



Portfolio Systems for Institutions



## **Elect-invest, Inc. Brochure CRD#110123**

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**[This brochure has not been approved by the SEC or any state regulator.]**

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**Advisory Business.**

**Elect-invest provides investment advisory services to institutions and individuals. Elect-invest has been a registered investment advisor since 2001. Assets under management total less than \$1,000,000. Elect-invest does not take custody of assets. Assets under management include mutual funds and/or individual securities.**

**Fees and Compensation.**

**Elect-invest charges a portfolio management fee of up to 150bps. Institutions distribute the Elect-invest platform to their clients and may charge additional fees. Elect-invest may negotiate fees.**

**Elect-invest and its personnel receive no compensation that is attributable to the sale of a security or other investment product (e.g., brokerage commissions). Elect-invest clients may purchase the same security or investment product from a broker that is not affiliated with the adviser. Elect-invest has no known conflicts of interest with respect to the buying and selling of investment securities. Elect-invest does not charge performance based fees.**

**Types of Clients.**

**Elect-invest provides advisory services primarily to financial institutions and secondarily to high net worth individuals. Elect-invest does not have minimum account size requirements.**

**Methods of Analysis, Investment Strategies and Risk of Loss.**

**Elect-invest selects mutual funds and securities based upon each portfolio account's investment objective utilizing fundamental investment research. Elect-invest does not frequently trade portfolio client accounts. Elect-invest provides the following investment strategies: Aggressive Growth, Growth, Growth and Income, Income, and stable value. All Elect-invest strategies offer varying amounts of risk depending on market fluctuations and geographical/political/environment event risk.**

**Disciplinary Information.**

**Elect-invest and its personnel have no known legal or disciplinary event that is material to its client's or prospective client's evaluation of the integrity of the adviser or its management personnel including; convictions for theft, fraud, bribery, perjury, forgery, counterfeiting, extortion and violations of securities laws.**

**Other Financial Industry Activities and Affiliations.**

**Elect-invest (or any of its management personnel) has no material relationships or arrangements with related financial industry participants and no material conflicts of interest with any financial industry participants.**

**Code of Ethics, Participation in Client Transactions and Personal Trading.**

**The Elect-invest code of ethics- Elect-invest acts solely in the interest of its clients and client institutions. Elect-invest adheres to the Uniform Prudent Investor Act (UPIA) a copy of which is available upon request. If Elect-invest or its personnel or a related person recommends to a client or clients, or buys or sells for client accounts, securities in which Elect-invest or a related person has a material financial interest, Elect-invest will fully disclose and describe this practice and the conflicts of interest presented herein. Elect-invest or its personnel will disclose any personal trading by Elect-invest and its personnel in securities that Elect-invest or a related person recommends to a client or clients.**

**Brokerage Practices.**

**Elect-invest does not utilize soft dollars or soft dollar practices with regards to any entity. Elect-invest does not direct trades to any broker-dealer in return for any service or services or compensation. Elect-invest does not aggregate trades nor enter into any relationship with any broker-dealer that would result in a conflict of interest resulting from such practices.**

**Review of Accounts.**

**Elect-invest continually reviews client accounts. All accounts are reviewed quarterly at a minimum.**

**Client Referrals and Other Compensation.**

**Elect-invest and its personnel or related person does not compensate any entity or individual for client referrals. Elect-invest and its personnel or related person does receive any compensation or economic benefit from any person or entity who is not a client of Elect-invest's advisory services.**

**Custody.**

**Elect-invest does not maintain custody of assets. All Elect-invest clients receive account statements directly from the qualified custodian. Elect-invest advises all clients to carefully review the account statements they receive from the qualified custodian. If Elect-invest sends clients and account statements, Elect-invest requires clients to compare the account statements they receive from the qualified custodian with those they receive from the Elect-invest.**

**Investment Discretion.**

**Elect-invest has discretionary authority over client accounts and offers clients the option of non-discretion if they select it. In the case of non-discretion, clients may approve Elect-invest authority either in writing or by verbal authority (if so granted).**

**Voting Client Securities.**

**Elect-invest as a policy does not vote client securities unless advised to do so. Elect-invest will accept authority to vote client securities by written consent and will adopt the voting policies the client directs. If such direction results in a conflict of interest of other client securities held, Elect-invest will disclose the conflict to all of its clients in writing or electronically. Elect-invest clients will receive electronic notification of how Elect-invest voted their securities. Elect-invest will forward to clients proxies or copies of proxies it receives on their behalf.**

**Financial Information.**

**Elect-invest will disclosure any financial condition reasonably likely to impair its ability to meet contractual commitments to its clients. Elect-invest does not require prepayment of fees.**

