



Form ADV Part 2 A
The Brochure
March 31, 2015

The brochure provides information about the qualifications and business practices of Steinberg Global Asset Management, Ltd. (Steinberg Global). If you have any questions about the contents of the brochure, please contact the Chief Compliance Officer, Tara L. Elmaleh at 561.750.0800 or tkatrosar@steinbergglobal.com.—The information in the brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. Steinberg Global Asset Management is a registered investment advisor with the SEC. Such registration does not require a certain level of skill or training, it is simply a requirement for advisors that manage one Hundred Million (\$100,000,000) or more in client assets.

Additional information about Steinberg Global is also available on the SEC's website at: <http://adviserinfo.sec.gov>.

5100 Town Center Circle Suite 150 Tower II Boca Raton Florida 33486
561.750.0800
<http://www.steinbergglobal.com>

Item 2 Summary of Material Changes

SEC rules require that we provide a summary of any material changes to this Brochure and any subsequent Brochures within 120 days of the close of our business' fiscal year. In addition we will provide other ongoing disclosure information about material changes or an updated brochure when necessary.

This section "Item 2 Summary of Material Changes" will summarize any material changes that are made to the Brochure. The Brochure may be requested by contacting the Chief Compliance Officer, Tara L. Elmaleh at 561-750-0800 or tkatrosar@steinbergglobal.com. Our Brochure is also available on our website located at <http://www.steinbergglobal.com/>

Additional information about our firm can also be found on the SEC website located at <http://www.adviserinfo.sec.gov>

There have been no material changes since the last ADV Part 2A was filed in 2014.

Table of Contents ADV Part 2 A

Description	Page #
Item 1 Cover Page ADV Part 2 A	1
Item 2 Material Changes	2
Item 3 Table of Contents	3
Item 4 Advisory Business	4
Item 5 Fees and Compensation	4
Item 6 Performance-Based Fees and Side by Side Management	5
Item 7 Types of Clients	5
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss	5-6
Item 9 Disciplinary Information	6
Item 10 Other Financial Industry Activities and Affiliations	6
Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	6
Item 12 Brokerage Practices	7
Item 13 Review of Accounts	7
Item 14 Client Referrals and Other Compensation	7-8
Item 15 Custody	9
Item 16 Investment Discretion	9
Item 17 Voting Client Securities	9
Item 18 Financial Information	9

Item 4 Advisory Business

Steinberg Global primarily provides customized investment management services to high-net-worth individuals, retirement and pension plans, trusts, estates, charitable foundations and private corporations. Steinberg Global generally invests client assets in domestic and international stocks, bonds, mutual funds, and exchange traded funds ("ETFs").

Steinberg Global works with each client to establish appropriate investment objectives and goals. Clients can request reasonable restrictions on Steinberg Global's management of their accounts.

Steinberg Global was founded in 1993. As of December 31, 2014 Steinberg Global managed \$611,424,767 on a discretionary basis on behalf of approximately 270 clients.

Steinberg Global also provides consulting services for a fee. As of December 31, 2014 Steinberg Global consulted on \$29,130,517 on a non-discretionary basis on behalf of approximately 4 clients.

On occasion, clients are referred to other registered financial advisors offering investment strategies not offered by Steinberg Global. In such cases, Steinberg Global charges a management fee as well as the sub-adviser fees on the account. Clients are responsible for executing separate management agreements with the sub-advisers. Although Steinberg Global does not oversee the activity of the sub-adviser, Steinberg Global reviews the transactions and performance of the client's accounts as well as the custodial statements distributed by the non-affiliated custodian.

Model Portfolios

Steinberg Global Asset Management through our registered investment advisory firm, SG Select, LLC, provides our investment models to Placemark Investments, Inc., a Unified Managed Account platform. We may also provide the models to other third party investment platforms. ("Programs"). The models may be used by other advisers in managing their client's assets. Steinberg Global Asset Management provides these models to SG Select as well as on-going updates for a fee. The sponsoring investment advisor or broker dealer is responsible for implementing the model recommendation and for explaining the elements of the models, the fees and to perform all screening, suitability and compliance processes applicable to such transactions. Neither Steinberg Global Asset Management nor SG Select has information about the end client accounts where the model may be used. Assets managed in the models do not meet the definition of "Regulatory Assets Under Management" or "Clients" unless Steinberg Global Asset Management or SG Select is also the Registered Investment Advisor, therefore neither will have investment discretion over Program assets and may not execute trades or vote proxies for the end-client. SG Select may also have direct agreements with advisory clients that utilize the UMA platform to implement asset allocation models recommended by SG Select. SG Select advisory clients that utilize the asset allocation models are generally accounts that do not meet the asset minimum required by Steinberg Global Asset Management. Although the investment strategies utilized by Steinberg Global Asset Management and SG Select are similar due to the asset class, recommended portfolio weightings or other factors, the securities, timing of investment recommendations and implementation as well as the fees associated with accounts managed by Steinberg Global Asset Management and SG Select are materially different. Difference in these factors may cause material difference between the investment performance experienced by clients managed by Steinberg Global Asset Management and SG Select invested in the same investment strategy.

