

## FORM ADV: PART 2B

### BROCHURE SUPPLEMENT



## Sara-Bay Financial Corp.

2201 Cantu Court, Suite 102  
Sarasota, Florida 34232

Toll: 800.373.2917  
Tel: 941.371.8027  
Fax: 941.373.8314

Phone:  
941.371.8027  
e-mail: ben@sara-bay.com

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 Benjamin M. 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 Benjamin M. Hard are also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Benjamin M. Hard

CRD#: 4362335

Year of Birth: 1975

### EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

In 2000, Ben began working in the financial industry as an equities trader for Navillus Securities, a Pennsylvania based broker-dealer. Prior to joining Sara-Bay he was VP of Marketing for EDMP Inc., a Tampa Investment management firm, where he provided investment consulting for private clients and institutions. Previously, Ben worked as an equities trader for a Pennsylvania based broker-dealer. His qualifications and experience include the following:

#### Education

1998 - University of South Florida: Bachelor of Science in Finance

#### Licenses

FINRA Exams: Series 7 - General Securities Representative (2001) - Retired  
Series 55 - Limited Representative Equity Trader ((2002) - Retired  
Series 63 - Uniform Securities Agent State Law Examination (2001) - Retired  
Series 65 - Uniform Investment Advisor Law Examination (2005) - Active

Insurance: 2-15 License - Florida Life, Health & Annuity Insurance

CFP® : Certified Financial Planner™ 2015

#### Business Background

01/2008 - Present .....Sara-Bay Financial Corp.

Position: President

01/2008 - 12/2009 .....Northeast Securities, Inc.

Position: Registered Representative

05/2003 - 12/2007 .....EDMP, Inc.

Position: Vice President Marketing

### DISCIPLINARY INFORMATION

There are no legal or disciplinary events to report.

### OTHER BUSINESS ACTIVITIES

There are no other business activities.

### Additional Compensation

There is no additional compensation