**Delivery****Initial Delivery.**

**Elect-invest will deliver a current brochure before or at the time of entering into an advisory contract with a client. Elect-invest is not required to deliver brochures to clients who (i) receive only impersonal investment advice and are charged less than \$500 in adviser fees per year; (ii) are investment companies registered under the Investment Company Act; or (iii) are business**

**development companies subject to Section 15(c) of the Investment Company Act.**

**Annual Delivery.**

**Elect-invest will annually provide to each client to whom they must deliver a brochure either: (i) a copy of the current (updated) brochure that includes or is accompanied by the summary of material changes; or (ii) a summary of material changes that includes an offer to provide a copy of the current brochure. Elect-invest is required to make this annual delivery no later than 120 days after the end of its fiscal year, ending December 31 of each year.**

**Interim Delivery.**

**Elect-invest is required to and will deliver an updated brochure (or a document describing the material facts relating to the amended disciplinary event) promptly whenever the Elect-invest amends its brochure to add a disciplinary event or to change material information already disclosed in response to Item 9 of Part 2A of its ADV.**

**Updating**

**Elect-invest is required to keep this brochure current by updating it at least annually, and updating it promptly when any information in the brochures (except the summary of material changes and the amount of assets under management, which only has to be updated annually) becomes materially inaccurate.**

**Filing**

**Elect-invest is required to file this brochure with the SEC electronically through the Investment Adviser Registration Depository system. Elect-invest will file the brochure on or before March 31, of each calendar year. Previously filed versions of Elect-invest's brochure will remain in the IARD system, though only the most recent version will be publicly accessible through the SEC's website.**



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## **Elect-invest Brochure Supplement      March 1, 2014**

### **CRD#110123**

#### **Peter A. Breuninger**

**[This brochure supplement has not been approved by the SEC or any state regulator.]**

**Peter A. Breuninger is an Elect-invest supervised person who: (i) formulates investment advice for Elect-invest clients and has direct client contact; and (ii) makes discretionary investment decisions for Elect-invest client assets.**

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**Educational Background and Business Experience.**

**Peter A. Breuninger is a graduate of the University of Pennsylvania's Wharton School, BSE in Economics, Finance Major.**

**Past Five Years: CEO: Elect-invest, Inc., Founder: Moneyrec. Responsibilities: Developing and implementing investment strategies and portfolio management. Overseeing the development of Moneyrec Investment site.**

**Prior: LJR/Instinet, Franklin-Templeton Group, PNC Financial Institutional Investment Services.**

**Responsibilities: Developing and implementing investment strategies, portfolio management and trading.**

**Disciplinary event**

**Mr. Breuninger has no disciplinary event that the SEC presumes is material to a client's evaluation of Breuninger's integrity that occurred during the last 10 years.**

**Other Business Activities**

**Mr. Breuninger engages in, less 10 percent of his time, the developing of Moneyrec, a consumer website for individuals to share investment advice. The site, and Breuninger, does not receive any compensation based on the sales of securities or other investment products, and any material conflicts of interest such participation or compensation may create.**

**Additional Compensation.**

**Mr. Breuninger does not receive economic benefits (such as a sales award or other prize) from other than an Elect-invest client for providing advisory services.**

**Supervision.**

**Elect-invest monitors Breuninger's activities and advice through client feedback and self supervision. Breuninger is the only authorized investment professional at the firm. Therese Eringi, Hd. Client services, contact: 610 644-7442, is a non-authorized investment advice professional and has over 15 years of investment support experience with PNC Financial prior to joining**

**Elect-invest. Eringi assists in the supervising of Breuninger's advisory activities.**

### **Delivery**

**The supplement is required to be given to each client at or before the time when that specific supervised person begins to provide advisory services to that specific client.**

**Elect-invest is not required to deliver supplements to three types of clients: (i) clients to whom an adviser is not required to deliver a firm brochure (e.g., registered investment companies and business development companies); (ii) clients who receive only impersonal investment advice; and (iii) certain officers, directors, employees and other persons related to the adviser.**

### **Updating**

**Elect-invest is required to deliver an updated supplement to clients only when there is new disclosure of a disciplinary event, or a material change to disciplinary information already disclosed, in response to Item 3 of Part 2B. As with the brochure, Elect-invest must amend a brochure supplement promptly if information in it becomes materially inaccurate. Any new clients to whom Elect-invest is obligated to deliver a supplement must be given an amended supplement (or the "old" supplement and a sticker). Elect-invest is not required to deliver supplements to existing clients annually.**

### **Filing**

**Elect-invest is not required to file brochure supplements or supplement amendments with the SEC, and they will not be available on the SEC's public website. Advisers are required to maintain copies of all supplements and amendments in their files.**