Item 5 Fees and Compensation

Discretionary Accounts

Steinberg Global offers investment advisory services under the following fee schedule:

FOR EQUITY AND BALANCED ACCOUNTS:

First \$1,000,000	1.25%
Next \$4,000,000	1.00%
Next \$5,000,000	.75%
Over \$10,000,000	negotiable

FOR FIXED INCOME ACCOUNTS:

First \$5,000,000	.50%
Next \$5,000,000	.25%
Over \$10,000,000	negotiable

ETF MODEL ACCOUNTS

1.00%

Fees are on an annual basis, payable quarterly, in advance on the assets under management at the beginning of the quarter. The minimum annual management fee is \$10,000. Steinberg Global reserves the right to waive the minimum. Fees may be negotiable. Steinberg Global may prorate management fees for accounts that experience significant cash flows during the quarter or are initially funded intra-quarter. At times, due to special circumstances, a client's fee may be different than the fee and schedule listed above. The agreement may be terminated at any time upon written notice by either party. Fees will be prorated to the date the written notice is received by either party. Steinberg Global will deduct fees directly from clients' accounts or, in some cases; Steinberg Global may bill clients directly.

In addition to Steinberg Global's investment management fees, clients pay trading costs and custodial fees. To the extent that clients' accounts are invested in mutual funds, these funds pay a separate layer of management, trading, and administrative expenses.

In certain instances, Steinberg Global may act as Trustee or Co-Trustee to a Trust Account. Steinberg Global may charge an additional fee for trustee services provided as well as fees to cover the cost of audits conducted on the trust account(s).

Consulting/Monitoring Services- Fees and Compensation

Steinberg Global can be retained to provide consulting services for non-discretionary accounts. Consulting services include reporting and review of assets held outside of Steinberg Global's management. Consulting services are generally charged a fee based on the percentage of the market value of the assets being monitored. Steinberg Global may also charge a fixed fee for the consulting services. Fees are calculated on an annual basis, payable quarterly in advance on the market value at the end of the prior quarter and may vary for each account between .10% to 1%. Fees may be negotiable. At times, due to special circumstances, a client's fee may be different than the fee and schedule listed here. The agreement may be terminated at any time upon written notice by either party. Fees will be prorated to the date the written notice is received by either party. Steinberg Global will deduct fees directly from clients' accounts or, in some cases; Steinberg Global may bill clients directly.

All Steinberg Global fees are exclusive of, and in addition to brokerage commissions, transactions fees, and other related costs and expenses which shall be incurred by the client. However, the Registrant shall not receive any portion of these commissions, fees, and costs.

Item 6 Performance Based Fees and Side-by-Side Management

We do not have any performance based fees.

Item 7 Types of Clients

Steinberg Global primarily provides customized investment management services to high-net-worth individuals, retirement and pension plans, trusts, estates, charitable foundations and private corporations. Steinberg Global's minimum account size is generally \$1,000,000.

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

Steinberg Global is a long-term investor, focusing on risk adjusted returns, customized to each client's needs, cash flow and risk. We utilize traditional methods of security analysis including the stability of a company's financials, management, and business plan. Our holding periods tend to be long-term but often depend on market conditions, client objectives and economic circumstances. We attempt to minimize asset turnover and transaction costs with a sensitivity to potential taxes implications.

Steinberg Global has an Investment Committee whose members collaborate to conduct fundamental analysis on securities purchased, sold or considered for client accounts. Steinberg Global typically includes the securities selected in one or more investment objective models and refers to this model in its investing approach. Analysis varies depending on the security, model or client in question. The Investment Committee generally meets weekly to discuss existing and prospective investments. Investments are evaluated independently, as well as in the context of clients' portfolios, as a component of a model, strategy or asset class.

