

# **James E Moniz MSFS**

Registered Representative of Supreme Alliance LLC.

Northeast Wealth Management

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## **SUPREME ALLIANCE LLC**

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## **Part 2B of Form ADV: Brochure Supplement**

**January 14, 2021**

This Brochure Supplement ("Supplement") provides information about **James E Moniz**, that supplements the applicable Supreme Alliance LLC Brochure ("Brochure"). You should have already received a copy of that Brochure. Please contact the Investment Advisory Compliance Department 561-410-5002 if you did not receive Supreme Alliance LLC's Brochure or if you have any questions about the contents of this Supplement.

Additional information about James E Moniz is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## ITEM 2: Education Background and Business Experience

James E Moniz

June 20, 1953

### Education Background:

Post High School Education: American College

Masters in Financial Services MSFS

2002

Graduate Certificates:

Advanced Estate Planning Financial Institutions

Advanced Pension and Retirement Planning Customized Asset  
Management

Security Analysis / Portfolio Management Tools of Charitable  
Giving

Ethics and Human Values

American College Chartered Financial Consultant ChFC 1991

American College Chartered Life Underwriter CLU 1995

### **Professional Designations**

**Masters of Science in Financial Services - MSFS American College 10/1998**

The Master of Science in Financial Services ("MSFS") degree is awarded to candidates who successfully complete 36 semester credit hours (12 courses). The program curriculum includes courses in securities analysis and portfolio management, advanced estate planning, qualified retirement plans and mutual funds. The program also requires candidates to participate in 2 week-long residency programs.

For more information about the MSFS degree, please visit <http://www.theamericancollege.edu/>.

### **Chartered Life Underwriter - CLU American College 10/1995**

The Chartered Life Underwriter ("CLU") is a professional designation for individuals who wish to specialize in life insurance and estate planning. Candidates must successfully complete eight courses that focus on the fundamentals of life insurance, personal insurance planning and estate planning. This designation also requires candidates to have three years of full-time business experience and meet industry ethics standards.

IARs who earn this designation are required to complete the Professional Achievement in Continuing Education Recertification Program, which consists of 30 hours of continuing education courses. The recertification process must be completed once every two years.

For more information about the CLU designation, please visit <http://www.theamericancollege.edu/>.

### **Chartered Financial Consultant - ChFC American College 10/1991**

The Chartered Financial Consultant ("ChFC") designations is a financial planning designation for the insurance industry awarded to individuals who have at least three years of experience in the financial industry and have successfully completed an examination on the fundamentals of financial planning, including income tax, insurance, investment, and estate planning.

Individuals who have been awarded this designation must also take the Professional Ethics Pledge. Additionally, they must fulfill the Professional Achievement in Continuing Education Recertification Program, which requires the individual to complete 30 hours of continuing education every two years.

For more information about the ChFC designation, please visit <http://www.theamericancollege.edu/>.

**LECTURES**

Doctors in Debt:

Harvard Medical School Cambridge MA 1989 - 1995

Creating and Sustaining a Competitive Advantage: SHRM Annual Conference  
Phoenix, AZ 2008

CEO Summit:

Leadership in Challenging Times 2009

Creating and Sustaining a Competitive Advantage 2010

The Succession, Transition and Exit Planning Dream Team 2016

Massachusetts Society of CPA

10X Challenge

**ARTICLES:**

The Basics for Building and Maintaining Incentive Plans at Smaller Firms

Compensation and Benefits Review

The "Taxing" Matter of Long-Term Incentives Fringe Benefit Rules

Executive Compensation as a Strategic Tool HR Worldview

The Grinch that stole the Christmas Bonus Patriot Ledger

Competitive Advantage: becoming the "big dog" HR Worldview

I am paying out \$1 million in bonuses for my top five people – what is in it for me?  
HR Worldview

**BUSINESS EXPERIENCE:**

Supreme Alliance LLC 11/18/2019 - RR / IAR  
Present

Registered Representative

Investment Advisor Representative

PREVIOUS Employers 09/11/2015 - 11/21/2016

[ESSEX SECURITIES LLC \(CRD#:46605\)](#)

Norwell, MA

05/23/1978 - 11/07/2013

[SIGNATOR INVESTORS, INC. \(CRD#:468\)](#) BRAINTREE, MA

05/23/1978 - 05/01/1997

[JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY \(CRD#:5181\)](#)

BOSTON, MA

### ITEM 3: Disciplinary Information:

Supreme Alliance LLC is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

1. On or about September 29, 2006, a Signator Investors, Inc. (hereinafter "Signator") customer alleged that Moniz did not fully disclose a variable life insurance policy's fees and failed to fully inform the customer of an option to reduce a policy's death benefit, causing the customer to suffer \$43,000.00 in damages. Signator denied the customer's complaint.
2. On or about January 11, 2010, a Signator customer alleged that Moniz recommended an unsuitable life insurance product due to the product's high annual premium. Signator settled the matter, paying the customer \$7,987.01.
3. On or about April 22, 2013, a Signator customer alleged that Moniz recommended an unsuitable insurance product, causing the customer to be unable to afford the product's premiums. After originally denying and closing

the customer's complaint, upon the receipt of further information, Signator later reopened and settled the matter, paying the customer.

