

Transcend Advisor Group, LLC

Form ADV Part 2B – Brochure Supplement

for

**Todd O'Brien
311 E Chicago Street, Suite 210
Milwaukee, WI 53202
262-884-9983**

Effective: October 04, 2023

This Form ADV2B (“Brochure Supplement”) provides information about the background and qualifications of Todd O’Brien (CRD# **6129630**) 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. O’Brien is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Todd Patrick O'Brien is an Investment Advisor Representative of Transcend Advisor Group. Mr. O'Brien, born in July of 1972, graduated in 1996 from The University of Wisconsin, Parkside with a Bachelor's in Science in Psychology and is dedicated to advising Clients of Transcend Advisor Group.

Licensing and Examinations

Series 66, 12/2019

Employment History:

Investment Advisor Representative, Transcend Advisor Group, LLC	03/2021 to Present
Independent Insurance Agent, Transcend Insurance Group	02/2022 to Present
Financial Professional, Concierge Financial Partners	10/2020 to 03/2021
Financial Representative/Agent Principal Life Insurance Company	12/2019 to 03/2021
Registered Representative, Principal Securities Inc.	12/2019 to 03/2021
Agent, Expert Tax Solutions Inc.	09/2012 to Present
Property Manager, OBS Property Management	01/2016 to Present
Financial Representative/Agent Principal Life Insurance Company	10/2012 to 11/2012
Registered Representative, Princor Financial Services	10/2012 to 11/2012
Home maker	04/2010 to 09/2012

Item 3 – Disciplinary Information

Mr. O'Brien was denied an insurance license in 2012 by the State of Wisconsin. Mr. O'Brien was also charged with misdemeanor Resisting or Obstructing an officer in July of 2010. Mr. O'Brien's FINRA Brokercheck may have additional information regarding the disciplinary history of Todd O'Brien that is not included in this brochure supplement (<http://brokercheck.finra.org>).

Item 4 – Other Business Activities

Mr. O'Brien has the following Outside Business Activities. He is an independent insurance agent for Transcend Insurance Group in which he sells insurance products including annuities. He spends approximately 10 hours a week during market and non-market hours on this endeavor. Bookkeeper, tax preparation for Expert Tax Solutions, 80 hours a month during non-market hours. Property Manager through OBS Property Services where he Manages rental property, and spends approximately 10 hours a month in this activity.

Item 5 – Additional Compensation

Mr. O'Brien is compensated for his additional business activities that are detailed in Item 4 above.

Item 6 – Supervision

As a supervised person, Mr. O'Brien'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

Mr. O'Brien does not have any additional information to disclose.