Past performance may not be indicative of future results. Different types of investments involve varying degrees of risk. Therefore, it should not be assumed that future performance of a particular investment or investment strategy will be profitable or achieve its objective. If there are any changes to client's personal and/or financial situation or investment objectives, it is the client's responsibility to notify Steinberg Global, preferably in writing, so that any adjustments to the Investment process for that client can be implemented. All investing involves a risk of loss.

Item 9 Disciplinary Information

Steinberg Global and its employees have not been involved in any legal or disciplinary events in the past 10 years that would be material to a client's evaluation of the company or its personnel.

Item 10 Other Financial Industry Activities and Affiliations

Steinberg Global Asset Management is the Managing Member of SEC Registered SG Select, LLC. SG Select provides asset allocation models for a fee. Please refer to Item 4. Advisory Business for further detail, or the ADV Part 2 for SG Select, LLC.

Steinberg Global does have referral or consulting agreements with other firms, which is described in the Client Referrals and Other Compensation section.

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

Steinberg Global has established a 'Code of Conduct and Regulatory Compliance Manual, which is reviewed and updated at least annually. This Manual specifically addresses a stated 'Code of Ethics' and all policies and procedures which maintain full compliance with securities laws set forth in Rule 204A-1 under the Advisers Act. A copy of the Code of Conduct and Regulatory Compliance Manual is available to any client or prospective client by contacting the Chief Compliance Officer, Tara Elmaleh at the office.

At times, Steinberg Global or employees may buy or sell securities for their own account which are also recommended to clients. Steinberg Global may recommend securities or investment products in which Steinberg Global or a related person has some financial interest. To avoid any potential conflicts of interest involving personal trades, Steinberg Global has adopted a Code of Ethics. The Code of Ethics is predicated on the principle that Steinberg Global Asset Management owes a fiduciary duty to its clients. Accordingly, Steinberg Global employees must attempt to avoid activities, interests and relationships that run contrary (or appear to run contrary) to the best interests of clients.

- Act within an ethical manner with the public, investors, prospective clients and investors;
- Place the interests of Clients above their own personal interests;
- Not take inappropriate advantage of their position;
- Avoid actual or potential material conflict of interest. In the event conflicts cannot be avoided, it is Steinberg Global's policy to proactively disclose such conflicts to all investors;
- Conduct all personal securities transactions in a manner consistent with this policy;
- Use reasonable care and exercise independent professional judgment when conducting investment analysis, making investment recommendations, taking investment actions, and engaging in other professional activities;
- Uphold the rules governing capital markets;
- Comply with applicable provisions of the federal securities laws.

Steinberg Global's Code of Ethics also requires Employees to: 1) report personal securities transactions on at least a quarterly basis, and 2) provide Steinberg Global with a detailed summary of certain holdings (both initially upon commencement of employment and annually thereafter) over which such Employees have a direct or indirect beneficial interest. In the event an outside business activity presents a material conflict of interest with Steinberg Global's Clients, Steinberg Global reserves the right to restrict these outside business activities. Employees are required to disclose all outside business activities to Steinberg Global's CCO, Tara Elmaleh.

Item 12 Brokerage Practices

Steinberg Global's clients may designate the brokers through which securities are to be bought and sold. For clients who have not made such designations, Steinberg Global will have discretion to select brokers or dealers to effect transactions for clients. Steinberg Global has no obligation to deal with a particular broker to effect transactions, it is the policy of Steinberg Global to seek to obtain the best price and execution, availability of securities, settlement efficiency, and the nature and quality of research provided.

Steinberg Global receives Bloomberg Data, Factset and Thompson Financial Services through a soft dollar relationship with Charles Schwab & Company. In addition, brokers and custodians offer best practices workshops, compliance reviews, market data as well as other conferences. At times, brokers and custodians offer these services at a discount or free of charge to Steinberg

Global. Steinberg Global may have soft dollar arrangements in the future and will avoid conflicts and comply with regulatory requirements, to the extent that the execution of transactions through such brokers would represent the best execution under the circumstances. The receipt of soft-dollars may cause a potential conflict between the advisor and the use of client securities transactions to obtain research and other benefits. Steinberg Global has established guidelines to monitor soft dollar arrangements which may include: approval of the arrangement by the Chief Executive Officer and the Chief Compliance Officer; must be a Brokerage or Research related product and service with reasonable commission charges. The broker must provide the service, only allowed on permissible transactions, monitoring of the soft dollar agreement by the internal compliance area of Charles Schwab. Such services generally will be used to service all of Steinberg Global's clients, but brokerage commissions paid may be used to pay for research that is not used in managing a specific client's account. Because some of Steinberg Global's clients specifically instruct us to use designated brokers, those clients will benefit from the research products and services provided by other brokers selected by Steinberg Global but do not bear any of the soft dollar costs associated therewith. As a result, those clients who provide Steinberg Global with complete discretion in the selection of brokers effectively subsidize those clients who retain discretion with respect to the purchase of research with soft dollars. Fees paid to Steinberg Global are not reduced because it receives such services. Any excess soft dollar credits, at the end of the calendar year, will be lost.