\$59,130.00.

4. On or about September 19, 2013, a Signator customer alleged that Moniz recommended an unsuitable life insurance product, misrepresenting the product's annual premiums to the customer. Signator settled the matter, paying the customer \$14,892.21.
5. On October 25, 2013, Signator terminated Moniz's employment and broker-dealer agent registration. In explaining the termination, Signator asserted that Moniz "...was terminated for failing to follow firm procedures, including...the discovery of blank signed forms in client files, the use of an unapproved outside email address with firm customers, and...potentially inaccurate information on product applications."
6. On February 28, 2014, FINRA initiated an investigation into Moniz. In initiating the investigation, FINRA preliminarily determined that disciplinary action be brought against Moniz based on his potential violations of National Association of Securities Dealers (hereinafter "NASD") Conduct Rule 2310 (making unsuitable recommendations); NASD Conduct Rule 2110 (failure to

observe high standards of commercial honor and just and equitable principles of trade); and FINRA Rule 2010 (failure to observe high standards of commercial honor and just and equitable principles of trade).

7. On May 30, 2014, Moniz entered into Letter of Acceptance, Waiver & Consent (hereinafter the "Letter of AWC") with FINRA (Docket Number 2013036095001). The Letter of AWC states, in pertinent part:

While registered with [Signator], Moniz made unsuitable recommendations to a married couple that they purchase a Variable Universal Life insurance policy ("VUL") on the husband's life and use the proceeds of a reverse mortgage to (a) purchase a variable annuity ("VA"), and (b) open a managed investment account.

After the insurance company questioned the VUL application, Moniz caused the application to be re-submitted with certain information changed or added on the form, and without first informing the customers of his actions. Moniz also inaccurately represented in account applications the source of funds for the VA and managed account. This conduct violated NASD Conduct Rules 2310 and 2110 and FINRA Rule 2010.

FINRA accepted the Letter of AWC on June 9, 2014.

8. Because of Moniz's inaccurate representations and manipulation of the variable life insurance policy application, Moniz consented to FINRA's imposition of (1) a six-month suspension.  
from association with any FINRA member firm in any capacity and (2) a \$25,000.00 fine, which included disgorgement of \$12,478.00 Moniz received in commissions.

9. On or about July 18, 2014, a Signator customer alleged that Moniz

misrepresented a life insurance policy that Moniz sold to the customer's parents. Signator settled the matter, paying the customer \$322,652.91.

10. On or about October 8, 2014, Signator customers alleged that Moniz sold them unsuitable variable life insurance policies, and further alleged that Moniz misrepresented the facts and features of one of the customer's policy at the time of that policy's sale. Signator settled the matter, paying the customers \$30,000.00. Moniz individually contributed \$15,000.00 to the settlement amount.
11. On or about December 10, 2014, Signator customers alleged that a life insurance policy sold to them by Moniz, which had been intended to last until the customers reached age 95, could not then do so because it had been underfunded due to a failure to make planned premium payments. Signator denied the customers' complaint.
12. On or about January 9, 2015, a Signator customer alleged that Moniz misrepresented the features of a variable life insurance policy sold to the customer at the time of the policy's sale. The Signator customer later withdrew the complaint.
13. On or about January 9, 2015, a Signator customer alleged that Moniz failed to inform the customer that a variable life insurance policy had lapsed and misrepresented to the customer that the policy would pay for itself through the interest it accrued. Signator denied the customer's complaint.
14. Furthermore, on August 18, 2015, the Massachusetts Attorney General's office filed a civil judicial action in Suffolk Superior Court (Docket No. 152492D) against Direct Finance Corp., Daniel Matthews, and Moniz. In the action, the Massachusetts Attorney General's office alleges that the parties earned significant commissions through sales tactics that convinced elderly homeowners to apply for reverse mortgages and invest their proceeds in risky financial products, including variable annuities. The lawsuit seeks a cease-and-desist order; civil and administrative penalties and fines; restitution for victims; disgorgement of proceeds; and an injunction. The action was dismissed on February 18, 2017.
15. On or about May 22, 2017, a Signator customer alleged that Moniz breached his contract and engaged in fraud in the sale of a variable universal life insurance product, causing \$318,237.00 in damages. Signator settled the matter, paying the customer \$30,000.00. Moniz individually contributed \$15,000.00 to the settlement amount.
16. On or about August 18, 2017, a Signator customer alleged that Moniz



recommended an unsuitable insurance product due to its early expiration date. Signator denied the customer's complaint.

17. On or about October 10, 2017, a Signator customer alleged that Moniz provided him with unsuitable advice by encouraging the customer to take out a reverse mortgage and then selling the customer a variable life insurance policy, causing \$500,000.00 in damages. Signator settled the matter, paying the customer \$90,000.00.
18. On or about January 24, 2018, a Signator customer alleged that Moniz sold her an unsuitable insurance product and provided her with financial advice that was not in her best interest, causing \$180,000.00 in damages. Signator settled the matter, paying the customer \$5,711.89.
19. On or about April 9, 2019, a Signator customer alleged that Moniz engaged in acts that constituted misrepresentation, fraud, intentional infliction of emotional distress, and breach of fiduciary duty, causing \$500,000.00 in damages. A FINRA Arbitration Panel denied the customer's claims.

