



**PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT**

**Anthony M. Conte**

2009 Market St  
Camp Hill, PA 17011-4704  
(717) 975-8800

**SUPERVISION**

William A. Barton  
1776 Pleasant Plain Rd  
Fairfield, IA 52556-8757  
(641) 472-5100

This Brochure Supplement provides information about Anthony M. Conte that is an accompaniment to the Disclosure Brochures and Forms CRS for our firm, Cambridge Investment Research Advisors, Inc (CIRA) and affiliated broker-dealer, Cambridge Investment Research, Inc. (CIR). You should have received all of these together as a complete disclosure packet. If you did not receive our Disclosure Brochures or Forms CRS or if you have questions about this Brochure Supplement for Anthony M. Conte, you are welcome to contact us through the information listed to the left.

Additional information about Anthony M. Conte is available on the SEC website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Please be aware that not all states require registration and therefore your Financial Professional may not show up on the SEC website.

**Anthony M. Conte**

**MSFS, CFP®, CEPA**

CRD#: 4838675  
Year of Birth: 1977

**EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

**Education**

Saint Joseph's Haub School of Business , MS - Financial Services,  
2010

West Chester University, BA - Psychology & Spanish, 1999

**Business Background**

Investment Advisor Representative, Cambridge Investment  
Research Advisors, Inc,  
August 2009 To Present

Registered Representative, Cambridge Investment Research, Inc,  
August 2009 To Present

## **PROFESSIONAL DESIGNATIONS**

Your Financial Professional has achieved the designation(s) below. If you would like additional information you may discuss with your financial professional or visit the issuing entity's website.

### **CEPA–Certified Exit Planning Advisor**

The Certified Exit Planning Advisor Program was developed by nationally recognized experts in the field of exit planning. The CEPA Program offers professionals an innovative learning experience, performance-enhancing resources, and the strategic tools to help them advance their exit planning practice. Participants who successfully complete the CEPA program, and pass the 3.5 hour, closed book proctored exam, receive the Certified Exit Planning Advisor or CEPA credential. The CEPA program now qualifies for continuing educational credits with six major professional associations. This makes the CEPA program the most widely accepted and endorsed professional exit planning program in the world.

### **CFP®–Certified Financial Planner**

Individuals certified by CFP® Board have taken the step to demonstrate their professionalism by voluntarily submitting to the CFP® certification process that includes thorough education, examination, experience and ethical requirements. The CFP® is issued by the Certified Financial Planner Board of Standards, Inc. Pre-requisites require a designee to hold a Bachelor's degree (or higher) from an accredited college or university as well as three years of full-time personal financial planning experience. The designee is then required to complete a CFP® board registered program, or hold one of the following designations; CPA, ChFC, CLU, CFA, PH.D. in business or economics, Doctor of Business Administration, or Attorney's License. The designee is then required to complete the CFP® certification examination. In addition, the designee is required to complete 30 hours of continuing education every two years. Certified Financial Planner Board of Standards, Inc. (CFP Board) owns the CFP® certification mark, the CERTIFIED FINANCIAL PLANNER™ certification mark, and the CFP® certification mark (with plaque design) logo in the United States, which it authorizes use of by individuals who successfully complete CFP Board's initial and ongoing certification requirements.

## **DISCIPLINARY INFORMATION**

Anthony M. Conte has no legal or disciplinary events to report.

## **OTHER BUSINESS ACTIVITIES**

In addition to serving as your investment advisory representative Anthony M. Conte is engaged in the following business activities:

Author/Educator/Podcast/Speaker - Patriot News/Central Penn Business Journal

Board Member/Officer/Director/Committee Member/Board Trustee - Downtown Camp Hill Association (DCHA)

Board Member/Officer/Director/Committee Member/Board Trustee - The Estate Planning Council of Central Pennsylvania, Inc.

Board Member/Officer/Director/Committee Member/Board Trustee - witf

CPWA, LLC

Insurance/Benefits/Human Resources - Conte Wealth Advisors, LLC

Owner/Partner of a Business Entity - Conte Wealth Advisors Florida, LLC

Owner/Partner of a Business Entity - Conte Wealth Advisors, LLC

Owner/Partner of a Business Entity,Real Estate - 2017 Market Street, LLC

Owner/Partner of a Business Entity,Using a Trade Name/dba - The Independent Grid

There are certain business activities in which a financial professional can engage that present potential conflicts of interest. If applicable, additional disclosure relevant to your Financial Professional's outside business activities are outlined below. Please note that these are potential conflicts of interest and it is your Financial Professional's fiduciary duty to act in your best interest. If you have any questions about the disclosures please ask your Financial Professional as this is an opportunity to better understand your relationship and your Financial Professional's activities.

