

# **Form ADV, Part 2B Brochure Supplement**

Individuals covered by this supplement:

**Jeffrey A. Jacobs**  
**Lawrence R. Goodfriend**

**Ocean Avenue Capital Advisors, Inc.**

1299 Ocean Avenue #333  
Santa Monica, CA 90401  
310.451.0744

**April 12, 2012**

This brochure supplement provides information about Jeffrey A. Jacobs and Lawrence R. Goodfriend that supplements the Ocean Avenue Capital Advisors, Inc. brochure. You should have already received a copy of that brochure. Please contact us at 310.451.0744 if you did not receive our brochure or if you have any questions about the contents of this supplement.

Additional information about Jeffrey A. Jacobs and Lawrence R. Goodfriend is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

### **Jeffrey A. Jacobs**

*Born:* 1965

*Education:*

Western Reserve University, BS Accounting, 1988

*Business Background:*

Ocean Avenue Capital Advisors, Inc. ("OACA"), President, 2008 – Present

Goodfriend & Jacobs, CPA's ("Goodfriend & Jacobs"), Partner, 2000 – Present

## **ITEM 3 - DISCIPLINARY INFORMATION**

Jeffrey Jacobs has no disciplinary history to disclose.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

Jeffrey Jacobs is primarily engaged in the business of accountancy with Goodfriend & Jacobs and devotes approximately 75% of his time to those activities.

In addition, Jeffrey Jacobs has a separate firm, Jacobs Management Group, Inc., which provides bill paying services. Mr. Jacobs spends approximately 3-4 hours per week on this business. Some clients of Jacobs Management Group are also advisory clients of OACA.

## **ITEM 5 - ADDITIONAL COMPENSATION**

Jeffrey Jacobs' primary compensation comes from his regular income and ownership of Goodfriend & Jacobs. He also receives compensation from his ownership of OACA.

## **ITEM 6 - SUPERVISION**

Jeffrey Jacobs is the President of OACA and is not supervised by any other individual.

## **ITEM 7 - REQUIREMENTS FOR STATE-REGISTERED ADVISERS**

Jeffrey Jacobs has no additional disclosures.

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

### **Lawrence R. Goodfriend**

*Born:* 1968

*Education:*

San Diego State University, BS Administration, 1991

*Business Background:*

Ocean Avenue Capital Advisors, Inc. ("OACA"), Vice-President, 2008 – Present

Goodfriend & Jacobs, CPA's ("Goodfriend & Jacobs"), Partner, 1994 – Present

## **ITEM 3 - DISCIPLINARY INFORMATION**

Lawrence Goodfriend has no disciplinary history to disclose.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

Lawrence Goodfriend is primarily engaged in the business of accountancy with Goodfriend & Jacobs and devotes approximately 75% of his time to those activities.

## **ITEM 5 - ADDITIONAL COMPENSATION**

Lawrence Goodfriend's primary compensation comes from his regular income and ownership of Goodfriend & Jacobs. He also receives compensation from his ownership of OACA.

## **ITEM 6 - SUPERVISION**

Lawrence Goodfriend is the Vice-President of OACA and is not supervised by any other individual.

## **ITEM 7 - REQUIREMENTS FOR STATE-REGISTERED ADVISERS**

Lawrence Goodfriend has no additional disclosures.