

Peter Seriano, CFP® , CDFIA®

Brochure Supplement

(Part 2B of Form ADV)

Dated 10/2/2024

ProVise Management Group, LLC

SEC File Number: 801 – 32172

611 Druid Road E., Suite 105

Clearwater, Florida 33756

www.provise.com

This brochure supplement provides information about Peter Seriano that supplements the ProVise Management Group, LLC (“ProVise”) brochure. You should have received a copy of that brochure. Please contact Shane D. O’Hara, Chief Compliance Officer at (727) 441-9022 or info@provise.com if you did not receive ProVise’s brochure or if you have any questions about the contents of this supplement.

Additional information about Peter Seriano is available on the SEC’s website at www.sec.gov/investor/brokers.htm.

The information in this brochure supplement has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Educational Background and Business Experience

Peter Seriano was born in 1980. He is a CERTIFIED FINANCIAL PLANNER® certificant and CERTIFIED DIVORCE FINANCIAL ANALYST™ professional with over 17 years in the financial services industry and has partnered with families and small business owners to plan for their futures. Peter holds his FINRA 6, 7, 9, 63, and 66 licenses and is also an Investment Adviser Representative. Areas of expertise include retirement and investment planning. His designation is explained in further detail below:

- CERTIFIED FINANCIAL PLANNER® or (CFP®) – Issued by the Certified Financial Planner Board of Standards (202-379-2200, www.cfp.net). The CFP® certification is conveyed to financial professionals who have met rigorous professional standards and have agreed to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism, and diligence when dealing with clients. Successful candidates must typically hold a Bachelor’s degree, complete a required course of study, hold relevant work experience, pass a background check, pass an extensive examination, and comply with a code of ethics. Continuing Education Requirements - 30 hours every two years.
- CERTIFIED DIVORCE FINANCIAL ANALYST™ (CDFA®) –The CDFA® certification is a professional designation awarded by the Institute for Divorce Financial Analysts (IDFA). It is designed for financial professionals who specialize in divorce financial planning. The certification process includes rigorous education, examination, and experience requirements. Candidates must pass a comprehensive exam that tests their knowledge and ability to apply financial planning principles to divorce cases. Candidates must have a minimum of three years of professional experience in finance or divorce-related fields. CDFA® professionals must adhere to a strict code of ethics and professional responsibility, ensuring they act in the best interests of their clients. To maintain the CDFA® designation, professionals must complete 30 hours of divorce-related continuing education.

Peter graduated from the University of South Florida with a Bachelor of Science degree in Business Management and gained experience from his previous positions at other financial institutions. Peter focuses on understanding what is most important to his client's personal and financial goals, which he then uses to create a customized financial plan. Peter finds great satisfaction when his clients can achieve their goals on a plan they made together.

Peter was born in Chicago, IL but has resided in FL since 1989. Peter has been married to his wife, Jessica, since 2006. They have a daughter who plays Division II softball for Bemidji State University and a son who is a black belt in Taekwondo. Peter enjoys coaching his son's baseball team, playing ice hockey, and golf in his spare time.

In 2022, Peter joined ProVise Management Group, LLC (“ProVise”) as a Financial Planner. He is also a Registered Representative of Kestra Investment Services, LLC, a Broker-Dealer and member of FINRA/SIPC.

Disciplinary Information

NONE

Outside Business Activities

Kestra Investment Services, LLC – Registered Representative

ProVise is affiliated with Kestra Investment Services, LLC (“Kestra IS”). Peter, in his separate and individual capacity, may receive commissions, bonuses and other compensation based on the sale of securities or other investment products as a registered representative of Kestra Investment Services, LLC (Broker-Dealer). This may create a conflict of interest and give him an incentive to recommend products based on the compensation received, rather than on the client’s needs. However, as a CFP® professional, Peter is bound to a Code of Ethics to work with his clients on a fiduciary basis placing his client’s interests ahead of his own. Additionally, as an investment advisor representative of ProVise, he is also required to act as a fiduciary. Thus, conflicts such as the one above, if they cannot be eliminated, are disclosed and managed. If Peter sells an investment product on a commission basis, ProVise generally does not charge an advisory fee in addition to the commission you pay for such a product. Conversely, when ProVise receives advisory fees for its services, Peter does not also receive commission for such advisory services. However, you may engage ProVise to provide investment management services on an advisory fee basis and separately Peter, in his capacity as an agent of a broker-dealer, may also receive compensation, from the sale of a certain security or investment products recommended. Any compensation received from Kestra IS is assigned to ProVise. His time spent on this activity is less than 5%.

Additional Compensation

NONE

Supervision

ProVise has established a system of compliance and supervision we believe is reasonably designed to oversee the activities of Peter Seriano in accordance with applicable law. Shane D. O’Hara, Executive Vice President and CCO, is his designated supervisor. Shane (and/or his designee) monitors Peter’s activities throughout our client relationship management system and with frequent office interactions. Shane may be contacted via email at ohara@proviser.com or via phone at 727-441-9022, ext. 212.