Your financial professional is also a registered representative with Cambridge Investment Research, Inc., ("CIR") a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting as a registered representative of CIR, your financial professional sells, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. Clients are not obliged to purchase or sell securities through CIR or their Financial Professional. However, if you choose to establish an account with your Financial Professional, it is important to understand that due to regulatory constraints, your Financial Professional must place all purchases and sales of securities products in commission-based accounts through CIR or other institutions approved by CIR.

The receipt of commissions creates an incentive for your Financial Professional to recommend those products for which they will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Your Financial Professional controls for this potential conflict of interest by discussing with clients their specific needs, the benefits and negatives of establishing a fee-based account through CIRA versus establishing a commission-based account through CIR and also the compensation arrangements under the different scenarios.

Investment advisory fees charged by CIRA are separate and distinct from the fees and expenses charged by investment company securities that are recommended to you. A description of these fees and expenses are available in each investment company's security prospectus. While not an exhaustive list, an example of these fees and expenses are mutual fund sales loads and surrender charges, variable annuity fees and surrender charges and IRA and qualified retirement plan fees. In addition, certain mutual fund companies, as outlined in the fund's prospectus, pay 12b-1 fees. 12b-1 fees are considered marketing or distribution fees and come from fund assets, therefore, indirectly from client assets. With your managed accounts, 12b-1 (marketing and distribution) fees and trail earned will be credited to your account at the clearing firm whenever possible. When 12b-1 fees and trails are received by your Financial Professional in his/her capacity as Registered Representative of Cambridge, the investment advisory fee will be lowered, or offset by that amount.

Your Financial Professional is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, your Financial Professional will receive commissions for selling insurance and annuity products. Clients can choose any independent insurance agent and insurance company to purchase insurance products and are not obligated to purchase insurance products through your Financial Professional. Regardless of the insurance agent selected, the insurance agent or agency receives normal commissions from the sale. The receipt of compensation and other potential incentive benefits creates an incentive to recommend products to clients. At the time of any recommendations your Financial Professional will discuss the products, your needs and any compensation arrangements.

Your Financial Professional is a real estate agent and/or mortgage loan originator. In this separate capacity, your Financial Professional may earn commissions for real estate transactions or real estate loans to the extent that an advisory client may use a portion of their proceeds from the sale of their real estate to fund their securities account (s), a potential conflict of interest exists. The conflict is present in that your Financial Professional has an incentive to recommend the proceeds be placed in a securities account in which they are the registered representative or advisor on the account, thus increasing their compensation. Due to risks of investing liquefied home equity or using portions of a loan on the client's real estate, a client may not use this as a source of funds when investing with CIRA. Clients are not obligated to use the mortgage or real estate services provided by your Financial Professional.

## **ADDITIONAL COMPENSATION**

In addition to the description of other business activities outlined above, some Financial Professionals receive additional benefits from CIRA when assets are held through investment management platforms offered by CIRA, which may include CIRA's WealthPort program (also described in CIRA's Disclosure Brochure). The benefits received are in addition to the advisory fees received by your Financial Professional for serving as the investment advisor representative to the client's account. These benefits include but are not limited to increased payout on portion of

their investment advisory fees, discounts on performance reporting software and participation in conferences.

Certain product sponsors provide your Financial Professional with economic benefits as a result of your Financial Professional's recommendation or sale of the product sponsors' investments. The economic benefits received 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 your Financial Professional in providing various services to clients. These economic benefits may be received directly by your Financial Professional or indirectly through CIRA and/or CIR who have entered into specific arrangements with product sponsors. These economic benefits could influence your Financial Professional to recommend certain products/programs over others. Please review the CIRA and Cambridge Revenue Sharing Disclosure located at [www.joincambridge.com](http://www.joincambridge.com) for further information. It is also available upon request.

In addition, your Financial Professional is eligible to participate in the Equity Participation Plan due to their affiliation as a registered representative of CIR. This can influence your Financial Professional's decision to be affiliated with CIR and/or CIRA.

Your Financial Professional has received a loan from CIR to assist with transitioning from a former broker/dealer to CIR. If the amount of the loan exceeds the cost of transition, your Financial Professional may use the remaining funds for other purposes, such as normal operational costs. Some loans may be forgiven based on certain criteria such as maintaining certain asset levels and tenure with the firm.

The receipt of a loan from CIR presents a conflict of interest in that your Financial Professional may have a financial incentive to maintain a relationship with CIR and recommend CIR to clients. However, to the extent that your Financial Professional recommends CIR to clients, it is because it is believed that it is in your best interest to do so based on the quality and pricing of the execution, benefits of an integrated platform for brokerage and advisory accounts, and other services provided by CIR and its affiliates.

Your Financial Professional's investment advisory activities are supervised by William A. Barton. William A. Barton monitors the recommendations provided by your Financial Professional and any transactions that are executed in your advisory accounts. Supervision is conducted through electronic reporting as well as personal communications and visits with your Financial Professional.