

**Form ADV Part 2B Brochure Supplement**  
**Jeffery Dane Brookshire, Erin Jane Neil and Mark Shoemaker**

**Item 1 – Cover Page**

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**This brochure supplement provides information about Jeffery Brookshire (“Brookshire”), Erin Neil (“Neil”) and Mark Shoemaker (“Shoemaker”) that supplements the Pacific Wealth Strategies Group (“PWSG”) brochure. You should have received a copy of that brochure. Please contact Erin Neil at 805-966-7775 or at [eneil@pwsg.net](mailto:eneil@pwsg.net) if you did not receive the PWSG brochure or if you have any questions about the contents of this supplement.**

**Additional information about Brookshire, Neil and Shoemaker is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

**Jeffery Brookshire, Born 1969**

*Educational Background:*

- Bachelor of Arts in Economics, University of California at Santa Barbara: 1993.

*Business Background:*

- Pacific Wealth Strategies Group, Inc., *Vice President, Corporate Secretary & Treasurer*, 04/2020 to Present
- Pacific Wealth Strategies Group, Inc., *President, Chief Compliance Officer*, 11/2010 to 04/2020
- Pacific Wealth Strategies Group, Inc., *Investment Adviser Representative*, 08/2007 to Present
- First Allied Securities, Inc., *Investment Adviser Representative*, 06/2003 to Present
- First Allied Securities, Inc., *Registered Representative*, 04/2002 to Present
- Pacific Wealth Strategies Group, Inc., *Vice President, Corporate Secretary & Treasurer*, 08/2007 to 11/2010
- Brookshire Capital Management, *President*, 11/2004 to 12/2010

*Professional Designation:*

- <sup>1</sup>Certified Financial Planner, United States by Certified Financial Planner Board of Standards, Inc.: 2002

**CFP Acknowledgment:** Jeffery Dane Brookshire acknowledges his responsibility as a CFP® Certificant to adhere to the standards that have been established in the CFP Board’s Standards of Professional Conduct. If you become

aware that Mr. Brookshire's conduct may violate the Standards of Professional Conduct, you may file a complaint with the CFP Board at [www.CFP.net/complaint](http://www.CFP.net/complaint).

**Erin Neil**, Born 1972

*Educational Background:*

- Master's in Business Administration, University of Phoenix: 2006
- Bachelor of Arts in Political Science, Arizona State University: 1997
- Bachelor of Arts in Women's Studies, Arizona State University: 1997

*Business Background:*

- Pacific Wealth Strategies Group, Inc., *President & Chief Compliance Officer*, 04/2020 to Present
- Pacific Wealth Strategies Group, Inc., *Vice-President*, 11/2010 – 04/2020
- Pacific Wealth Strategies Group, Inc., *Investment Adviser Representative*, 08/2007 to Present
- First Allied Securities, Inc., *Registered Sales Assistant*, 01/2011-Present
- Pacific Wealth Strategies Group, Inc., *President & Chief Compliance Officer*, 08/2007 to 11/2010
- First Allied Securities, Inc., *Registered Representative*, 05/2007 – 01/2011

**Mark Shoemaker**, Born 1955

*Educational Background:*

- Bachelor's in Medical Science and a Doctorate of Podiatric Medicine, The California College of Podiatric Medicine, San Francisco, California, 1981

*Business Background:*

- Pacific Wealth Strategies Group, Inc., *Investment Adviser Representative*, 06/2010 to Present
- Reed, Shoemaker, Brookshire, Inc., *President*, 01/2003 to Present
- First Allied Securities, Inc., *Investment Adviser Representative*, 06/2003 to Present
- First Allied Securities, Inc., *Registered Representative*, 04/2002 to Present
- Private Medical Practice, *Podiatrist*, 04/1982 to 05/2012

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*Professional Designation Defined:*

<sup>1</sup>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.

### **Item 3 – Disciplinary Information**

Jeffery Brookshire, Erin Neil and Mark Shoemaker have no legal or disciplinary events to report.

### **Item 4 – Other Business Activities**

#### **Registered Representative and Investment Adviser Representative of First Allied Securities, Inc.**

Jeffery Brookshire, Erin Neil and Mark Shoemaker are registered representatives of First Allied Securities, Inc. (“First Allied”). Jeffery Brookshire and Mark Shoemaker are investment adviser representatives of First Allied Securities, Inc. (“First Allied”). First Allied is a registered broker-dealer and member of FINRA/SIPC and a registered investment adviser. Jeffery Brookshire spends approximately 10% of his time offering securities products on a commission basis or advisory services on a fee basis with First Allied. Erin Neil spends approximately 5% of her time offering securities products on a commission basis with First Allied. Mark Shoemaker spends approximately 50% of his time offering securities products on a commission basis or advisory services on a fee basis with First Allied. The rules of FINRA require First Allied to supervise the outside securities activities, such as investment advisory services, of its representatives. To meet this obligation, First Allied will place a number of restrictions on the personal trading activities of Mr. Brookshire, Ms. Neil and Mr. Shoemaker. Additionally, for their affiliation with First Allied, Brookshire, Neil and Shoemaker are restricted to only offering those products and services that have been reviewed and approved for offering to the public through First Allied.

Jeffery Brookshire, Erin Neil and Mark Shoemaker will provide brokerage services for clients of PWSG after obtaining (where required) the approval of their clients. When acting in their separate capacities as registered representatives of First Allied, Brookshire, Neil and Shoemaker may sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, alternative investments and variable annuity and variable life products to advisory clients. As such, Brookshire, Neil and Shoemaker may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based First Allied account. Clients are under no obligation to purchase or sell securities through Brookshire, Neil and Shoemaker. However, if a client chooses to implement securities transactions through Brookshire, Neil and Shoemaker, they will earn commissions in their capacities as registered representatives with First Allied. Commissions may be higher or lower at First Allied than at other broker/dealers.

There may be a conflict of interest in having clients purchase securities products through First Allied in that the higher Brookshire's, Neil's and/or Shoemaker's production is with First Allied, the greater potential they have for obtaining a higher pay-out on commissions earned. The receipt of commissions creates an incentive for them to recommend those products for which they will receive a commission and consequently, the objectivity of the advice rendered to clients could be biased. Brookshire, Neil and/or Shoemaker control for this potential conflict of interest by discussing with clients the advantages and disadvantages of establishing a fee-based account versus establishing a commission-based account. PWSG does not require its advisor representatives to encourage clients to implement investment advice through First Allied.

In their dual capacities as investment adviser representatives of both Pacific Wealth Strategies Group and First Allied, Brookshire and/or Shoemaker may offer clients the advisory services of First Allied. If a client uses the advisory services of First Allied, then as the client's investment adviser representatives, Brookshire and/or Shoemaker may receive a portion of the advisory fee charged to the client for the advisory services of First Allied. Brookshire and Shoemaker do not earn commissions in fee-based accounts. Clients using any advisory services through First Allied will receive the First Allied Disclosure Brochure (Form ADV Part 2A or equivalent).

Clients are never obligated or required to establish accounts through PWSG or First Allied. However, if a client chooses not to accept Brookshire's, Neil's or Shoemaker's advice, or decides not to establish an account through First Allied, Brookshire, Neil and/or Shoemaker may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Brookshire, Neil and Shoemaker, in their capacities as First Allied registered representatives must place all purchases and sales of securities products in commission-based brokerage accounts through First Allied or its other approved institutions.

### **Insurance Agents**

Jeffery Brookshire, Erin Neil and Mark Shoemaker are independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Brookshire, Neil and Shoemaker will receive commissions for selling insurance and annuity products.

Brookshire, Neil and Shoemaker may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of Brookshire, Neil and Shoemaker when recommending products to clients. While Brookshire, Neil and Shoemaker endeavor at all times to put the interest of clients first as a part of their overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest, and may affect Brookshire's, Neil's and Shoemaker's decision making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Brookshire, Neil and/or Shoemaker and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

**Item 5 – Additional Compensation**

Other than the fees detailed in the PWSG Form ADV Part 2A Disclosure Brochure, Jeffery Brookshire, Erin Neil and Mark Shoemaker receive no other compensation related to advisory services provided to clients.

**Item 6 – Supervision**

Erin Neil is the Chief Compliance Officer of PWSG. She is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Jeffery Brookshire and Mark Shoemaker. Erin Neil can be contacted at 805-966-7775.