

**Daniel Joseph Rossi**  
CRD No. 1190774

**FEIC Financial, Inc.**

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**November 22, 2019**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Daniel Joseph Rossi that supplements the FEIC Financial, Inc. brochure. You should have received a copy of that brochure. Please contact us at 330-746-0203 if you did not receive FEIC Financial, Inc.'s brochure or if you have any questions about the contents of this supplement.

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

## Item 2 Educational Background and Business Experience

### **Daniel Joseph Rossi**

*Year of Birth:* 1946

*Formal Education after High School:*

- Penn-Ohio Jr. College, Associate Degree, Tool and Die Design, 1969

*Business Background for the Previous Five Years:*

- FEIC Financial, Inc., President & Chief Compliance Officer, 11/2006 - Present
- FEIC Business Equity Advisors, Inc. (f/k/a FEIC Business Equity Solutions, Inc.), President/Owner, from 01/2012 - Present
- First Educator's Investment Corp., President, 1981 - 2007

## Item 3 Disciplinary Information

On September 9, 2019 the State of Ohio, Department of Commerce, Division of Securities issued a Notice of Opportunity for Hearing, Notice of Intent to Suspend or Revoke the Ohio Investment Advisor License of FEIC Financial, Inc. and the Ohio Investment Advisor Representative License of Daniel J. Rossi, and Notice of Intent to Issue a Cease and Desist order identified as Division Order No. 19-024 . The Notice was amended October 24, 2019 through Division Order No. 19-034. The Division alleged that Rossi, FEIC and an affiliated company (Business Equity Advisors, Inc., "BEA") violated various provisions of R.C. 1707.44; O.A.C. 1301:6-3-44, O.A.C. 1301:6-3-19. Specifically, the Division alleged, *inter alia*, that Rossi and FEIC breached their fiduciary duty, and engaged in self-dealing, by soliciting three of their investment advisory clients to fund promissory notes to BEA based on what the Division contends are false representations and material omissions. The Division also alleged that Rossi impermissibly commingled the funds obtained from the three investment advisory clients referenced above and provided false information in an affidavit. Based on the aforementioned allegations, the Division alleged that the Respondents are not of good business repute.

## Item 4 Other Business Activities

In addition to being registered as an investment adviser, our firm is also licensed as an insurance agency. Therefore, Mr. Rossi and any other individuals providing investment advice on behalf of our firm are licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate from our advisory fees. Please see the "Fees and Compensation" section in this brochure for more information on the compensation received by insurance agents who are affiliated with our firm.

Mr. Rossi is Owner and President of FEIC Business Equity Advisors, Inc. (formally known as FEIC Business Equity Solutions, Inc.), a business exit planning firm, and devotes approximately 35% of his professional time as such. Mr. Rossi's duties as Owner/President of FEIC Business Equity Advisors, Inc. do not create a conflict of interest to his provision of advisory services through FEIC Financial, Inc. We will recommend that business owner clients of FEIC Business Equity Advisors, Inc. may use the money management services of FEIC Financial, Inc., if appropriate and suitable for your needs.

Our advisory services are separate and distinct from the fees paid to FEIC Business Equity Advisors, Inc. for their services.

Mr. Rossi is General Partner of The Rossi Family Limited Partnership, a real estate rental company, and devotes approximately 5% of his professional time as such. Mr. Rossi's duties as General Partner of The Rossi Family Limited Partnership do not create a conflict of interest to his provision of advisory services through FEIC Financial, Inc.

## **Item 5 Additional Compensation**

Please refer to the *Other Business Activities* section above for disclosures on Mr. Rossi's receipt of additional compensation as a result of his activities as a licensed insurance agent.

Also, please refer to the *Fees and Compensation* section and the *Client Referrals and Other Compensation* section of FEIC Financial, Inc.'s firm brochure for additional disclosures on this topic.

## **Item 6 Supervision**

As President & Chief Compliance Officer of FEIC Financial, Inc., Daniel J. Rossi is not supervised by other persons. Mr. Rossi can be reached at 330-746-0203.

## **Item 7 Requirements for State Registered**

We are required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of our advisory business or the integrity of our management. We do not have any required disclosures under this item.