

## Part 2B of Form ADV: *Brochure Supplement*

### **Item 1 Cover Page**

March 20, 2012

This brochure supplement provides information about Robert M. Bleeck that supplements the Bleeck Financial Management, Inc., brochure. You should have received a copy of that brochure. Please contact Robert M. Bleeck at [robert@bleeckfinancial.com](mailto:robert@bleeckfinancial.com) if you did not receive the Bleeck Financial Management, Inc., brochure or if you have any questions about the contents of this supplement.

Additional information about Robert M. Bleeck is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

#### Our Name and Address:

Bleeck Financial Management, Inc.  
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Burlingame, CA 94010

#### Our Contact Information:

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(650) 685-2427 (fax)  
[robert@bleeckfinancial.com](mailto:robert@bleeckfinancial.com)

#### Or Send mail to:

PO Box 117370  
Burlingame, CA 94011

### **Item 2 Educational Background and Business Experience**

**This item lists my education and my business experience.**

Education: University of California at Los Angeles, 1 year; Cal State Northridge, 3 years, graduated 1971 with a BS in Business. I have qualified for and currently am a Certified Public Accountant (CPA) and a Personal Financial Specialist. (PFS)

Business Experience: Owner and President, Robert M. Bleeck CPA, Inc., 1982 to the present (name changed to Bleeck Financial Management, Inc., 2002).

**Certified Public Accountant (CPA)** 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 has adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

**Personal Financial Specialist (PFS)** 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**

**This item discusses any disciplinary problems connected with me.**

There have been no disciplinary problems involving me.

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

**This item lists other businesses in which I am involved.**

I am not involved in any business except this one, which is both an investment adviser and a CPA firm. (See Item 2 for CPA and PFS information.) I spend approximately 80% of my time on investment adviser work and 20% on the accounting business.

### **Item 5 Additional Compensation**

**This item discusses any compensation in addition to investment advisory fees that I may receive in connection with giving investment advice to you.**

I do not receive any other compensation from giving you investment advice.

I do not differentiate between or favor clients who are both investment advisory clients and accounting clients over my other investment advisory clients.

### **Item 6 Supervision**

**This item gives you information about the company's supervision of my investment advisory activities.**

The investment adviser firm supervises all my activities for them. I am the President and the Chief Compliance Officer of the firm. If you have any questions or concerns, please see my contact information in Item 1.

### **Item 7 Requirements for State-Registered Advisers**

**This item discusses any types of disciplinary problems that involve me and certain other information that may be required by state securities authorities**

There are no disciplinary items concerning me and there is no other state-required information required to be shown here.