



## **ADV Part 2B: Brochure Supplement**

**Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC®**

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**Dated July 7, 2011**

This brochure supplement provides information about Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® that supplements the BPU Investment Management Inc. (BPU) brochure.

You should have received a copy of that brochure. Please contact Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® if you did not receive BPU's brochure or if you have any questions about the contents of this supplement.

Additional Information about Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® is available on the U.S. Securities and Exchange Commission's (SEC) website at

[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Item 2: Educational Background and Business Experience for Paul Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC®**

Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® was born in 1959. He earned a Bachelor of Arts degree in Chemistry/English in 1981 from Washington and Jefferson College, Washington, PA.

Mr. Brahim currently is a registered representative investment advisor with BPU Investment Management Inc. (BPU). He joined BPU Investment Group, Inc., now BPU Investment Management Inc. (BPU), in 1997 as Managing Director. Mr. Brahim became an Executive Vice



President in 2006. He became BPU's Chief Compliance Officer, in addition to his responsibilities as Executive Vice President, Managing Director, in 2011. Before joining BPU, Mr. Brahim was a registered representative for Allegheny Investments, Ltd. in Pittsburgh, PA.

Mr. Brahim is a CERTIFIED FINANCIAL PLANNER™ (CFP®), an Accredited Investment Fiduciary Analyst™ (AIFA®), an Accredited Asset Management Specialist (SM), (AAMS®), an Accredited Wealth Management Advisor(SM) (AWMA®) and a Chartered Mutual Fund Counselor(SM)(CMFC®).

Mr. Brahim received his CERTIFIED FINANCIAL PLANNER™ (CFP®) certificate in 1994 from the Certified Financial Planner Board of Standards, Inc. The following explanation regarding the CFP® and requirements for this designation are from the Certified Financial Planner Board of Standards:

*The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").*

*The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.*

*To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:*

- *Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;*



- *Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;*
- *Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and*
- *Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.*

*Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:*

- *Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and*
- *Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.*

*CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.*

Mr. Brahim is an Accredited Investment Fiduciary Analyst™ (AIFA®), designee, 2011 FI 360. The following description of the requirements for the AIFA® designation is from the Center for Fiduciary Studies, LLC (a Fiduciary 360 [360fi] company):

*To become an AIFA, one must have graduated from fi360's Accredited Investment Fiduciary Training.*

*AIFA designees must:*

- *Accrue ten hours of continuing professional education with at least six coming from fi360-produced sources (outlined in the section below)*



- *Attest to a code of ethics*
- *Maintain current contact information in fi360's designee database*
- *Remit \$325 in annual dues*

*Continuing Education Requirements:*

*AIFA designees must obtain ten combined hours of continuing professional education each renewal year from the sources listed below (at least six hours must be accumulated from the listed fi360-produced sources):*

- *The fi360 annual conference (live event)*
- *Archived recordings from past fi360 conferences (from the on-demand fi360 CE directory)*
- *fi360 Resources webinars (live)*
- *Archived recordings of Resources webinars (from the on-demand fi360 CE directory)*
- *Relevant events produced by sources outside of fi360 (max of two hours per year allowed)*
- *Web-based AIF Training (course audit)*
- *Participation in a Center for Fiduciary Excellence (CEFEX) Certification team or as a liaison officer at a firm being Certified (max of 3 hours/year)*

Mr. Brahim received his ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup>(AAMS<sup>®</sup>) certificate in 2001 from the Certified Financial Planner Board of Standards, Inc. The following explanation regarding the AAMS<sup>®</sup> and requirements for this designation are from the Certified Financial Planner Board of Standards:

*The College for Financial Planning<sup>®</sup> awards the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> AND AAMS<sup>®</sup> designation to students who:*

- *successfully complete the program;*
- *pass the final examination; and*
- *comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation*



*is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.*

*Students must sign and return the Code of Ethics forms within six months of passing the final exam. Failure to complete and submit the forms within this time frame may result in termination of the individual's candidacy. If an individual wishes to apply for authorization to use the Marks in the future, he or she may be required to fulfill the initial designation requirements in place at the time of passing the exam.*

*Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.*

*Continued use of the AAMS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the AAMS® designation by:*

- *completing 16 hours of continuing education;*
- *reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and paying a biennial renewal fee of \$75.*

*Mr. Brahim received his Accredited Wealth Management Advisor<sup>SM</sup> (AWMA®) certificate in 2010 from the Certified Financial Planner Board of Standards, Inc. The following explanation regarding the AWMA®) and requirements for this designation are from the Certified Financial Planner Board of Standards:*