Best Execution Reviews

Steinberg Global will evaluate the quality and cost of services received from broker/dealers on a periodic basis. As part of the evaluations, Steinberg Global will consider the quality and cost of services available from alternative broker/dealers, market makers, and market centers. Steinberg Global shall summarize its reviews in a written format on a semi-annual basis.

Directed Brokerage

On occasion, a client may direct Steinberg Global Asset Management to effect securities transactions in the client's account through a specific broker/dealer. This instruction shall be construed as a "directed brokerage arrangement". In such circumstances, the client is responsible for negotiating the terms and arrangements for their account with that broker/dealer. Steinberg Global will not seek better execution services or prices from directed broker/dealers or be able to aggregate the client's transactions for execution, with orders for other accounts advised or managed by Steinberg Global. As a result, Steinberg Global may not obtain best execution on behalf of the client, who may pay materially disparate commissions, greater spreads or other transaction costs, or receive less favorable net prices on transactions for the account than would otherwise be the case.

Aggregated Trades

Steinberg Global typically aggregates client trades in an effort to treat all clients fairly. Clients participating in a bunched order receive the same average price and incur trading costs that are the same as would be paid if they were trading individually. Employees may be included with the bunched client trades. Situations may occur which do not allow for effective aggregation of trades.

Cross Trading

Transactions between two accounts managed by the same adviser are generally defined as cross trading. It is Steinberg Global Asset Management's policy to engage in cross trade transactions only in accordance with its fiduciary duty to seek to receive the best available execution on behalf of its clients. All cross trades will be documented and submitted to the Chief Compliance Officer, with further review by the Chief Executive Officer.

Item 13 Review of Accounts

A portfolio manager is assigned to each account, to implement in a given portfolio, the asset allocation strategy and the recommended list of investments are decided by the Investment Committee. Client portfolios are reviewed continuously.

Regular reports on portfolio holdings are sent from Steinberg Global to the client on a quarterly basis. The reports are also available on request. Regular reports are typically sent on a monthly basis from the client's custodian. These reports include both holdings and transactions.

Item 14 Client Referrals and Other Compensation

Steinberg Global has consulting agreements with multiple firms whereby Steinberg Global pays a cash referral to, subject to compliance with rules under the Investment Advisers Act including Rule 206(4)-3. Steinberg Global also has entered into an agreement with Charles Schwab & Co, Inc. ("Schwab"), an independent and unaffiliated broker-dealer, to participate in Schwab Advisor Network ("the Service"), an advisor referral service designed to help investors find an independent personal Investment Manager in their area. Steinberg Global has agreed to pay Schwab a fee for participating in the Service and a Non-Schwab Custody Fee on all accounts that are maintained at, or transferred to, another custodian.

Steinberg Global's participation in the Service may raise potential conflicts of interest as described below.

Although not required by the Service, advisors participating in the Service are likely to execute transactions for their advisory clients referred through the Service with Schwab. Steinberg Global acknowledges its duty of best execution for its clients. Schwab is a broker-dealer independent of and unaffiliated with Steinberg Global. Schwab does not supervise Steinberg Global and has no responsibility for Steinberg Global's management of clients' portfolios or Steinberg Global's other advice or services.

The participation fee is charged to Steinberg Global quarterly and may be increased, decreased or waived by Schwab from time to time. Steinberg Global has agreed not to charge advisory clients introduced by the Service fees or costs greater than the fees or costs that Steinberg Global charges its advisory clients who were not introduced by the Service, and who have similar portfolios under the management with Steinberg Global. The Participation Fee paid by Steinberg Global is a value of the assets in the client's account. Steinberg Global pays Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab.

Steinberg Global may pay Schwab a Non-Schwab Custody Fee if custody of a referred client's account is not maintained by, or assets in the account are transferred from Schwab. This Fee does not apply if the client was solely responsible for the decision not to maintain custody at Schwab. The Non-Schwab Custody Fee is a one-time payment equal to a percentage of the assets placed with a custodian other than Schwab. The Non-Schwab Custody Fee is higher than the Participation Fees Advisor generally would pay in a single year. Thus, Steinberg Global will have an incentive to recommend that client accounts be held in custody at Schwab.

