

Form ADV Part 2B – Brochure Supplement  
Item 1: Cover Page  
February 2020

**Kenyon Lederer**



Integrity ♦ Wisdom ♦ Character

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This brochure supplement provides information about Kenyon Lederer that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Lederer, Chief Compliance Officer, if you did not receive Pinnacle Asset Management, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Kenyon Lederer is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD# 2275241.

## Item 2: Educational Background & Business Experience

**Kenyon Lederer**

**Year of Birth: 1968**

### **Educational Background:**

- 1991: California State University, Sacramento; BSBA – Finance

### **Business Background:**

- 09/1998 – Present Pinnacle Asset Management, Inc.; President, Chief Compliance Officer and Investment Adviser Representative as of 11/2013
- 11/2013 – Present Purshe Kaplan Sterling Investments, Inc.; Registered Representative
- 10/2007 – 11/2013 INVEST Financial Corporation; Registered Representative and Investment Adviser Representative
- 10/1994 – 10/2007 Securities America, Inc.; Registered Representative and Investment Adviser Representative

### **Exams, Licenses & Other Professional Designations:**

- 2002: Chartered Financial Consultant®, ChFC®
- 1999: CERTIFIED FINANCIAL PLANNER™, CFP®
- 1997: Series 24
- 1995: Certified Fund Specialist, CFS®
- 1994: California Insurance Licensed; License No. 0A94984
- 1994: Series 7 Exam
- 1992: Series 6 & 63 Exams

### **Chartered Financial Consultant®, ChFC®**

The ChFC® designation is offered by The American College. Designation holders are required to serve clients with the highest level of professionalism. The authority to use the ChFC® mark is granted by the Certification Committee of the Board of Trustees of The American College, and that privilege is contingent on adherence to strict ethical guidelines. All ChFC® advisors are required to do the same for clients that they would do for themselves in similar circumstances, the standard of ethical behavior most beneficial for their clients. Each ChFC® has taken 9 or more college-level courses on all aspects of financial planning. The average study time for the program is over 400 hours, and advisors frequently spend years earning this coveted distinction. Each ChFC® must also complete a minimum of 30 hours of continuing education every two years and must meet extensive experience requirements to ensure that you get the professional financial advice you need.

### **CERTIFIED FINANCIAL PLANNER™, CFP®**

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per

year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

### **Certified Fund Specialist, CFS®**

The CFS® designation is made available through the Institute of Business & Finance (“IBF”). Candidates must have a Bachelor's degree or 2,000 hours of financial services work experience. The CFS program consists of 6 modules: (1) Regulation, Structure, Expenses, and Titling; (2) Management and Fund Selection, Risk Management, Equities, Fixed-Income & Hybrids; (3) Tax-Free Bonds, Money Market, Specialty Categories, and Time Value Analysis; (4) Asset Categories, Market Indicators, CEFs, ETFs, and REITs; (5) Risk, Timing the Market, When to Sell, and Taxation; (6) Basics of Asset Allocation, The Efficient Frontier, Optimal Asset Allocation, Core-Satellite Strategy, Modern Portfolio Theory (“MPT”). 30 hours of continuing education are required every 2 years in order to maintain this designation.

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to your evaluation of Mr. Lederer.

### **Item 4: Other Business Activities**

Mr. Lederer is a licensed insurance agent. He may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation he and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

Mr. Lederer is a registered representative of Purshe Kaplan Sterling Investments, Inc., member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. Lederer may earn and may not necessarily be in the best interests of the client.

### **Item 5: Additional Compensation**

Mr. Lederer does not receive any other economic benefit for providing advisory services in addition to advisory fees.

### **Item 6: Supervision**

Mr. Lederer is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics.