

3705 Concord Pike Wilmington, DE 19803 302-765-3500

### Peter James Hackenbrack, AIF<sup>®</sup>, CRPC<sup>®</sup>

480 Swedesford Rd, Suite #120 Wayne, PA 19087

Telephone: 610-627-5920

www.diversifiedllc.com

July 11, 2023

This brochure supplement provides information about Peter James Hackenbrack investment advisory representative of Diversified, LLC. This brochure is meant to supplement the Diversified, LLC firm brochure, a copy of which you should have received. Please contact David Levy, Chief Compliance Officer, if you did not receive the Diversified, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Peter James Hackenbrack (CRD # 6754486) is available on the SEC's website at <u>www.adviserinfo.sec.gov</u>.

# Item 2 Educational Background and Business Experience

#### Peter Hackenbrack, AIF<sup>®</sup>, CRPC<sup>®</sup>

Peter joined Diversified, LLC in 2021 as a Financial Advisor. Prior to joining Diversified, LLC, Peter was an Investment Advisor Representative of Rosenzweig & Associates dba RZ Wealth since 2017. Peter was an Agent with Minnesota Life from 2/2017 to 7/2017, a Registered Representative with Securian Financial Services during the same time and an Agent with Delaware Valley Advisors from 1/2017 to 7/2017. Peter was an Event Manager with SMG-John Paul Jones Arena from 9/2015 to 8/2016. Peter, born in 1990, is 2012 graduate of the California University of Pennsylvania, where he earned a Bachelor of Science degree in Sports Management.

In 2019, Peter earned the Chartered Retirement Planning Counselor<sup>SM</sup> (CRPC<sup>®</sup>). The Chartered Retirement Planning Counselor<sup>SM</sup> (CRPC<sup>®</sup>) is a professional financial planning designation awarded by the College for Financial Planning. Peter earned the CRPC designation by completing a study program and passing a final multiple-choice examination. Successful applicants earn the right to use the CRPC designation with their names for two years. Every two years, Peter must complete 16 hours of continuing education and pay a small fee to continue using the Chartered Retirement Planning Counselor<sup>SM</sup> (CRPC<sup>®</sup>) designation.

Peter earned the Accredited Investment Fiduciary<sup>®</sup> (AIF<sup>®</sup>) designation in 2019. The AIF designation certifies that Peter has specialized knowledge of fiduciary standards of care and his client's application to the investment management process. To receive the AIF designation, Peter completed a training program, successfully passed a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, Peter will annually renew his affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

### **Item 3 Disciplinary Information**

Registered investment advisors are 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. There are no applicable disclosures to report for Peter Hackenbrack.

### Item 4 Other Business Activities

Peter is licensed as an insurance agent with various insurance companies. If clients purchase non-variable insurance products from Peter, he may receive separate, yet customary compensation in the form of an insurance commission.

While Peter always endeavors to put clients' interests first and foremost, clients should be aware that the receipt of additional compensation itself creates a conflict of interest for Peter when making insurance recommendations. To address the potential for a conflict of interest, Peter makes certain to disclose to clients, any fees or compensation associated with recommended insurance products. Clients are provided with applicable product offering materials that discuss the fees associated with the applicable product. Clients are also asked to sign applicable disclosure documents and applications that point out important product features and fees.

# Item 5 Additional Compensation

As noted in Item 4 above, Peter also earns compensation as an insurance agent. This compensation is separate and apart from the compensation earned from Diversified, LLC.

While Peter always endeavors to put his clients' interests first and foremost, clients should be aware that the receipt of additional compensation itself creates a conflict of interest when making investment or insurance recommendations. To address the potential for a conflict of interest, Peter makes certain to disclose to clients, any fees or compensation associated with recommended investment or insurance products. Clients are provided with applicable product prospectuses and offering materials, which discuss the fees associated with the applicable products. Clients are also asked to sign applicable disclosure documents that point out important product features and fees.

As a fiduciary, Peter makes product recommendations that he feels are in client's best interest and are based on the specific needs and objectives of the client, not the compensation potential of the product.

# **Item 6 Supervision**

Diversified, LLC has appointed a Chief Compliance Officer who is responsible for the overall supervision of the firm. The Chief Compliance Officer is David Levy. Mr. Levy implements policies and procedures to ensure compliance with industry rules and regulations. He maintains required books and records to monitor the investment advice and recommendations made on behalf of the firm. Diversified, LLC has a specific Code of Ethics that applies to all employees. Mr. Levy implements procedures to ensure employees comply with the firm's Code of Ethics, and he monitors all reports provided pursuant to the Code. Mr. Levy is located in the Diversified, LLC main office in Wilmington, DE, and he can be reached at 302-765-3500.