

## FORM ADV: PART 2B

### BROCHURE SUPPLEMENT

# SARA-BAY

## Sara-Bay Financial Corp.

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Sarasota, Florida 34232

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Mr. Hard is responsible for the leadership and direction of our advisory practice as well as ensuring the investment activities are being performed to your expectations.

Your account will be reviewed on an ongoing basis by Mr. Hard to ensure that your stated investment objectives and guidelines are being met. Any adjustments made to your predefined guidelines are dictated by your stated investment objectives and guidelines.

BROCHURE SUPPLEMENT  
DATED

1

JANUARY  
2020

This Brochure Supplement provides information about J. Michael Hard that is an accompaniment to the Disclosure Brochure for our firm, Sara-Bay Financial Corp. You should have received both of these together as a complete disclosure packet. If you did not receive our Disclosure Brochure or if you should have questions about this Brochure Supplement for Mr. Hard, you are welcome to contact us - our contact information is listed to the left.

Additional information about Sara-Bay Financial Corp. and J. Michael Hard are also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## J. Michael Hard

CRD#: 236707

Year of Birth: 1943

### EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Mike has over 40 years of professional experience in the areas of investment and personal finance. He began his career as both a securities and commodities broker with Merrill Lynch here in the Sarasota area in 1971. After leaving Merrill, he worked for other large firms, including Shearson Lehman and Dean Witter. In 1987, he joined Kemper Securities and spent the next six years there as co-manager of their Sarasota office. He started Sara-Bay Financial Corp in 1993, offering a diversity of investment securities and our management program. His qualifications and experience include the following:

### Licenses

FINRA Exams: Series 1 - Registered Representative Examination (1968) - Retired  
Series 3 - National Commodities Futures (1993) - Retired  
Series 4 - Registered Options Principal (1996) - Retired  
Series 5 - Interest Rate Options (1981) - Retired  
Series 8 - General Securities Sales Supervisor (1992) - Retired  
Series 24 - General Securities Principal (1996) - Retired  
Series 55 - Limited Representative Equity Trader ((2004) - Retired  
Series 63 - Uniform Securities Agent State Law Examination (2005) - Retired  
Series 65 - Uniform Investment Advisor Law Examination (2005) - Active

### Business Background

10/1993 - Present .....Sara-Bay Financial Corp.

Position: Vice President

12/2003 - 12/2009 .....Northeast Securities, Inc.

Position: Branch Manager & Registered Rep.

### DISCIPLINARY INFORMATION

There are no legal or disciplinary events to report.

### OTHER BUSINESS ACTIVITIES

There are no other business activities.

### Other Compensation

There is no other compensation received