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September 28, 2016

**FORM ADV PART 2A.  
BROCHURE**

This brochure provides information about the qualifications and business practices of North Ridge Securities Corp ("NRSC"). If you have any questions about the contents of this brochure, please contact us at 631-420-4242. 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 NRSC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for NRSC is 27098.

NRSC is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

***Material Changes***

Form ADV Part 2A, Item 2

NRSC is currently applying for registration as an Investment Adviser with the Securities and Exchange Commission.

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## **Advisory Business**

Form ADV Part 2A, Item 4

North Ridge Securities Corp.'s ("NRSC") advisory registration was granted by the State of New York on October 15, 1998 and by the State of Florida on December 11, 2000. The firm has operated mainly as a FINRA broker-dealer since 1989.

Daniel Robert Levy (CRD Number 1158953) is the President, Chief Executive Officer, Financial Operations and Principal of NRSC. Mr. Levy owns at least 70% of the equity of the firm. Sandra Jean Grinspan (CRD Number 1941931) is the Executive Vice President, Municipal Bond Principal, and Chief Compliance Officer of NRSC and owns at least 10% but not more than 25% of the equity of the firm. NRSC is not publicly owned or traded. There are no indirect owners of the firm and no intermediaries having any ownership interest in the firm.

As of September 8, 2016, the firm managed, on a discretionary basis, \$174,386,757 in assets. Client assets are managed on an individualized basis and advisory clients may impose restrictions on their accounts. NRSC does not directly sponsor any advisory/wrap programs.

The only advisory services offered by NRSC are those provided through a third party, that is, outside unaffiliated portfolio managers and/or programs who do business separate and apart from NRSC's affiliation or control. These third party providers (currently including, but not limited to, Pershing, Lockwood, SEI, and Brinker) forward fees to NRSC. The fees are generally based upon the outside providers' guidelines and are currently in a .75% to 2.0% range, with a firm-stated maximum of 2%. Fees are generally reduced for assets over \$1 million and may depend on investment options, asset class (for example, the equity/bond mix), etc. NRSC generally receives a fee of .50% to 1.40% percent from the third party providers on these assets. NRSC does not receive referral fees from other advisors.

It should also be noted that NRSC advisors are generally not directly performing specific advisory services in return for a fee, but rather, in all cases other than Pershing's PEAK program, they are directing clients to established managers at reputable firms. Pershing's PEAK program allows for NRSC advisors to independently manage client accounts.

NRSC does not itself publish any newsletters or provide independent research for its fee-based clientele.

NRSC does have the authority to charge a third-party management firm. No fee is based upon capital gains or capital appreciation of assets. Fees may be negotiable.

Finally, a NRSC advisory client may terminate any service at any time, without penalty.

### ***Fees and Compensation***

Form ADV Part 2A, Item 5

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### ***Performance-Based Fees and Side-By-Side Management***

Form ADV Part 2A, Item 6

None.

### ***Types of Clients***

Form ADV Part 2A, Item 7

NRSC advisory clients generally consist of individuals, pension plans, profit sharing plans, corporations and other business entities.

Third party providers may impose a minimum.

### ***Methods of Analysis, Investment Strategies and Risk of Loss***

Form ADV Part 2A, Item 8

A NRSC advisor utilizing the aforementioned PEAK program for an advisory client generally uses a fundamental analysis method when analyzing securities.

Investment strategies differ based upon many factors depending on client objective, risk tolerance, etc. and may include long-term purchases (securities held at least one year), short-term purchases (securities held less than one year) and trading (securities sold within 30 days).

### ***Disciplinary Information***

Form ADV Part 2A, Item 9

None.

### ***Other Financial Industry Activities and Affiliations***

Form ADV Part 2A, Item 10

NRSC is a FINRA-registered broker/dealer. Ninety-five percent of its time is spent on operating this broker/dealer. All clients are advised that they shall have total freedom to effect securities transactions with any broker/dealer of their choosing. As a result of the NRSC advisory business relationship with the NRSC broker/dealer (i.e., commonality of ownership) a potential conflict of interest may exist.

NRSC offers a full range of investment products to its clientele, including mutual funds, annuities, equities, variable life, REITS, bonds, etc.

North Shore Capital Management is a separate corporation with commonality of ownership. Non-securities-related products, (i.e. insurance products) are placed through North Shore Capital Management.

NRSC (including Mr. Levy & Ms. Grinspan, as stockholders) accepts compensation for the sale of insurance, securities and other investment products, including certain asset-based sales charges or service fees from the sale of mutual funds.

1. This practice may present a conflict of interest and give NRSC advisors and registered representatives an incentive to recommend investment products based on the compensation received, rather than on a client's needs.
2. Clients always have the option to purchase investment products that we recommend through other firms or advisors that are not affiliated with NRSC.
3. As described within, the firm can charge advisory fees and the firm may receive commission income as a result of product sales. NRSC's policy is not to allow both methods to be utilized simultaneously (for example, a product sale will either result in a commission or an advisory fee, but not both).

