

*Item 1 - Cover Page*

SCHEDULE 2B - BROCHURE SUPPLEMENT

**Michael Howard Axelrod, CFP®**

March 31, 2022

CREATIVEONE SECURITIES, LLC

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**This Brochure Supplement provides information about Michael Howard Axelrod that supplements the CreativeOne Securities, LLC (“C1S”) brochure. You should have received a copy of that brochure. Please contact Jeffrey Eisenhauer if you did not receive C1S's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Michael Howard Axelrod (CRD No. 2425452) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## ***Item 2 - Educational Background and Business Experience***

Mr. Axelrod was born in 1967. He graduated from Webster University with a Bachelor of Arts in Business Administration. He has earned the Certified Financial Planner's™ Certification (CFP®).

From April of 2002 to August of 2008 Mr. Axelrod was a Senior Insurance Marketing Specialist with Stifel Nicolaus & Co., Inc. From August of 2008 to May of 2011 he was Manager of Financial Planning and Fiduciary Services with Stifel Nicolaus & Co., Inc. From September of 2008 to May of 2011 he was also an Investment Advisor Representative with Stifel Nicolaus & Co., Inc. From July of 2011 to December of 2012 he was a Financial Advisor and Investment Advisor Representative with MetLife Securities, Inc. From January of 2013 to November of 2015 he was a Registered Representative and Investment Advisor Representative with National Pension & Group Consultants, Inc. During that time he was also Director of Retirement Services with Forrest T. Jones & Company. He joined C1S as a Registered Representative and an Investment Advisor Representative in March of 2016.

He has successfully passed the FINRA Series 7 General Securities Representative Exam, the Series 9 General Securities Sales Supervisor - Options Module Exam, the Series 10 General Securities Sales Supervisor - General Module Exam, Series 24 General Securities Principal Exam, Series 63 Uniform Securities State Law Exam, and the Series 65 Uniform Investment Adviser Law Exam...

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc. The certification is voluntary; 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 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 interest 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.

### ***Item 3 - Disciplinary Information***

Mr. Axelrod does not have any disciplinary information to disclose. He has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

### ***Item 4 - Other Business Activities***

Mr. Axelrod is licensed to sell insurance products through various insurance companies and securities through C1S. He spends approximately 5% of his time on these activities. He is licensed to sell insurance in Kansas.

### ***Item 5 - Additional Compensation***

Mr. Axelrod may receive commissions for the sale of insurance and securities products. He does not receive any additional economic benefit from third parties for providing advisory services other than as noted above.

### ***Item 6 - Supervision***

Mr. Axelrod is supervised by Jeffery Eisenhauer, C1S's Chief Compliance Officer. His contact information can be found on the cover page of this Schedule 2B supplemental brochure.

Mr. Eisenhower and other individuals as he may designate, regularly review the accounts receiving investment advisory services to monitor for suitability of recommendations and compliance with regulatory and internal procedures.