



### **Investment Adviser Representative**

Lawrence Kronick, ChFC®, CLU®  
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Suite 110  
Cleveland, OH 44122  
Phone: (216) 910-1854

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This brochure supplement provides information about Lawrence Kronick, ChFC®, CLU® an investment adviser representative herein referred to as "Your Adviser" that supplements the Form ADV 2A which you should have already received.

Please contact Beacon Financial Advisory LLC at 216-910-1850, if you did not receive the Investment Advisory Disclosure Brochures for the above listed registered investment advisers or if you have any questions about the contents.

Additional information about Lawrence Kronick, ChFC®, CLU® is available via the U.S. Securities and Exchange Commission's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE**

Lawrence Kronick, ChFC®, CLU®

Year of Birth: 1947

### **Education**

Dyke College, B.S., Marketing, 1970

### **Business Experience**

Registered Representative, Lincoln Investment, June 2012 – Present Investment Adviser

Representative, Capital Analysts, June 2012 – Present

Registered Representative, Lincoln Investment, June 2012 – Present Financial

Adviser, Capital Analysts, Incorporated, April 2010 – June 2012 Registered

Representative, SMH Capital Inc., January 2007 – April 2010 Registered

Representative, Lincoln Financial, January 1978 – December 2006

### **Professional Licenses/Designations**

Lawrence Kronick, ChFC®, CLU® holds the following industry exams or equivalency and Professional Designations.

Series 1 -

Series 7 - General Securities Representative Examination

Series 63 - Uniform Securities Agent State Law Examination

#### Chartered Financial Consultant ChFC®

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: The American College

Prerequisites: Three years of full-time business experience within the five years preceding the awarding of the designation

Education Requirements: Six core and two elective courses

Exam Type: Final proctored exam for each course

Continuing Education: 30 CE credits every two years

Accreditation: MSCHE

#### Chartered Life Underwriter CLU®

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: The American College

Prerequisites: Three years of full-time business experience within the five years preceding the awarding of the designation

Education Requirements: Five core and three elective courses

Exam Type: Final proctored exam for each course

Continuing Education Requirements: 30 hours every two years

Accreditation: MSCHE

### **Item 3 – DISCIPLINARY INFORMATION**

Lawrence Kronick, ChFC®, CLU® has no material legal or disciplinary events to report.

#### **Item 4 – OTHER BUSINESS ACTIVITIES**

In addition to being an investment adviser representative of one or more affiliated registered investment advisers of The Lincoln Investment Companies, your adviser is also engaged in the following other businesses.

**Lincoln Investment - Registered Representative** - Lawrence Kronick, ChFC®, CLU® is a registered representative of Lincoln Investment, a registered broker-dealer. Your adviser may offer the broker-dealer services of Lincoln Investment in addition to advisory services when making financial recommendations to you. If you purchase commissionable products through your adviser, your adviser will receive a commission, and in the case of mutual funds, possibly a 12b-1 fee. You are under no obligation to purchase commissionable securities products through Lawrence Kronick, ChFC®, CLU®.

**Capital Analyst Inc** - Investment Adviser Representative - Mr. Kronick is an investment Adviser representative with Capital Analyst Inc.

Capital Analysts and Lincoln Investment provide incentives, such as sales conferences, for financial advisers, the eligibility for which may be based on the number of advisory accounts or the total assets under management. This may present a potential conflict of interest. Capital Analysts and Lincoln Investment hold their Financial Advisers to a Code of Ethics and owe a fiduciary duty to all clients. Both firms require your Financial Adviser to place your interests above his or her own at all times and to avoid any recommendation that would not be in your best interest. It is each financial adviser's responsibility to understand and adhere to the requirements of the Code of Ethics, as well as applicable laws, regulations, and rules.

#### **Independent Insurance Agent**

Lawrence Kronick, ChFC®, CLU® is licensed through Lincoln Investment or an independent agency to solicit, offer and sell insurance products. Your adviser may be appointed with various insurance companies. Lawrence Kronick, ChFC®, CLU® may receive separate, yet customary commission and other financial incentive compensation resulting from the purchases and sales of insurance products. You are under no obligation to purchase insurance products through Lawrence Kronick, ChFC®, CLU®.

**Life Insurance Settlements** – agent for client who desires to sell their life insurance policy.

No client is under any obligation to purchase any non-investment related activities from this adviser. The above firms are independent and non-affiliated with the RIA.

#### **Item 5 – ADDITIONAL COMPENSATION**

Your adviser's involvement in other business activities as described above defines additional activities for which your adviser could recommend other products or services to you. This creates a potential conflict of interest for your adviser to promote these products or services in addition to the advisory services.

The registered investment adviser holds your adviser to a Code of Ethics and a fiduciary duty to advisory clients. The registered investment adviser requires your adviser to place your interests above their own at all times and to avoid any recommendation that would not be in your best interest. It is each adviser's responsibility to understand and adhere to the requirements of the Code of Ethics, as well as applicable laws, regulations, and rules.

Perceived or actual conflicts of interest that may arise in relation to advisory services are governed by your adviser's professional and legal duties as a fiduciary, and by the registered investment adviser's policies and procedures designed to mitigate and disclose the existence of such conflicts.

Please refer to the Fees and Compensation section in the registered investment adviser's Investment Advisory Disclosure Brochure (Form ADV 2A ) which should have been provided to you by your Financial Adviser. The Fees and Compensation section describes in detail the potential other forms of compensation received by your adviser such as brokerage or insurance commissions, due diligence seminars, sales incentives, loans, or advances.

## SUPERVISION

Your adviser is assigned to a Designated Supervisor that is responsible for supervising your adviser's investment advisory activities.

Supervisor Name:

Deborah L. George

Chief Compliance Officer

Phone Number: 216-910-1850

The Designated Supervisor or his or her designee will periodically review the investment advisory activities, client communications, and your adviser's adherence to the registered investment adviser's Code of Ethics. In addition, the Designated Supervisor will monitor the advice being provided to ensure that your adviser is you the services for which the adviser was engaged.