



The Main Street Group
Independent Wealth Manager

Form ADV Part 2B – Brochure Supplement

for

Lisa Roccaforte, CFP[®]

Effective Date: February 14, 2019

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Lisa Roccaforte (CRD# 2535949) in addition to the information contained in the The Main Street Group, LTD (“Main Street Group” or the “Advisor”, CRD# 175502) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Main Street Group Disclosure Brochure or this Brochure Supplement, Additional information about Ms. Roccaforte is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with her full name or her Individual CRD# 253949.

Item 2 – Educational Background and Business Experience

This section of the brochure supplement includes the supervised person's name, age (or year of birth), formal education after high school, and business background (including an identification of the specific positions held) for the preceding five years.

Lisa Roccaforte

Year of birth: 1955

Education

The following information details your Financial Advisor's formal education. If a degree was attained, the type of the degree will be listed next to the name of the institution. If a degree is not listed, the Financial Advisor attended the institution but did not attain a degree.

J. Sargeant Reynolds Community College: (01/01/1976 – 01/01/1992)

Virginia Commonwealth University: (01/01/1976 – 01/01/1992)

University of Richmond: (01/01/1976 – 01/01/1992)

Professional Designation

CERTIFIED FINANCIAL PLANNER™ (“CFP®”)

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 71,000 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 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.

Employment History:

Investment Advisor Representative, The Main Street Group, LTD	10/2015 to Present
Registered Representative, Kestra Investment Services, LLC	11/2017 to Present
Registered Representative, LPL Financial LLC	02/2015 to 11/2017
Investment Advisor Representative, LPL Financial LLC	02/2015 - 11/2015
Investment Advisor Representative, Infinex Investments, Inc.	06/2008 to 02/2015
Vice President, Financial Advisor, Essex Bank	08/1999 to 2/2015

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Ms. Roccaforte. Ms. Roccaforte has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Ms. Roccaforte.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property;

bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Ms. Roccaforte.*

Item 4 – Other Business Activities

Broker-Dealer Affiliation

Ms. Roccaforte is also a registered representative of Kestra Investment Services, LLC (“Kestra”). Kestra is a registered broker-dealer (CRD# 42046), member FINRA, SIPC. In Ms. Roccaforte’s separate capacity as a registered representative, Ms. Roccaforte will typically receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Ms. Roccaforte. Neither the Advisor nor Ms. Roccaforte will earn ongoing investment advisory fees in connection with any products or services implemented in Ms. Roccaforte’s separate capacity as a registered representative.

Insurance Agency Affiliations

Ms. Roccaforte is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart Ms. Roccaforte’s role with Main Street Group. As an insurance professional, Ms. Roccaforte may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Ms. Roccaforte is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Ms. Roccaforte or the Advisor.

Item 5 – Additional Compensation

Ms. Roccaforte has additional business activities that are detailed in Item 4 above.

Item 6 – Supervision

Ms. Roccaforte is supervised by Carol Beth Cook, the Chief Compliance Officer. Ms. Cook can be reached at 804-270-4470.

The Main Street Group has implemented a Code of Ethics and internal compliance that guide each Supervised Person in meeting their fiduciary obligations to Clients of Main Street Group. Further, The Main Street Group is subject to regulatory oversight by various agencies. These agencies require registration by The Main Street Group and its Supervised Persons. As a registered entity, The Main Street Group is subject to examinations by regulators, which may be announced or unannounced. The Main Street Group is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.