### ***Code of Ethics, Participation or Interest in Client Transactions and Personal Trading***

Form ADV Part 2A, Item 11

The firm has adopted a written Code of Ethics in compliance with SEC Rule 204A-1 and in compliance with New York/Florida state regulations. The Code of Ethics sets forth standards of conduct and requires compliance with state securities laws. Our Code of Ethics also addresses personal trading and requires our personnel to report their personal securities holdings and transactions to the chief compliance officer of the firm, upon request. We will provide a copy of our code of ethics to any client or perspective client upon request.

Firm and/or employees will, on occasion, buy and sell for themselves securities, mutual funds, limited partnerships and/or insurance. In all cases, recommendations to clients to purchase the same or similar securities are made only after careful review of the client's financial situation and the recommendation is found to be suitable for their specific circumstances.

It is the express policy of Firm that no person employed by Firm may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

Firm or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

As these situations may represent a conflict of interest, Firm has established the following contingent restrictions in the event that they should ever become necessary in order to ensure its fiduciary responsibilities:

- 1) A director, officer or employee of Firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of Firm shall prefer his or her own interest to that of an advisory client.
- 2) Firm maintains access to a list of all securities holdings of anyone associated with this advisory practice.

These holdings and transactions of associates are reviewed on a regular basis by Sandra Grinspan.

3) Firm requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.

4) Any individual not in observance of the above may be subject to termination.

Again, registered representatives, advisors and/or employees of NRSC will, on occasion, buy and sell for themselves securities, mutual funds, limited partnerships and/or insurance. In all cases, recommendations to clients to purchase the same or similar securities are made only after careful review of the client's financial situation and the recommendation is found to be suitable for their specific circumstances.

### ***Brokerage Practices***

Form ADV Part 2A, Item 12

Independent managers of the third party providers discussed within do have the discretionary authority to buy and sell, subject to the guidelines in each product's prospectus and offering documents. This decision-making ability is the reason they are able to charge fees, as described above.

### ***Review of Accounts***

Form ADV Part 2A, Item 13

All NRSC accounts and transactions, advisory or not, are reviewed on a regular basis, by Sandra Grinspan or one of the other principals of the firm. These reviews include an approval of each new account and a review of each solicited initial purchase of the advisory accounts mentioned above. There are no differing levels of review. There are no independent triggering factors employed by the firm or by the reviewers.

Clients receive a monthly or quarterly statement directly from the third party advisory service being utilized and they also generally have internet access to their accounts, if they so desire.



### ***Client Referrals and Other Compensation***

Form ADV Part 2A, Item 14

NRSC (including Mr. Levy & Ms. Grinspan, as stockholders) accepts compensation for the sale of insurance, securities and other investment products, including certain asset-based sales charges or service fees from the sale of mutual funds.

1. This practice may present a conflict of interest and give NRSC advisors and registered representatives an incentive to recommend investment products based on the compensation received, rather than on a client's needs.
2. Clients always have the option to purchase investment products that we recommend through other firms or advisors that are not affiliated with NRSC.
3. As described within, the firm can charge advisory fees and the firm may receive commission income as a result of product sales. NRSC's policy is not to allow both methods to be utilized simultaneously (for example, a product sale will either result in a commission or an advisory fee, but not both).

### ***Custody***

Form ADV Part 2A, Item 15

NRSC does not have custody of client funds and/or securities.

### ***Investment Discretion***

Form ADV Part 2A, Item 16

NRSC registered representatives and advisors do not have discretion on non-investment advisory assets. Investment decisions are discussed with our clientele and client approval is required.

### ***Voting Client Securities***

Form ADV Part 2A, Item 17

NRSC does not vote proxy statements on behalf of advisory clients.

### ***Financial Information***

Form ADV Part 2A, Item 18

Not applicable.

### ***Requirements for State-Registered Advisers***

Form ADV Part 2A, Item 19

Daniel R. Levy, President, CEO and Principal

Year of Birth: 1959

Graduated: C.W. Post, Greenvale, NY (1981), Degree in Economics

President and Principal, North Ridge Securities Corp., 1989 to present.

North Shore Capital Management is a separate corporation with commonality of ownership. Non-securities-related products, (i.e. insurance products) are placed through North Shore Capital Management.

It has the same offices, management, ownership, history and dates as North Ridge.

Sandra J. Grinspan, Executive Vice President, Chief Compliance Officer and Principal

Year of Birth: 1954

Education: State University of New York at Albany, (1975), Certified Financial Planner (1997)

Executive VP, North Ridge Securities Corp., 2001 to present

L. Matthew Levy, Esq., Principal and Vice President

Year of Birth: 1987

Education: Emory University, Goizueta Business School, Bachelor of Business Administration (2009)

Brooklyn Law School, Juris Doctor (2012)

Vice President - Operations and Principal, April, 2016 to Present

NRSC (including Mr. Levy & Ms. Grinspan, as stockholders) accepts compensation for the sale of insurance, securities and other investment products, including certain asset-based sales charges or service fees from the sale of mutual funds.

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