

This brochure supplement provides information about Michael Reid Vogel that supplements the Front Row Advisors LLC brochure. You should have received a copy of that brochure. Please contact Michael Reid Vogel if you did not receive Front Row Advisors LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Michael Reid Vogel is also available on the SEC's website at www.adviserinfo.sec.gov.

Front Row Advisors LLC
d/b/a GenCap Portfolio Management
Form ADV Part 2B – Individual Disclosure Brochure
for
Michael Reid Vogel
Personal CRD Number: 1444904
Investment Adviser Representative

Front Row Advisors LLC
1100 Mar West Street Suite C
Tiburon, CA 94920
(415) 797-6003
michael.vogel@comcast.net

UPDATED: 12/14/2015

Item 2: Educational Background and Business Experience

Name: Michael Reid Vogel

Born: 1962

Educational Background and Professional Designations:

Education:

BS Agricultural and Managerial Economics, UC Davis - 1984

Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

CFA – Chartered Financial Analyst

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

Business Background:

| | |
|-------------------|--|
| 08/2015 - Present | CEO Front Row Advisors LLC d/b/a GenCap Portfolio Management |
| 02/2015 – 11/2015 | Portfolio Manager Sanctuary Wealth Advisors |
| 09/2009 - 02/2015 | Managing Director Quantum Capital Management |
| 01/2006 - 08/2009 | Owner Vogel Financial Services |
| 02/2006 - 11/2007 | VP Sales Henderson Capital Partners |
| 09/2005 - 01/2006 | Unemployed |
| 08/2003 - 08/2005 | VP Institutional fixed income sales Fidelity Capital Markets |

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Michael Reid Vogel is an independent licensed insurance agent, and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Front Row Advisors LLC always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of Front Row Advisors LLC in connection with such individual's activities outside of Front Row Advisors LLC.

Michael Reid Vogel is a real estate broker or dealer. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Front Row Advisors LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Front Row Advisors LLC in their capacity as a real estate dealer or broker.

Item 5: Additional Compensation

Michael Reid Vogel does not receive any economic benefit from any person, company, or organization, other than Front Row Advisors LLC in exchange for providing clients advisory services through Front Row Advisors LLC.

Item 6: Supervision

As the Chief Compliance Officer of Front Row Advisors LLC, Michael Reid Vogel supervises all activities of the firm. Michael Reid Vogel's contact information is on the cover page of this disclosure document. Michael Reid Vogel adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.