The Participation and Non-Schwab Custody Fees will be based on assets in accounts of Steinberg Global's clients who were referred by Schwab and those referred clients' family members living in the same household. Thus, Steinberg Global will have incentives to encourage household members of clients referred through the Service to maintain custody of their accounts and execute transactions at Schwab and to instruct Schwab to debit Steinberg Global's fees directly from the accounts. For accounts of Steinberg Global's clients maintained in custody at Schwab, Schwab will not charge the client separately for custody but will receive compensation from Steinberg Global's clients in the form of commissions or other transaction-related compensation on securities trades executed through Schwab. Schwab also will receive a fee (generally lower than the applicable commission on trades it executes) for clearance and settlement of trades executed through broker-dealers other than Schwab. Schwab's fees for trades executed at other broker-dealers are in addition to the other broker-dealer's fees. Thus, Steinberg Global may have an incentive to cause trades to be executed through Schwab rather than another broker-dealer. Steinberg Global nevertheless, acknowledges its duty to seek best execution of trades for client accounts. Trades for client accounts held in custody at Schwab may be executed through a different broker-dealer than trades for Steinberg Global's other clients. Thus, trades for accounts custodied at Schwab may be executed at different times and different prices than trades for other accounts that are executed at other broker-dealers.

Steinberg Global is a participant in Charles Schwab & Company's Managed Account Marketplace platform which enables other investment advisors to work with Steinberg Global in managing their clients' assets.

Item 15 Custody

All clients' accounts are held in custody by unaffiliated broker/dealers or banks, but Steinberg Global can access many clients' accounts through its ability to debit advisory fees, however it is not required that the firm have a surprise audit or file an ADV E solely for the purpose of having custody due to the ability to debit advisory fees. For this reason Steinberg Global is considered to have custody of client assets. Account custodians send statements directly to the account owners on at least a quarterly basis. Clients should carefully review these statements, and should compare these statements to any account information provided by Steinberg Global. We strongly encourage our clients to compare the account statements sent to them from their custodian with the statement provided by Steinberg Global. Custodians are responsible for maintaining and reporting tax information/cost basis and reporting to the IRS. The cost basis information in our reports may not match the records of the custodian. Certain minor discrepancies may be present due to differences in pricing services used to price all the securities held, pending transactions, timing and recognition of interest payments, among other reasons. Steinberg Global is also considered to have custody of specific client's accounts because an agent of Steinberg Global acts as Trustee. These accounts undergo an annual surprise audit by an outside independent public accountant. The accountant files a form ADV E within 30 days after the completion of the examination.

Item 16 Investment Discretion

Steinberg Global has investment discretion over clients' accounts where we make trading decisions. Those clients grant Steinberg Global trading discretion through the execution of a limited power of attorney. Steinberg Global's investment discretion gives Steinberg Global authority to determine securities to be bought or sold, amount of the securities to be bought or sold, the broker-dealer to be used, and the commission rates paid.

Clients can place reasonable restrictions on Steinberg Global's investment discretion. For example, some clients have asked Steinberg Global not to buy securities issued by companies in certain industries, or not to sell certain securities where the client has a particularly low tax basis. Clients may also direct Steinberg Global to use specific Brokers. [Please refer to the Directed Brokerage section for specific details.]

Item 17 Voting Client Securities

As a matter of general policy, Steinberg Global Asset Management does not vote proxies for its clients. This policy is clearly stated in each client's advisory contract; however, there may be exception to this rule at the manager's discretion. Clients will receive their proxies and other solicitations directly from the issuer or a third party assigned by the issuer as instructed by the custodian that holds the security.

Corporate Actions

Corporate Actions are events initiated by a corporation which impacts its shareholders, where the shareholder or their agent may need to respond to the corporate action, such as mergers, spin-offs, stock buybacks and splits. The Adviser shall take action with regards to all Corporate Actions and Reorganizations on behalf of the Client as part of the Investment management process.

Class Actions

A lawsuit brought by one party on behalf of a group of shareholders all having the same grievance with a company in an effort to obtain a monetary compensation. The Adviser is not responsible for processing, documenting or monitoring class actions on behalf of the client. However, as a courtesy to the Client the Adviser may assist or prepare the paperwork to file the class action on behalf of the client.

Item 18 Financial Information

Steinberg Global has never filed for bankruptcy and is not aware of any financial condition that is expected to affect its ability to manage client accounts.