

Part 2B: The Brochure Supplement : Here we provide information about advisory personnel on whom you rely for investment advice. We must provide this supervised person's supplement to you, our client initially at or before the time when *that* specific supervised person begins to provide you with advisory services.

Item 1. Cover Page.

This brochure supplement provides information about Mr. Ron Freund that supplements The Social Equity Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mr. Duncan Meaney at (510) 644-9484 if you did not receive The Social Equity Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Freund is available on the SEC's website at www.adviserinfo.sec.gov.

Ron Freund

Ron Freund
CRD # 1267922

Mr. Freund was born 11.19.1947. He is an Investment Adviser Representative who has been with this firm since 11.1992

2550 9TH ST, SUITE 204A BERKELEY, CA Client Manager 40/50 Hours per month

Item 2. Educational Background and Business Experience

Mr. Freund obtained his post high school education at :

Haverford College: BA, Political Science, 1969

Northwestern University, M.A., Political Science, 1970

Pacific School of Religion, Social Ethics program, 1984

Institute of Business and Finance, Certified Fund Specialist Accreditation, 1993

His Employment History is :

11.01.2005 to present : Solicitor for The Social Equity Group, Inc. working from Illinois.

11.1992 to present : Registered Representative for the Broker Dealer Financial West Group and investment advisor representative for its related investment advisory firm, Financial West.

03/1984 to present : Teacher for the Hayward School District

01/1981 to present : self-employed as a writer.

Item 3. Disciplinary Information. Clients may read on the Investment Adviser Public Disclosure site the following. : Are there events disclosed about this Investment Adviser Representative? **No**. Are there events disclosed about this broker? **No**

Item 4. Other Business Activities. Mr. Freund's other business activities are:

Travel Agency : Global Travel, 10 years, 10-15 Hours per month

Social Screening : Consulting 15 years, 30 Hours per month

Item 5. Additional Compensation. Mr. Freund receives no additional compensation for his advisory activities.

Item 6. Supervision. Mr. Duncan Meaney supervises Ron Freund in Mr. Freund's activities as a solicitor; he receives copies of all of Mr. Freund's client communications.

Item 7. State Registration requirements Mr. Freund has not been the subject of any of the disciplinary or regulatory events listed under this Item 7 nor has he declared bankruptcy in the past 10 years.

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Item 1. Cover Page.

This brochure supplement provides information about Dawn Hollerith that supplements The Social Equity Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mr. Duncan Meaney at (510) 644-9484 if you did not receive The Social Equity Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Dawn Hollerith is available on the SEC's website at www.adviserinfo.sec.gov.

Dawn Hollerith

CRD # 1191487

Born 9.27.1950

Investment Adviser Representative/ Solicitor

With firm since 6.2.2000

Item 2. Educational Background and Business Experience

Ms. Hollerith received her post high school education at [Master of Arts] ,Institute of Integral Studies, San Francisco, Psychology, 1982

Her Employment History is :

6.2000 to present : Solicitor for The Social Equity Group, Inc. working in California.

11.1992 to present : Registered Principal for the Broker Dealer Financial West Group in Healdsburg, CA.

03/1989 to 8.1992 : American Investors Company

Item 3. Disciplinary Information. Clients may read on the Investment Adviser Public Disclosure site the following. : Are there events disclosed about this Investment Adviser Representative? **No**. Are there events disclosed about this broker? **No** She is not suspended in any jurisdiction.

Item 4. Other Business Activities.

Independent Insurance agent since 1983; ca. 10 hours per week.

President of the Piper Place Home Owner's Association since 11.2007; 1-2 hours per week.

Item 5. Additional Compensation.

Ms. Hollerith receives no other incomes from her investment advisory activities.

Item 6. Supervision. Mr. Duncan Meaney supervises Ms. Hollerith in her activities as a solicitor. He may be reached at the address or phone number provided above.

Item 7. State Registration requirements

This Investment Adviser Representative is currently registered in **1** jurisdiction(s). California (6.2.2000). Ms. Hollerith has not been the subject of any of the disciplinary or regulatory events listed under this Item 7 nor has she declared bankruptcy in the past 10 years.

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Item 1. Cover Page.

This brochure supplement provides information about Hannah Martine that supplements The Social Equity Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mr. Duncan Meaney at (510) 644-9484 if you did not receive The Social Equity Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Hannah Martine is available on the SEC's website at www.adviserinfo.sec.gov.

Hannah Martine

CRD # 5102865

Born 11.1.1956

Investment Adviser Representative/ solicitor with this firm since 9.2009

Item 2. Educational Background and Business Experience

Ms. Martin's education includes two years liberal arts education at Berkeley City College, 2001-03, no degree.

Her Employment History is :

9. 2009 to present : Solicitor for The Social Equity Group, Inc. working in California.

2.2006 to present : Registered Representative for the Broker Dealer Financial West Group.

Item 3. Disciplinary Information.

Clients may read on the Investment Adviser Public Disclosure site the following. : Are there events disclosed about this Investment Adviser Representative? **No.** Are there events disclosed about this broker? **No.** She is not suspended in any jurisdiction.

Item 4. Other Business Activities.

