

**ITEM 1: COVER PAGE FOR  
PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT**

**APRIL 2012**

**MARK EICKER**

**STERLING WEALTH MANAGEMENT GROUP, INC.  
DBA STERLING GLOBAL STRATEGIES  
1808 ASTON AVENUE, #245  
CARLSBAD, CA 92008  
760-603-8881**

This brochure supplement provides information about Mark Eicker that supplements our brochure. You should have received a copy of that brochure. Please contact Mark Eicker if you did not receive Sterling Wealth Management Group Inc.'s brochure or if you have any questions about the contents of this supplement.

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

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

**Mark William Eicker**

Year of Birth: 1970

### **Educational Background:**

University of New Mexico, BA in Communications, 1993

### **Business Background:**

12/2009 to Present, Sterling Investment Research; President

08/2009 to 12/2009, AllState, Inc; Insurance Rep

04/2009 to 08/2009, Unemployed

10/2008 to 04/2009, Sterling Wealth Management, Advisor

04/2008 to 10/2008, Unemployed

12/2007 to 04/2008, Pacific Life; Wholesale

12/2005 to 12/2007, Touchstone Investments; Wholesaler

10/2004 to 12/2005, Planco/Hartford; Wholesaler

09/2003 to 10/2004, Unemployed

07/2001 to 09/2003, UBS Financial Services; Advisor

2011, Series 65

AIF – Accredited Investment Fiduciary

### **Accredited Investment Fiduciary<sup>®</sup> (AIF<sup>®</sup>)**

The AIF designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

### Item 3 Disciplinary Information<sup>1</sup>

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

We have nothing to disclose in regards to this Item.

### Item 4 Other Business Activities

- A. If Mr. Eicker is actively engaged in any investment-related business or occupation, including if Mr. Eicker 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.

We have nothing to disclose in this regard.

1. If a relationship between the advisory business and Mr. Eicker’s 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.

2. If Mr. Eicker 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 Mr. Eicker receives. We must explain that this practice gives Mr. Eicker an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

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<sup>1</sup> **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. Eicker to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Eicker 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.

- B. If Mr. Eicker 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 Mr. Eicker's income or involve a substantial amount of Mr. Eicker's 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 Mr. Eicker's 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 Mark Eicker 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 Mr. Eicker's 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.

We have determined that there is nothing further to disclose regarding additional compensation.

### **Item 6 Supervision**

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

Greg Carroll, Chief Compliance Officer, supervises and monitors Mr. Eicker's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Carroll if you have any questions about Mr. Eicker's brochure supplement at 760-603-8881.