*Enrollees on track to receive the Accredited Wealth Management Advisor<sup>SM</sup> designation will gain advanced, yet practical knowledge about these critical aspects of the financial services industry: asset management, allocation, and selection; investment performance and strategies; and taxation of investment products. The course also includes training in investment for retirement, strategies for small business owners, and the management of deferred compensation plans. In addition, instruction will cover insurance, estate planning, asset protection, and tax reduction issues.*

*The College for Financial Planning® awards the ACCREDITED WEALTH MANAGEMENT ADVISOR<sup>SM</sup> AND AWMA® designation to students who:*



- *successfully complete the program;*
- *pass the final examination; and*
- *comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.*

*Students must sign and return the Code of Ethics forms within six months of passing the final exam. Failure to complete and submit the forms within this time frame may result in termination of the individual's candidacy. If an individual wishes to apply for authorization to use the Marks in the future, he or she may be required to fulfill the initial designation requirements in place at the time of passing the exam.*

*Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.*

*Continued use of the AWMA<sup>®</sup> designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the AWMA<sup>®</sup> designation by:*

- *completing 16 hours of continuing education;*
- *reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and*
- *paying a biennial renewal fee of \$75.*

Mr. Brahim received his *CHARTERED MUTUAL FUND COUNSELOR<sup>SM</sup> (CMFC<sup>®</sup>)* in 2005 from the Certified Financial Planner Board of Standards, Inc. The following explanation regarding the CMFC<sup>®</sup> and requirements for this designation are from the Certified Financial Planner Board of Standards:

*The CMFC Program is the only industry-recognized mutual fund designation. It is the result of collaboration between the College for Financial Planning<sup>®</sup> and the Investment Company Institute (ICI), the primary trade association for the mutual fund industry. The program's quality and thoroughness reflect the combined experience and expertise of the College and the ICI.*



*This program provides you with a thorough knowledge of mutual funds and their various uses as investment vehicles. As a graduate of the program, you can approach mutual funds with a new understanding and confidence, as well as having the ability to communicate that confidence to your clients.*

*The College for Financial Planning<sup>®</sup> awards the CHARTERED MUTUAL FUND COUNSELOR<sup>SM</sup> AND CMFC<sup>®</sup> designation to students who:*

- *successfully complete the program;*
- *pass the final examination; and*
- *comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.*

*Students must sign and return the Code of Ethics forms within six months of passing the final exam. Failure to complete and submit the forms within this time frame may result in termination of the individual's candidacy. If an individual wishes to apply for authorization to use the Marks in the future, he or she may be required to fulfill the initial designation requirements in place at the time of passing the exam.*

*Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.*

*Continued use of the CMFC<sup>®</sup> designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CMFC<sup>®</sup> designation by:*

- *completing 16 hours of continuing education;*
- *reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and*
- *paying a biennial renewal fee of \$75*



**Item 3: Disciplinary Information Regarding Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC®**

Registered Investment Advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® providing investment advice. There is no information regarding Mr. Brahim to disclose applicable to this item.

**Item 4: Other Business Activities**

- A.** Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® is not engaged in any investment-related businesses outside of BPU Investment Management Inc., nor does he have any applications pending to register with a broker-dealer or other investment firm. Mr. Brahim does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.
- B.** Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® does not engage in any other business that provides a substantial source of his income or consumes a substantial portion of his time.

**Item 5: Additional Compensation**

Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® does not receive any additional compensation beyond his commissions and fee-based account income.

**Item 6: Supervision**

Paul J. Brahim, CFP®, AIFA®, AAMS®, AWMA®, CMFC® is supervised by Rick E. Pierchalski, Chairman of the Board of Directors, CEO and Treasurer. In addition, Robert Unkovic, President, provides oversight of Mr. Brahim. All financial plan recommendations of Mr. Brahim go through peer review in the Financial planning Committee Meeting. Robert Standish, Esquire, Vice President and Financial Planner, completes the final review of Mr. Brahim's financial plans. Mr. Pierchalski and Mr. Unkovic have frequent interactions with Mr. Brahim and are responsible for Mr. Brahim's annual review. Advisory clients may contact either Rick E. Pierchalski or Robert Unkovic directly.



Rick E. Pierchalski, Chairman of the Board, CEO and Treasurer.....412-288-9150  
Robert Unkovic, President.....724-837-1130