



Phil Bervig

This brochure provides information about Phil Bervig and supplements the Rich Goldman Asset Management Form ADV Part 2A. If you have any questions about the contents of this brochure, please do not hesitate to contact us at (480) 471-5456. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Phil Bervig and Rich Goldman Asset Management is also available on the SEC's website at www.adviserinfo.sec.gov. Rich Goldman Asset Management's CRD number is: 146689.

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Registration does not imply a certain level of skill or training.

Item 2: Educational Background and Business Experience

Name: Philip Bervig

Year of Birth: 1983

Education: Grand Canyon University-BS in Business, 2004-2006
Hastings College, 2002-2004

Work Experience:

January 2010 - Present: Rich Goldman Asset Management, LLC (f/k/a InterWealth Management Advisors LLC) - Investment Advisor Representative

January 2010 - June 2011: Mutual Securities Inc. - Registered Representative

June 2006 - December 2009: Northwestern Mutual Financial Network - Financial Representative

January 2006 - May 2006: Northwestern Mutual Financial Network - College Intern

Prior to 2006: Business student at Grand Canyon University

Item 3: Disciplinary Information

Not applicable.

Item 4: Other Business Activities

Not applicable.

Item 5: Additional Compensation

Not applicable.

Item 6: Supervision

Client accounts are reviewed continuously by the Firm and its advisory personnel, Rich Goldman and Philip H. Bervig. Messrs. Goldman and Bervig review clients' accounts with regards to their investment policies and risk tolerance levels.

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

The Firm nor any of its employees, including Mr. Bervig, does not take custody of client accounts at any time. The Custodian maintains client funds at all times.