, and has been a shareholder since December 2010

Mr. Sacks has been a CERTIFIED FINANCIAL PLANNER™ since 2010. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial

planning services in the best interests of their clients.

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Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

Mr. Sacks is supervised by David A. Frisch, the CEO of Frisch Financial.

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Item 1 Cover Page

Shawn P. Gallagher

Frisch Financial Group, Inc.

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Dated: March 22, 2024

Contact: Joyce A. Streithorst, Chief Compliance Officer
445 Broad Hollow Road, Suite 215
Melville, NY 11747

This Brochure Supplement provides information about Shawn Gallagher that supplements the Frisch Financial Group, Inc. (“Frisch Financial”) Brochure; you should have received a copy of that Brochure. Please contact Joyce A. Streithorst, Chief Compliance Officer, if you did *not* receive Frisch Financial’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Shawn P. Gallagher is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Shawn P. Gallagher was born in 1981. Mr. Gallagher graduated from the Syracuse University in 2004, with a Bachelor of Arts degree in Industrial Design. Mr. Gallagher has been a Wealth Management Advisor of Frisch Financial Group, Inc. since March 2015 and has been a shareholder since 2022. From February 2014 to February 2015, Mr. Gallagher was an investment advisor representative with TIAA-CREF. From April 2011 to February 2014, he was a financial consultant with E*Trade. From March 2007 to April 2011, Mr. Gallagher was an investment counselor at T. Rowe Price.

Mr. Gallagher has been a CERTIFIED FINANCIAL PLANNER™ since 2013. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 6 hours, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Mr. Gallagher has also held the designation of Chartered Retirement Planning Counselor (CRPC®) since November 2011. The College of Financial Planning® awards the CRPC® designation to applicants who complete the CRPC® professional education program, pass a final examination, commit to a code of ethics and agree to pursue continuing education. Continued use of the CRPC® designation is subject to ongoing renewal requirements. Every two (2) years the designee must renew their right to continue using the CRPC® designation by completing 16 hours of continuing education and reaffirming to abide by the Standards of Professional Conduct.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

Mr. Gallagher is supervised by Joyce A. Streithorst, a shareholder of Frisch Financial.

Frisch Financial provides investment advisory and supervisory services in accordance with Frisch Financial’s policies and procedures manual. The primary purpose of Frisch Financial’s Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser’s Act (“*Act*”). Frisch Financial’s Chief Compliance Officer, Joyce A. Streithorst, is primarily responsible for the implementation of Frisch Financial’s policies and procedures and overseeing the activities of Frisch Financial’s supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of Frisch Financial have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding Frisch

Financial's supervision or compliance practices, please contact Ms. Streithorst at (516) 694-7900.

Item 1 Cover Page

Josiah S. Choy

Frisch Financial Group, Inc.

ADV Part 2B, Brochure Supplement

Dated: March 22, 2024

Contact: Joyce A. Streithorst, Chief Compliance Officer
445 Broad Hollow Road, Suite 215
Melville, NY 11747

This Brochure Supplement provides information about Josiah Choy that supplements the Frisch Financial Group, Inc. (“Frisch Financial”) Brochure; you should have received a copy of that Brochure. Please contact Joyce A. Streithorst, Chief Compliance Officer, if you did *not* receive Frisch Financial’s Brochure or if you have any questions about the contents of this supplement.

Additional information about Josiah S. Choy is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Josiah S. Choy was born in 1987. Mr. Choy graduated from Stony Brook University in 2008, with a Bachelor of Science degree in Finance. Mr. Choy has been a Portfolio Analyst of Frisch Financial Group, Inc. since May 2017. From September 2012 to May 2017, Mr. Choy was an associate with BlackRock, Inc. From November 2013 to June 2014, he was a Research Analyst with The Motley Fool. From January 2008 to September 2012, Mr. Choy was a Registered Representative at M Holdings Securities, Inc.

Mr. Choy has been a CFA Charterholder since 2013. The Chartered Financial Analyst (CFA) designation is a globally respected, graduate-level investment credential established in 1962 and awarded by the CFA Institute, the largest global association of investment professionals.

To earn the CFA designation, candidates must (1) pass three sequential, six-hour examinations, (2) have at least four years of qualified professional investment experience, (3) join the CFA Institute as members, and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards - The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, requires CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition - Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study at each level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision-making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders, often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 19 countries recognize the CFA charter as a proxy for meeting certain licensing requirements. More than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge - The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test proficiency in a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment management skills to reflect the dynamic and complex nature of the profession.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

A. The supervised person is not actively engaged in any other investment-related businesses or occupations.

B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

Mr. Choy is supervised by Jason M. Sacks, a shareholder of Frisch Financial.

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Item 1 Cover Page

Peter Vitale

Frisch Financial Group, Inc.

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Additional information about Peter Vitale is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Education Background and Business Experience

Peter Vitale was born in 1976. Mr. Vitale has been Director of Business Development of Frisch Financial Group since July 2021. From April 2021 to July 2021, Mr. Vitale was a private client advisor with J.P. Morgan. From June 2020 to March 2021, he was a registered representative and financial consultant with Fidelity. From August 1998 to June 2020, Mr. Vitale was an investment consultant at TD Waterhouse Investor Services.

Mr. Vitale has held the Accredited Asset Management Specialist (AAMS®) designation since 2024. The AAMS is only for an investment professional who has successfully satisfied requirements of an in-depth course of study focusing exclusively on asset management set forth by the College for Financial Planning. To be entitled to use this designation, AAMS designees must have passed a rigorous examination, signed a code of professional ethics and completed a disclosure form attesting to their professional conduct.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. The supervised person is not actively engaged in any non-investment-related business or occupation for compensation.

Item 5 Additional Compensation

None.

Item 6 Supervision

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