

Part 2B of Form ADV: *Brochure Supplement*

Item 1 Cover Page

March 30, 2017

This brochure supplement provides information about Larry P. Ginsburg that supplements the Ginsburg Financial Advisors firm brochure. You should have received a copy of that brochure. Please contact Larry Ginsburg, President, at lginsburg@ginsburgadvisors.com if you did not receive the Ginsburg Financial Advisors brochure or if you have any questions about the contents of this supplement.

Additional information about Larry P. Ginsburg is available on the SEC's website at www.adviserinfo.sec.gov

Name and address of our firm:

Ginsburg Financial Advisors
6201 Medau Place, Suite 101
Oakland, CA 94611

Contact Information:

Larry Ginsburg, President
(510) 339-3933
(510) 339-1611
lginsburg@ginsburgadvisors.com

Item 2 Educational Background and Business Experience

This item lists my education and business experience.

Larry P. Ginsburg, born 1947

Education: California State University, Hayward, 1965 – 1967;
University of California, Berkeley, 1972;
College for Financial Planning, Denver, awarded CFP® designation 1988.
CERTIFIED FINANCIAL PLANNER™ ("CFP®"), Board of Standards, License # 17997. *

Business Background: Associated Securities Corporation; Registered Representative, 1985 – 2007,
Registered Principal, Branch Office Manager, Officer with Supervisory Jurisdiction;
Associated Planners Investment Advisory, Inc., Advisory Affiliate, 1994 – 2007,
Ginsburg Financial Advisors, President, Advisory Affiliate, 2007 – present.
Financial Network Investment Corporation (FN) which became a part of Cetera
Financial Group in 2012 and changed its name to Cetera Advisor Networks, LLC,
Registered Principal, Branch Office Manager, Officer with Supervisory Jurisdiction,
Regional Director 2007 – present,

* (See Item 4 of the Form ADV, Part 2A, Firm Brochure for an explanation of the CERTIFIED FINANCIAL PLANNER™ {"CFP®"} designation.)

Item 3 Disciplinary Information

This item discusses any disciplinary problems connected with me.

There have been no disciplinary problems associated with me.

Item 4 Other Business Activities

This item tells you about any other business activities in which I am engaged.

I am a Registered Principal, Branch Office Manager and Officer with Supervisory Jurisdiction with Cetera Advisor Networks, LLC, (formerly Financial Network Investment Corporation), a securities broker-dealer and investment adviser.

Since 1991, I have furnished expert witness services in securities litigation proceedings.

I have also served on the boards of directors of non-profit organizations

Fees may be fully or partially offset by commissions that are earned by me in my various registered or licensed capacities.

Furthermore, if securities are purchased subject to a sales charge in a fee based account, such revenue to me in my role as a registered representative will be credited to your account. Investment management fees will not be charged by our firm on that account until the sales charge revenue received by me and credited to your account is completely exhausted. It is important to us and to me that you not pay twice for the same service.

I am a licensed insurance agent in the state of California. From time to time, I might offer you advice or products from that activity. This may create a conflict of interest because I could be motivated by consideration of a commission in giving you investment advice.

If, as a result of investment advice, you were to purchase an insurance policy from me I would receive the normal commission for selling you that product. As stated above, this presents a possible conflict in that I would receive the standard commission for such a sale and might be prompted to recommend an insurance product I wanted to sell, and perhaps also receive investment advisory fees

If I was to act both as an investment advisor representative and also as an insurance agent, I would disclose both activities to you and discuss the possible conflict again with you.

(Also see Item 5, below.)

Item 5 Additional Compensation

This item describes the types of compensation I might receive in addition to giving you investment advice.

Fees may be fully or partially offset by commissions that are earned by me in my various registered or licensed capacities.

If, as a result of investment advice, you were to purchase or sell securities through me or the broker-dealer which I represent, I would receive the normal commission for selling you those securities. This presents a possible conflict in that I would receive the standard commission for such a sale and might be prompted to recommend a securities transaction to earn such a commission, and perhaps also receive investment advisory fees.

Furthermore, if securities are purchased subject to a sales charge in a fee based account, such revenue to me in my role as a registered representative will be credited to your account. Investment management fees will not be charged by our firm on that account until the sales charge revenue received by me and credited to your account is completely exhausted. It is important to us and to me that you not pay twice for the same service.

If I was to act both as an investment advisor representative and as a broker-dealer representative or insurance company agent, I would disclose both relationships to you and discuss the possible conflict again with you.

(Also see Item 4, above.)

Item 6 Supervision

This item discusses our supervisory procedures.

The firm supervises all the investment advisory activities of all Advisory Affiliates. I am the President and the Chief Compliance Officer of the firm. If you have any questions or concerns, please contact me, Larry Ginsburg, at (510) 339-3933 or by email at lginsburg@ginsburgadvisors.com.

Item 7 Requirements for State-Registered Advisers

This item discusses any disciplinary matters and other state-required matters.

There are no disciplinary or other items concerning me that need to be shown here.