

Demitry Leonid Portnoy
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Telephone: 212-440-9600

Joseph Gunnar & Co., LLC
dba
American Pride Wealth Management Group
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March 31, 2023

FORM ADV PART 2B
BROCHURE SUPPLEMENT

This brochure supplement provides information about Demitry Leonid Portnoy that supplements the Joseph Gunnar & Co., LLC brochure. You should have received a copy of that brochure. Contact us at 212-440-9645 if you did not receive Joseph Gunnar & Co., LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Demitry Leonid Portnoy (CRD # 3125649) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Demetry Leonid Portnoy

Year of Birth: 1975

Formal Education After High School:

- Kingsborough Community College, Business Major, 1993 - 1996
- College of Staten Island, International Business Major, 1996 - 2001

Business Background:

- Joseph Gunnar & Co., LLC dba American Pride Wealth Management Group, Investment Adviser Representative, 1/2017 - Present
- Joseph Gunnar & Co LLC, Registered Representative/Sr. Financial Advisor/ Supervising Principal, 1/2009 - Present

Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Demetry Leonid Portnoy has no required disclosures under this item.

Item 4 Other Business Activities

Demetry Portnoy is a Sr. Financial Advisor/Supervising Principal and a Registered Representative with Joseph Gunnar & Co LLC. Joseph Gunnar & Co LLC is a diversified financial services company engaged in the sale of specialized investment products. In this capacity, Mr. Portnoy may recommend securities or insurance products as part of your investment portfolio. If you purchase these products through Mr. Portnoy, he will receive the customary commissions in his separate capacity as a Sr Financial Advisor, Supervising Principal/Registered Representative of Joseph Gunnar & Co LLC.

As stated above, persons providing investment advice to advisory clients on behalf of our firm are registered representatives with Joseph Gunnar & Co., LLC. In their capacity as registered representatives, these persons receive compensation in connection with the purchase and sale of securities or other investment products, including asset-based sales charges, service fees or 12b-1 fees for the sale or holding mutual funds. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice to advisory clients on behalf of our firm who are registered representatives have an incentive to recommend investment products based on the compensation received rather than solely based on your needs. Persons providing investment advice to advisory clients on behalf of our firm can select or recommend, and in many instances will select or recommend, mutual fund investments in share classes that pay 12b-1 fees when clients are eligible to purchase share classes of the same funds that do not pay such fees and are less expensive. This presents a conflict of interest. You are under no obligation, contractually or otherwise, to purchase securities products through a person affiliated with our firm.

Demetry Portnoy is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Portnoy for insurance related activities. This presents a conflict of interest because Mr. Portnoy

may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Mr. Portnoy is also a member of Buttonwood Select Opportunities Management Associates LLC and Buttonwood H1 Management Associates LLC, a Joseph Gunnar & Co., LLC affiliated Buttonwood fund. Mr. Portnoy's duties as member of Buttonwood Select Opportunities Management Associates LLC and Buttonwood H1 Management Associates LLC do not create a conflict of interest to his provision of advisory services through Joseph Gunnar & Co., LLC as the fund is not recommended to any investment advisory clients.

Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Portnoy's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Joseph Gunnar & Co., LLC's firm brochure for additional disclosures on this topic.

Mr. Portnoy does not receive economic benefits (sales awards and other prizes) from someone who is not a client.

Item 6 Supervision

In the supervision of our associated persons, advice provided is limited based on the restrictions set by Joseph Gunnar & Co., LLC, and by internal decisions as to the types of investments that may be included in client portfolios. We conduct periodic reviews of client holdings and documented suitability information to provide reasonable assurance that the advice provided remains aligned with each client's stated investment objectives and with our internal guidelines.

My supervisor is: James Mazzei, Chief Compliance Officer

Supervisor phone number: 212-440-9600

Item 7 Requirements for State Registered Advisers

Demetry Leonid Portnoy does not have any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.