

**ITEM 1: COVER PAGE FOR
PART 2B OF FORM ADV:
BROCHURE SUPPLEMENT
DATED FEBRUARY 10, 2012**

ROBERT SULLIVAN

**INVESTMENT INSIGHT WEALTH MANAGEMENT, LLC
36 WEST DRIVE
NORTH MASSAPEQUA, NY 11758
516-249-0060**

This brochure supplement provides information about Robert Sullivan that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Sullivan if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Sullivan is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

ROBERT J. SULLIVAN

Born 1960

Post-Secondary Education:

SUNY Farmingdale – 1983, A.S., Bio-Medical Engineering Technology

Recent Business Background:

2011 to Present, Investment Insight Wealth Management, LLC, Managing Member

2004 to 2011, John James Asset Management, LLC, Managing Member

1989 to 2004, AXA Advisor, LLC, Financial Associate

Item 3 Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Mr. Sullivan, we are required to disclose all material facts regarding those events.¹

We have nothing to disclose in this regard.

Item 4 Other Business Activities

A. If Mr. Sullivan is actively engaged in any investment-related business or occupation, including if he is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and his other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

We have nothing to disclose in this regard.

¹ **Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. Sullivan to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Sullivan to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

2. If Mr. Sullivan receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service (“trail”) fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation he receives. We must explain that this practice gives him an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

- B. If Mr. Sullivan is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of his income or involve a substantial amount of his time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of his time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

Item 5 Additional Compensation

If someone who is not a client provides an economic benefit to Mr. Sullivan for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include his regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

Mr. Sullivan is also licensed to sell insurance products which may be offered to our advisory clients. Normal commission in connection with the sale of these products may be earned. None of our advisory clients are obligated to buy insurance products from our firm.

Item 6 Supervision

We are required to explain how we supervise Mr. Sullivan, including how we monitor the advice he provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising his advisory activities on behalf of our firm.

Robert Sullivan 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.