#### ITEM 4: Other Business Activities:

James E Moniz is affiliated with Supreme Alliance LLC, as a Registered Person. Supreme Alliance LLC is a Registered Broker/Dealer and an Investment Advisor with the Securities Exchange Commission ("SEC") and is a Member of the Financial Industry Regulatory Authority, Inc ("FINRA"). Registered Persons affiliated with Supreme Alliance LLC, recommend certain securities for which they receive a commission, markup, or markdown. Registered Persons affiliated with Supreme Alliance LLC that offer various advisory services for which they receive a fee, are called Investment Advisor Representatives ("IARS").

Commissions/Mark-ups/Mark-downs for effecting securities transactions are separate and apart from the fees charged by Supreme Alliance LLC IARs for advisory services.

James E Moniz is currently engaged in the following "Other Business Activities", and may receive compensation for these activities:

Outside Business Activity:

DBA: NORTHEAST WEALTH MANAGEMENT DBA: COREBUSINESSGROUP  
LLC: SAMANDERINLEA LLC Real Property Signator since 8/8/2014 beneficial interest.

**NORTHEAST WEALTH MANAGEMENT** Northeast Wealth Management focuses on the needs of high net-worth individuals and successful professionals, tailoring financial programs to help them determine and progress toward their objectives.

**CORE BUSINESS GROUP** The Core Business Group (formerly Northeast Vision Link) is a business consulting firm that helps growth-oriented companies create greater alignment between strategic business plans and compensation and rewards strategies for key employees.

Capabilities include comprehensive diagnostic analytics, a pay for performance philosophy and development, compensation plan and executive benefit design including concept, financial models, plan specifications, documentation and launch, and rewards reinforcement leadership management.

**INSURANCE BROKER:** James Moniz is an insurance broker appointed to sell the insurance products of various insurance carriers. He receives compensation in the form of commission from insurance products in his role as an insurance broker. Fixed/index Insurance/Annuity sales.

Please note that the compensation that the IAR receives for participating in the activities listed above is separate and distinct from the advisory fees that they receive when performing investment advisory services through Supreme Alliance LLC.

#### ITEM 5: ADDITIONAL COMPENSATION:

Supreme Alliance LLC has entered into arrangements called "Revenue Sharing Agreements" with some product sponsors (referred to as "Premier Partners". These Premier Partners provide compensation and in return, they receive increased marketing exposure to the sales force. To see a list of product sponsors who are considered Premier Partners, please visit our website at [www.supremealliancellc.com](http://www.supremealliancellc.com).

Supreme Alliance LLC does not pay nor does it allow its IARs to receive any monetary compensation from Premier Partners in the form of bonuses or incentives either as an inducement to sell or as a reward for having sold a Premier Partner's product. Supreme Alliance LLC receives the revenue directly from the Premier Partners; the revenue is not paid to IARs.

Supreme Alliance LLC uses the revenue from its Premier Partners to support certain marketing efforts. For example, the monies are used for Supreme Alliance LLC's National Educational Conference. The Conference is an opportunity to

communicate new product ideas to Supreme Alliance LLC Registered Persons and IARs, to train them and their assistants, and to keep them abreast of regulatory requirements. The revenue is also used to pay for annual awards for the Supreme Alliance LLC Registered Persons who generate the most sales overall and to pay for Supreme Alliance LLC's general marketing expenses. A Supreme Alliance LLC Registered Person or IAR may receive an award, in the form of a Trophy, Plaque or Medal from Supreme Alliance LLC as recognition for total sales. As such, top producing Supreme Alliance LLC Registered Persons may receive an award based upon total sales with Supreme Alliance LLC, which may or may not include the Premier Partners products.

Additionally, Supreme Alliance LLC hosts a top producer event each year as well as periodic regional events that have production qualification requirements to participate. These events are designed to provide education and training but may include recreational activities as well. Qualification for such events are based on total production at Supreme Alliance LLC, traditional insurance/annuity, securities, and advisory production. None of the qualifications require the sale of specific products or the use of specific money managers.

#### ITEM 6: SUPERVISION

Supervising Principal	Title	Telephone #
Henry C Smith II	President, CEO, CCO	561-460-2870

Office of Supervisory Jurisdiction Managers (OSJ Managers) and Home Office Principals (HOPS) collectively, "Principals", may be designated as the immediate supervisors of IARs. The Principal designated by Supreme Alliance LLC is responsible for the day-to-day management and supervision of the activities of the IARs under their direct supervision

The Principals supervise the IARs that are assigned to them by reviewing certain new account documentation for suitability and use systems to ensure that the transactions are Suitable and Appropriate. Supreme Alliance LLC values your business. If you have any questions that are not addressed in this Brochure Supplement, please contact your IAR.