



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

**Cover Page – Item 1**

Max Isaacman  
Portsmouth-SmartLife Financial Group, LLC.  
601 21<sup>st</sup> Street, Suite 318  
Vero Beach, FL 32960  
772-453-2723  
[www.psslfg.com](http://www.psslfg.com)

This brochure supplement provides information about Max Isaacman that supplements the Portsmouth-SmartLife Financial Group, LLC brochure. You are entitled to receive a copy of that brochure as an Advisory Customer of Portsmouth-SmartLife. Please contact Randy Fox at 415-910-0477 if you did not receive the Brochure or if you have any questions about the contents of this or any Portsmouth-SmartLife Financial Group supplements.

Additional information about Max Isaacman is available at the SEC's website at: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Educational Background and Business Experience – Item 2**

Full Legal Name: Max Isaacman Born: 1939

**Education:** Rider College, B.S., Business Administration, 1957 – 1961

William Penn High School, Harrisburg, Pennsylvania., 1953 - 1957

### **Business Background:**

Max Isaacman has been a broker and investment advisor for 45 years.

Portsmouth Financial. (2013 – present) East/West Securities (1998 to 2013)

Registered Representative for stocks & bonds (1984 – 1997)

Registered Representative for institutional & individual investors with several brokerage firms, including Merrill Lynch, Montgomery Securities, Wedbush Morgan, Rodman & Renshaw, Cruttendon Roth, & McClurg Capital. The Bank of California Vice President, Personal Trust & Investments Division. Business development officer for the money-management services of the bank. Prospected for new clients by cross-selling within the bank marketed money management services within tax-advantaged structures such as charitable remainder trusts.

Wrote financial articles for media sources such as Personal Investing News, the San Francisco Examiner, Investment Technology News & Delta Airlines Sky magazine.

### **LICENSES:**

- Securities Representative, Series 7
- NYSE Branch Office Manager, Series 12
- Registered Options Principal, Series 4
- Uniform Securities Agent State Law, Series 63
- Uniform Investment Advisor Law, Series 65

### **Disciplinary Information – Item 3**

Mr. Isaacman has a reportable occurrence under this item. The details of which can be found on FINRA's BrokerCheck system or the IAPD,. The BrokerCheck link is [www.finra.org/brokercheck](http://www.finra.org/brokercheck); the IAPD link is [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Other Business Activities – Item 4**

AUTHOR/WRITER – Mr. Isaacman writes Novels and Investment related Books and Articles Since September 2001.

### **Additional Compensation – Item 5**

Mr. Isaacman may receive additional compensation outside of Portsmouth-SmartLife Financial Group.

### **Supervision – Item 6**

Max Isaacman is supervised under the firms Written Supervisory Procedures by Randy Fox, Chief Compliance Officer. Randy Fox can be reached at 415-910-0477.

### **Requirement for State-Registered Advisers – Item 7**

Mr. Isaacman has been involved in an arbitration claim where his company Cowen and Co. was found to have a lack of supervision in assigning accounts. There was three account representatives assign to the clients accounts at separate times. The client asked for damages of \$500,000 for a period of time. The award for the customer was for \$251,978.50. Mr. Isaacman has had a Compromise that was satisfied on 9/30/13.