Ms. Martine spends approximately 10 hours per month on her Insurance Business (since 2006) and up to 40 hours per month on Hannah Martine Bookkeeping.

Item 5. Additional Compensation.

Ms. Martine receives no other form of income from her investment advisory activities.

Item 6. Supervision. Mr. Duncan Meaney supervises Ms. Martine in her activities as a solicitor. He may be reached at the address and phone number provided above.

Item 7. State Registration requirements

This Investment Adviser Representative is currently registered in **1** jurisdiction(s).

California (10.23.2009). Ms. Martine has not been the subject of any of the disciplinary or regulatory events listed under this Item 7 nor has she declared bankruptcy in the past 10 years.

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This brochure supplement provides information about Ian B. McLeod that supplements The Social Equity Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mr. Duncan Meaney at (510) 644-9484 if you did not receive The Social Equity Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Ian McLeod is available on the SEC's website at www.adviserinfo.sec.gov.

Ian Bernard McLeod

CRD # 4608041

Born 4.8.1978

Investment Adviser Representative/ solicitor with this firm since 1.2005

Ca. 50 hours per month.

Item 2. Educational Background and Business Experience

Mr. McLeod's post high school education includes a B.A. from the University of Connecticut, Latin American Studies, 1995-99.

His Employment History is :

1. 2005 to present : Solicitor for The Social Equity Group, Inc. working in California.

9.2002 to present : Office Manager for the Broker Dealer Financial West Group.

11.2001 to 12.2002 : Marketing Assistant for Marketing Sense, Emeryville, CA.

10/2000 to 11/2001 : Volunteer for Unity Council/ Americorp

Item 3. Disciplinary Information. Clients may read on the Investment Adviser Public Disclosure site the following. : Are there events disclosed about this Investment Adviser Representative? **No.** Are there events disclosed about this broker? **No.** He is not suspended in any jurisdiction.

Item 4. Other Business Activities.

Self-employed as independent life insurance agent, 2006 to Present – 1-2 hours per week.
(financial industry related)

Web Design/IT Services, Berkeley, CA, owner (7.2004 to present) 1-2 hours per month.
(not directly related to the financial industry)

Merchant Mall, Merchant Services (Credit Card Processing), on the Board of Directors for IT Consulting, account executive, board member. 4-8 hours per week.(not directly related to the financial industry)

Item 5. Additional Compensation

Mr. McLeod receives no additional income from his advisory activities.

Item 6. Supervision. Mr. Duncan Meaney supervises Mr. McLeod in Mr. McLeod's activities as a solicitor for The Social Equity Group. He reviews Mr. McLeod's correspondence, both email and written. They meet with clients jointly.

Item 7. State Registration requirements This Investment Adviser Representative is currently registered in 1 jurisdiction(s). California (1.13.2005) Mr. McLeod has not been the subject of any of the disciplinary or regulatory events listed under this Item 7 nor has he declared bankruptcy in the past 10 years.

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This brochure supplement provides information about Ute Scott-Smith that supplements The Social Equity Group, Inc. brochure. You should have received a copy of that brochure. Please contact Mr. Duncan Meaney / at (510) 644-9484 if you did not receive The Social Equity Group, Inc.'s brochure or if you have any questions about the contents of this supplement. Additional information about Ms. Ute Scott-Smith is available on the SEC's website at www.adviserinfo.sec.gov.

Ute Scott-Smith

CRD # 4730093

Born 1.27.1960

Investment Adviser Representative/ solicitor with firm since 6.2004

Item 2. Educational Background and Business Experience

Ms. Scott-Smith received her education : {B.A.] Universität Heidelberg, Psychology, 1978-82.

Her Employment History is:

6. 2004 to present : Solicitor for The Social Equity Group, Inc. working in California.

11.2003 to present : Registered Representative for the Broker Dealer Financial West Group.

10..2003 to present : Self-employed as an independent life insurance agent.

4.1990 to present : Regan Holding Corporation in Petaluma, Director/ Sr. Vice President.

Item 3. Disciplinary Information. Clients may read on the Investment Adviser Public Disclosure site the following. : Are there events disclosed about this Investment Adviser Representative? **No.** Are there events disclosed about this broker? **No.** She is not suspended in any jurisdiction.

Item 4. Other Business Activities. Her other business activities are:

Regan Holding Corporation, Board of Directors, Insurance and Investment Marketing, 7 years, 40 hours per year.

Independent Life Insurance Agent since 9.2003, selling fixed insurance products. This activity requires approximately 10 hours per month.

Part-time teacher at Santa Rosa Junior College, Community Education Program. 15 hours per year

Item 5. Additional Compensation. She receives no additional income from her advisory activities.

Item 6. Supervision. Mr. Duncan Meaney supervises Ms. Scott-Smith in her activities as a solicitor. They meet with clients jointly and all client communications Ms. Scott-Smith sends or receives are copied to Mr. Meaney.

Item 7. State Registration requirements This Investment Adviser Representative is currently registered in 1 jurisdiction(s). California (6.23.2004) Ms. Scott-Smith has not been the subject of any of the disciplinary or regulatory events listed under this Item 7 nor has she declared bankruptcy in the past 10 years.