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Brochure

This brochure provides information about the qualifications and business practices of RHINEBECK ENTERPRISES, LLC. If you have any questions about the contents of this brochure, please contact us at 718-612-5939 OR joseph@jpconsultingnyc.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Additional information about RHINEBECK ENTERPRISES, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 1 Cover Page

- Name of Filer: RHINEBECK ENTERPRISES, LLC¹
- Mailing Address: 43 South Parsonage Street,
Rhinebeck, NY 12572
- Telephone Number: (718) 612-5939
- E-Mail Address: joseph@jpconsultingnyc.com
- Website Address: www.jpconsultingnyc.com
- Contact: Joseph Prakash, CFA
Managing Member
(718) 612-5939 (Telephone)
(888) 755-2702 (Facsimile)
joseph@jpconsultingnyc.com

Item 2 Material Changes – Not Applicable. This is an initial filing.

¹ Rhinebeck Enterprises, LLC, a New York incorporated Limited Liability Company, whose Managing Member is Joseph Prakash, has been granted permission by the Department of State of the State of New York to conduct its day to day business under the Assumed Name (DBA) of JP CONSULTING.



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Item 4 Advisory Business

A. **Corporate Background and Experience_–**

Having commenced business from May 2012, Rhinebeck Enterprises, LLC (DBA JP CONSULTING) is a relatively new limited liability corporation incorporated in New York, whose Members include Joseph Prakash, CFA and Herb Jacobs, each of whom brings more than 25 years of experience in banking & financial services. As of October 3, 2012, JP CONSULTING has already won two contracts to provide investment services for the Departments of Insurance of the states of AL and CT. The fact that JP CONSULTING has successfully won two contracts within five months of commencing business speaks to the high regard and trust that senior insurance regulators place on the technical capabilities of our firm.

At JP CONSULTING, our goal as financial and regulatory consultants is to serve our clients by providing them with the best possible solutions and superior service. We do this by leveraging off our knowledge of credit risk analysis, investment portfolio analytics, credit training, the capital markets, and derivatives. In all our business dealings, our customer's concerns are our concerns. We place a premium on values such as integrity, good faith, full disclosure and candor. As a firm, we understand that the outsider's perception of who we are is governed by these fundamental values.

We do not provide any fiduciary investment advisory services. Also, we do not provide any discretionary investment advisory services.



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- B. We primarily provide investment advisory services for **non-discretionary** institutional investment portfolios that confer no investment authority or responsibility to us over any assets under management. You shall retain full discretion to supervise, manage, and direct the assets held in your account(s), with full power and authority to purchase, sell, invest, reinvest, exchange, convert, and trade the assets in the account(s) in any manner deemed appropriate by you and to place all orders for the purchase and sale of assets with or through brokers, dealers, or issuers selected by you, either with or without our recommendation, with or without prior consultation with us and all at such times as you deem appropriate. From time to time we plan to recommend to you investment ideas which we think are suitable within the constraints of your tolerance for risk and the guidance provided by your investment policies or other statutory guidance. You may ignore and reject our investment advice at any time.
- B. We do not participate in *wrap fee programs*.
- C. We do not manage any assets on a discretionary basis. We are currently under consideration to manage about \$100 million of client assets on a **non-discretionary** basis, as mentioned above.

Item 5 Fees and Compensation

- A. We charge fees for our investment advice on an hourly basis. Our fees are not negotiable.
- B. We do not deduct fees from clients' assets. We shall bill you monthly for our services.
- C. We do not charge any other fees for our advisory services other than what we have disclosed to you. Our fees are charged in arrears at the end of each month based on our hourly charges. We do not charge any other form of compensation other than the fees mentioned above.

Item 6 *Performance-Based Fees* and Side-By-Side Management – We do not charge any Performance-Based Fees or engage in Side-By-Side Management.

Item 7 Types of *Clients*

We provide our investment advisory services primarily to state and local municipal governments in the USA.

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

- A. We perform our investment analysis based on all publicly available information. As mentioned above, we recommend investment advice, but you have the discretion to ignore our advice.
- B. You bear the risk of loss for every investment strategy that we recommend which means that you may sustain unexpected losses from an investment strategy recommended by us.
- C. Our recommendations are specific to your investment constraints and do not focus on any one type of security.



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Item 9 Disciplinary Information – There are no legal or disciplinary events that are material to your evaluation of our investment advisory services. We are not a party to any litigation or regulatory actions.

Item 10 Other Financial Industry Activities and Affiliations

- A. We have no application or plans to register as a broker-dealer.
- B. We have no application or plans to register as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.
- C. We are not aware of any relationship or arrangement that is material to our advisory business with any of the following:
 - 1. broker-dealer, municipal securities dealer, or government securities dealer or broker
 - 2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or “hedge fund,” and offshore fund)
 - 3. other investment adviser or financial planner
 - 4. futures commission merchant, commodity pool operator, or commodity trading advisor
 - 5. banking or thrift institution
 - 6. accountant or accounting firm
 - 7. lawyer or law firm
 - 8. insurance company or agency
 - 9. pension consultant
 - 10. real estate broker or dealer
 - 11. sponsor or syndicator of limited partnerships.
- D. We do not receive any compensation from other investment advisors.



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Item 11 Code of Ethics, Participation or Interest in *Client* Transactions and Personal Trading

- A. Our Managing Member Joseph Prakash, CFA is bound by the Standards of Practice and Code of Ethics of the CFA Institute in order to maintain his CFA Designation. A copy of this Code of Ethics shall be provide to you, if you request it from us..
- B. We have no conflicts from a *related person*. .
- C. We have no conflicts from a *related person*.
- D. We have no conflicts from a *related person*. .

Item 12 Brokerage Practices

Describe the factors that you consider in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions). – We do not recommend broker-dealers for client transactions. We base our investment advice on our own analysis without reliance on other parties.

Item 13 Review of Accounts - We do not periodically review client accounts are financial plans, unless you specifically ask us to do so.

Item 14 *Client* Referrals and Other Compensation – We do not seek client referrals or Other Compensation.

Item 15 *Custody* – We do not have custody of client funds.

Item 16 Investment Discretion – We do not accept any discretionary authority over client assets.

Item 17 Voting *Client* Securities – We do not accept authority to vote client securities

Item 18 Financial Information – We do not accept any solicit payments from our clients. We have not ever been in bankruptcy.