

FORM ADV PART 2B  
BROCHURE SUPPLEMENT

Lawrence Sasso  
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This brochure supplement provides information about Lawrence Sasso that supplements the Brokers International Financial Services, LLC brochure. You should have received a copy of that brochure. Please contact Brokers International Financial Services Compliance Department 877-886-1939 if you did not receive the Brokers International Financial Services, LLC brochure or if you have any questions about the contents of this supplement.

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

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

Year of birth: 1966

### **Formal Education after High School:**

- Quinsigamond Community College: Associate Degree in Law Enforcement, 1988
- Worcester State College: Bachelor of Business Administration, 1990
- Worcester State University, 1/2011 - Present

### **Business Background:**

- Brokers International Financial Services, LLC; Registered Rep/Investment Adviser Rep; 10/2011 - Present
- Lawrence Sasso Insurance and Financial Services, Inc.; Owner; 3/2000 - Present
- ING Financial Partners, Inc.; Registered Rep/Investment Adviser Rep; 12/2009 – 10/2011
- Berthal, Fisher and Company Financial Services, Inc.; Registered Rep/Investment Adviser Rep; 1/2006 – 12/2009

## **Item 3 – Disciplinary Background**

There is no disciplinary information to report

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

### **1) Investment Related Activities**

#### **Registered Representative**

In addition to being an investment advisory firm, Brokers International Financial Services, LLC (BI Financial Services) is also a registered broker/dealer and Lawrence Sasso is separately licensed as a registered representative with BI Financial Services. In its capacity as a broker/dealer, BI Financial Services is a member of the Financial Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC).

When acting in his separate capacity as a registered representative of BI Financial Services, Lawrence Sasso will sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. As such, Lawrence Sasso may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based BI Financial Services account in addition to a BI Financial Services fee-based advisory account.

The receipt of commissions creates an incentive for BI Financial Services and its adviser representatives, including Lawrence Sasso acting in their separate capacities as registered representatives to recommend those products for which they will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Lawrence Sasso controls for this potential conflict of interest by discussing with clients the benefits and

negatives of establishing a fee-based account through BI Financial Services versus establishing a commission-based account through BI Financial Services.

Lawrence Sasso does not earn commissions in fee based accounts.

Lawrence Sasso will receive 12b-1 fees from certain mutual fund companies as outlined in the fund's prospectus. 12b-1 fees come from the fund assets, therefore, indirectly from the client assets. The receipt of such fees could represent an incentive for Lawrence Sasso to recommend funds with 12b-1 fees over funds that have no fees or lower fees.

Clients are never obligated or required to establish accounts through BI Financial Services. However, if a client does not choose to accept Lawrence Sasso's advice or decides not to establish an account through BI Financial Services, Lawrence Sasso may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Lawrence Sasso, in his capacity as a BI Financial Services registered representative must place all purchases and sales of securities products in a commission-based brokerage account through BI Financial Services or other BI Financial Services approved institutions.

#### **Independent Insurance Agent**

Lawrence Sasso is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Lawrence Sasso will receive commission for selling insurance and annuity products.

BI Financial Services is a wholly owned subsidiary of Brokers International, LTD. BI Financial Services and Brokers International LTD are insurance agencies that wholesale disability, long-term care, life insurance and annuities to third-party insurance agents. Brokers International LTD is an insurance marketing organization and is not registered as an investment adviser or securities broker-dealer. Lawrence Sasso is a licensed insurance agent and may be appointed with Brokers International LTD.

BI Financial Services, Brokers International LTD and Lawrence Sasso in their separate capacities as insurance agency and agent receive commission for the recommendations/sale of annuities and other insurance products. Certain insurance companies may offer incentive in addition to the standard compensation to BI Financial Services, Brokers International LTD and Lawrence Sasso acting in their separate capacities as insurance agents if Lawrence Sasso sells a particular annuity or insurance product during a brief window of time. Moreover, certain insurance companies may offer Lawrence Sasso acting in his capacity as an insurance agent additional incentive compensation such as vacation trips for meeting a sales goal associated with the insurance agent's overall sale of a particular annuity or insurance product offered by that insurance company. Lawrence Sasso acting in his separate capacity as an insurance agent may also utilize a third-party insurance marketing organization ("IMO"). The IMO may share with Lawrence Sasso, acting in a separate capacity as an insurance agent, a portion of the overrides that the IMO received from the insurance company for the IMO's wholesaling activities associated with the sale of an annuity or insurance product by the insurance agent. The IMO may also offer special incentive compensation such as vacation trips to Lawrence Sasso acting in his separate capacity as an insurance agent if the insurance agent meets certain overall sales goals by placing annuities and/or other insurance products through the IMO. The receipt of

these various forms of compensation may affect the judgment of Lawrence Sasso when recommending particular annuity or insurance products to its clients.

A client should be aware that the receipt of commission and additional incentive compensation itself creates a conflict of interest and may affect the independent judgment of Lawrence Sasso when making recommendations about annuities and insurance products in general or a particular annuity or insurance product offered by a certain insurance company or through an IMO.

Clients are never obligated or required to purchase insurance products from or through Lawrence Sasso and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commission from the sale.

## **2) Non Investment-Related Activities**

Lawrence Sasso is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

## **Item 5 – Additional Compensation**

In addition to the description of additional compensation provided in Item 4, Lawrence Sasso may receive additional benefits.

Certain product sponsors may provide Lawrence Sasso with other economic benefits as a result of Lawrence Sasso's recommendation or sale of the product sponsors' investments. The economic benefits received by Lawrence Sasso from product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Lawrence Sasso in providing various services to clients. Lawrence Sasso may recommend the services of a third party money manager to his clients. In exchange for this recommendation, the selected third party money manager pays a referral fee to BI Financial Services, and BI Financial Services pays Lawrence Sasso compensation. The fee paid by the third party money manager is typically a percentage of the fee charged by that third party money manager to the referred client. BI Financial Services and its investment adviser representatives only recommend investment advisers that pay a referral fee.

Although BI Financial Services and Lawrence Sasso endeavor at all times to put the interest of their clients ahead of their own interests or those of the firm's officers, directors or representatives ("affiliated persons"), these arrangements could affect the judgment of Lawrence Sasso when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Lawrence Sasso.

## **Item 6 – Supervision**

Each investment adviser representative shall be subject to the supervision of a supervisor designated by BI Financial Services.

Supervisor: Gary Stapp

Title: Chief Marketing Officer

Phone Number: 877-886-1939

A Registered Principal will review the opening of each new client account; periodically examine client accounts to evaluate for any potential issues, including but not limited to, proper client documentation, annual client contact and management of account to the written Investment Policy Statement (IPS). A Registered Principal will routinely review advisory transactions by the investment adviser representative and correspondence pertaining to the solicitation or execution of advisory transactions by the investment adviser representative. In addition, a Registered Principal provides training and review with the investment adviser representative to promote awareness of the policies, rules and procedures set forth by BI Financial Services and various regulatory bodies with respect to their advisory business. BI Financial Services supervises the personal securities transaction of each investment adviser representative to ensure that these transactions do not pose a conflict of interest with the investment adviser representatives' ability to make investment recommendations to their clients. Please refer to Item 11 of the BI Financial Services Part 2A Disclosure Brochure for additional information.