

# **Transcend Advisor Group, LLC**

## **Form ADV Part 2B – Brochure Supplement**

**for**

**Maximilian “Max” Rusch**

**311 E Chicago Street, Suite 210  
Milwaukee, WI 53202  
(262) 884-9983**

**Effective: October 10, 2023**

This Form ADV2B (“Brochure Supplement”) provides information about the background and qualifications of Maximilian Rusch (CRD# **6777230**) in addition to the information contained in the Transcend Advisor Group, LLC (the “Advisor”) (CRD # 311746) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Transcend Advisor Group, LLC Disclosure Brochure or this Brochure Supplement, please contact us at (262) 884-9983.

Additional information about Mr. Rusch available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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

Maximilian “Max” Rusch is an Investment Advisor Representative of Transcend Advisor Group. Mr. Rusch, born in January of 1997, graduated from The University of Wisconsin, Madison with a BBA degree in Finance and is dedicated to advising Clients of Transcend Advisor Group.

### **Licensing and Examinations**

Series 65, 10/2020

Certified Financial Planner (CFP®)

The Certified Financial Planner™ (CFP®) designation is conferred by the Certified Financial Planner Board of Standards, Inc.. Candidates must have a bachelor's degree (or higher) from an accredited college or university, three years of full time personal financial planning experience and complete a course of study in financial planning topics. Candidates may be exempt from the course of study requirement if he or she holds one of the following: CPA, ChFC, CLU, Ph.d in business or economics, Doctor of Business Administration, or attorney's license. All candidates must successfully complete the CFP® Certification Examination. CFP's are subject to the CFP Board's ethical standards

### **Employment History:**

Investment Advisor Representative, Transcend Advisor Group, LLC	07/2023 to Present
Client Service Associate, Wealthspire Advisors	12/2019 to 06/2023
Intern, UBS Financial	05/2017 to 10/2019
Student, University of Wisconsin Madison	09/2015 to 05/2019
Student, Marquette University High School	08/2011 to 06/2015

## **Item 3 – Disciplinary Information**

Mr. Rusch does not have any legal or disciplinary events that are material to a client's or prospective client's evaluation of its advisory business or the integrity of its management. has. Mr. Rusch's FINRA Brokercheck may have additional information regarding the disciplinary history of Maximilian “Max” Rusch that is not included in this brochure supplement (<http://brokercheck.finra.org>).

## **Item 4 – Other Business Activities**

Mr. Rusch is dedicated to the investment advisory activities of Transcend Advisor Group clients. Mr. Rusch does not have any other business activities.

## **Item 5 – Additional Compensation**

Mr. Rusch does not receive additional compensation from any other outside business activity.

## **Item 6 – Supervision**

As a supervised person, Mr. Rusch's activities are supervised and monitored by Charles Eichner as Chief Compliance Officer (CCO). He can be reached at (262) 884-9983

Transcend Advisor Group has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Transcend Advisor Group. Further, Transcend Advisor Group is subject to regulatory oversight by various agencies. These agencies require

registration by Transcend Advisor Group and its employees. As a registered entity, Transcend Advisor Group is subject to examinations by regulators, which may be announced or unannounced. Transcend Advisor Group is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

#### **Item 7 – Requirements for State Registered Advisors**

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Mr. Rusch does not have any additional information to disclose.