

**ITEM 1: COVER PAGE FOR PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
JANUARY 18, 2013**

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**ROBERT A. MORIN**

**MORIN PRIVATE CLIENT GROUP, LLC**

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**FIRM CONTACT:  
ROBERT MORIN  
CHIEF COMPLIANCE OFFICER**

**FIRM WEBSITE:  
[WWW.MP-CG.COM](http://WWW.MP-CG.COM)**

**This brochure supplement provides information about Robert Morin that supplements our brochure. You should have received a copy of that brochure. Please contact Robert Morin, Managing Member and Chief Compliance Officer, if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.**

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

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

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### **Robert “Bob” Arthur Morin**

**Year of Birth:** 1969

**Formal Education:** California State University, Long Beach, B.S., 1993

#### **Business Background for Previous Five Years:**

- ❖ Morin Private Client Group, LLC, Managing Member and Chief Compliance Officer, 10/2010 to Present.
- ❖ Morgan Stanley Smith Barney, Vice President, Portfolio Manager, 06/2009 to 10/2010.
- ❖ Citigroup Global Markets, Inc., Vice President, Portfolio Manager, 05/2008 to 06/2009.
- ❖ Bear Sterns & Co, Inc., Managing Director, Portfolio Manager, 03/2007 to 05/2008.
- ❖ Merrill Lynch, Vice President, Portfolio Manager, 06/1997 to 03/2007.

#### **License/Exams:**

- ❖ Series 65, (1995)
- ❖ Series 7, 63, (1993)

## **ITEM 3. DISCIPLINARY INFORMATION**

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

Bob Morin does not have disciplinary information to disclose.

**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 Robert Morin to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Robert Morin 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.

#### ITEM 4. OTHER BUSINESS ACTIVITIES

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A. If Robert Morin is actively engaged in any investment-related business or occupation, including if Robert Morin 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 Robert Morin'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 Robert Morin 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 Robert Morin receives. We must explain that this practice gives Robert Morin an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Morin is a registered representative with Purshe Kaplan Sterling Investments, Inc. ("PKS"), a registered broker-dealer and member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. This presents a conflict of interest to the extent that Mr. Morin may recommend that a client invest in a security which results in a commission being paid to him. This is fully disclosed to Clients and Clients are under no obligation to purchase securities from Mr. Morin.

B. If Robert Morin 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 Robert Morin's income or involve a substantial amount of Robert Morin'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 Robert Morin's time and income, we may presume that they are not substantial.

Mr. Morin is also a licensed insurance agent. He may recommend to advisory clients a variety of insurance products, and may offer commissionable insurance products to Adviser's clients for which he may receive compensation. Advisory clients are never under any obligation to purchase insurance products. This activity constitutes 10% of each of their time.

## **ITEM 5. ADDITIONAL COMPENSATION**

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If someone who is not a client provides an economic benefit to Robert Morin 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 Robert Morin'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 nothing to disclose in this regard.

## **ITEM 6. SUPERVISION**

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

Robert Morin 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.