

Transcend Advisor Group, LLC

Form ADV Part 2B – Brochure Supplement

for

**Charles Russell Eichner
311 E Chicago Street, Suite 210
Milwaukee, WI 53202
262-884-9983**

Effective: February 13, 2023

This Form ADV2B (“Brochure Supplement”) provides information about the background and qualifications of Charles Russell Eichner (CRD# **4987432**) in addition to the information contained in the Transcend Advisor Group, LLC (the “Advisor”) (CRD # 311746) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Transcend Advisor Group, LLC Disclosure Brochure or this Brochure Supplement, please contact us at (262) 884-9983.

Additional information about Mr. Eichner is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Charels Russell Eichner is an Investment Advisor Representative of Transcend Advisor Group. Mr. Eichner, born in 1973, graduated in 1996 from Shawnee State University with a BA in Social Sciences and is dedicated to advising Clients of Transcend Advisor Group.

Licensing and Examinations

Series 66, 07/2005

Employment History:

Owner and Agent, Transcend Insurance Group	02/2022 to Present
Investment Advisor Representative, Transcend Advisor Group, LLC	10/2020 to Present
Registered Representative, The Leaders Group	06/2021 to Present
Owner, Spicey Badger	08/2022 to Present
President, Expert Tax Solution	01/2003 to Present
Partner, Prairie Drive Partners	06/2010 to 8/2022
Vice President, EA Investments Inc.	06/2010 to Present
Partner, JHRE Family Investments, LLC	12/2017 to Present
Partner, TREC Properties	12/2020 to Present
Insurance Agent, Principal Life Insurance, Company	06/2011 to 03/2021
Registered Representative, Princor Financial Services	10/2006 to 03/2021
Financial Representative, Union Alliance Financial	01/2012 to 09/2013

Item 3 – Disciplinary Information

Mr. Eichner does not have any legal or disciplinary events that are material to a client's or prospective client's evaluation of its advisory business or the integrity of its management. Mr. Eichner's FINRA Brokercheck may have additional information regarding the disciplinary history of Charles Russell Eichner that is not included in this brochure supplement (<http://brokercheck.finra.org>).

Item 4 – Other Business Activities

Mr. Eichner has the following Outside Business Activities. He is dual registered as a registered representative with The Leaders Group of Littleton, CO, where he devotes 19 hours a month selling investment products. He is also an insurance agent for Transcend Insurance Group in which he sells insurance products including annuities. He spends approximately 10 hours a week during market and non-market hours on this endeavor. Next, Mr. Eichner is a member of Benefit Funding Services/FFR, an organization that assists insurance agents in writing insurance policies for clients. He spends approximately 10 hours a month with this activity. Mr. Eichner works with President of Expert Tax Solutions, which is a tax preparation service. He spends approximately 30 hours a week from February through April on this service. He is Vice President at EA Investments, a real estate rental firm. He spends 1 hour a month in this endeavor. Partner JHRC Family Investments, a firm that sells land real estate. He spends approximately 1 hour a month in this venture. Partner TREC Properties, a residential real estate rental firm. He spends 1 hour a month on this activity. Mr. Eichner is 1/3 equal owner in Spicey Badger, LLC, a commercial rental property in Milwaukee, Wisconsin. They each spend approximately one hour a month on this endeavor.

Item 5 – Additional Compensation

Mr. Eichner is compensated for his additional business activities that are detailed in Item 4 above.

Item 6 – Supervision

As a supervised person, Mr. Eichner's activities are supervised and monitored by himself as Chief Compliance Officer (CCO). He can be reached at (262) 884-9983

Transcend Advisor Group has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of Transcend Advisor Group. Further, Transcend Advisor Group is subject to regulatory oversight by various agencies. These agencies require registration by Transcend Advisor Group and its employees. As a registered entity, Transcend Advisor Group is subject to examinations by regulators, which may be announced or unannounced. Transcend Advisor Group is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Item 7 – Requirements for State Registered Advisors

Mr. Eichner does not have any additional information to disclose.