

Brochure Supplement

September 28, 2011

Piershale Financial Group, Inc.

SEC File No. 801-70229

Ben Barzideh Financial Planner

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This brochure supplement provides information about Ben Barzideh that supplements the Piershale Financial Group, Inc., brochure. You should have received a copy of that brochure. If you did not receive a Piershale Financial brochure or if you have any questions about the contents of this supplement, please contact us at 815-455-6453.

Additional information about Piershale Financial Group, Inc., is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Ben Barzideh (b. 1978) is a Financial Planner with Piershale Financial Group.

Ben spent the early part of his life growing up in Rochester, NY, before moving out to Denver, CO, his junior year of high school. He finished high school at Cherry Creek High School in Greenwood Village, CO, and attended the University of Colorado at Boulder, where he graduated with a Bachelor's degree in Finance. After graduating college in 2001, Ben worked at Pacific Life Insurance Company in Newport Beach, CA, for a period before accepting a position at MetLife, also based in Newport Beach, CA. Ben was promoted to Regional Vice President for MetLife and moved to Tampa, FL, in 2006. In 2009, Ben accepted a position with Piershale Financial Group. He currently lives in Algonquin, IL, with his wife Andrea.

A. Educational Background

Bachelor of Business Administration, emphasis in Finance	2001
University of Colorado at Boulder	

B. Professional Designations

None. Currently studying for Chartered Financial Consultant[®] (ChFC[®]) designation.

C. Business Background

Financial Planner, Piershale Financial Group, Inc.	2009–Present
Regional Vice President, MetLife Investors	2006–2009
Internal Sales Representative, MetLife Investors	2003–2006
Client Services, Pacific Life	2001–2003

Item 3: Disciplinary Information

Ben Barzideh does not have any disciplinary action to report. Public information concerning Mr. Barzideh's registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

Mr. Barzideh does not engage in any other business activities.

Item 5: Additional Compensation

Mr. Barzideh does not have any additional compensation to report.

Item 6: Supervision

Supervision of Mr. Barzideh is performed by Mike Piershale, owner and president of Piershale Financial Group, through reviews of internal transaction and security holdings reports, reviews of electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Mr. Piershale can be reached at 815-455-6453.