



1st Discount Brokerage

Part 2B of Form ADV: *Firm Brochure*

420 S. State Road 7, Ste. 114
Wellington, FL 33414

Telephone: 561-515-3200
Email: ykalk@1db.com
Web Address: www.1db.com

03.30.2012

This brochure supplement provides information about Kevin Obley that supplements the 1st Discount Brokerage brochure. You should have received a copy of that brochure. Please contact us at 561-515-3200 if you did not receive 1st Discount Brokerage's brochure or if you have any questions about the contents of this supplement.

Additional information about [name of supervised person] is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Mr. Obley has been registered with FINRA since 1988 and currently holds series 3, 7, 24, 63 and 65 licenses. Mr. Obley has been serving clients in the financial industry since 1988. Mr. Obley has been a registered representative and investment advisor representative with 1st Discount Brokerage (1DB) since August of 2002 and has been a Regional manager for 1DB since 2005. Mr. Obley is 59 years old.

Disciplinary Information

There currently are no legal or disciplinary events disclosed for Mr. Obley that are material to your evaluation of Mr. Obley.

Other Business Activities

Mr. Obley is a registered representative of 1st Discount Brokerage, Inc., an SEC and FINRA registered broker/dealer.

Additional Compensation

Mr. Obley currently does not receive additional compensation for advisory services other than compensation described in supplements provided by 1st Discount Brokerage.

Supervision

Mr. Obley's investment advisory activities, including the advice he provides to clients, is regularly supervised by 1st Discount Brokerage (1DB). The following supervisory procedures are utilized for on-going reviews of Mr. Obley's advisory business:

- All customer's account information is reviewed and maintained by 1DB;
- All trades in customers' accounts are reviewed daily;
- Account statements for all customers' accounts are reviewed on a monthly basis;
- Fees charged for advisory services are reviewed when charged;
- Accounts are reviewed regularly (at least annually) to determine suitability of transactions and appropriateness of fee structure for each advisory customer.

Requirements for State-Registered Advisers

1. Mr. Obley has not been found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or

(e) dishonest, unfair, or unethical practices.

2. Mr. Obley has not been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.
3. Mr. Obley has not been the subject of a bankruptcy petition.