

Edward Deicke

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This Brochure Supplement provides information about Mr. Deicke that supplements the National Asset Management, Inc. Brochure. You should have received a copy of that Brochure. Please contact the Compliance Department at 2062-343-6223 if you did not receive National Asset Management's Brochure or if you have any questions about the contents of this supplement.

Additional information about this financial advisor is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Edward Deicke, CRD #1944593

Year of Birth: 1966

Education: Attended Baruch College from 1984-1986 and Queens College from 1986-1987; no degree earned.

Business experience (for past five years):

- ❖ Investment Advisory Representative, National Asset Management, (07/2015-Present)
- ❖ Registered Representative, National Securities Corp., (06/2015-Present)
- ❖ Financial Advisor, JHS Capital Advisors, Inc., (03/2010-06/2015)

Item 3 – Disciplinary Information

None

Item 4- Other Business Activities

Mr. Deicke uses the business names North Shore Wealth Management and Edward Deicke Inc. Mr. Deicke uses these business names for marketing and/or tax purposes but offers securities and investment advice through the registered broker-dealer or registered investment advisor described below. National Asset Management is not affiliated with North Shore Wealth Management or Edward Deicke Inc.

Mr. Deicke is a registered representative with National Securities Corporation (“NSC”), member FINRA/SIPC, as well as an investment advisory representative (“IAR”) of NAM. Registered representatives of NSC provide securities brokerage services for commissions, and receive a portion of the brokerage commissions paid to NSC. They may also receive a portion of any ongoing distribution of service (trail) fees from the sale of mutual funds or from variable annuity purchases. The dual registration presents an inherent conflict of interest and an incentive to recommend investment products based on the compensation received, rather than on a client’s needs. However, in accordance with fiduciary duties of an IAR and as a matter of firm procedure, IARs assist clients in making decisions regarding whether to establish a brokerage or an advisory account (and determine the types of transactions that will take place through each account if a client has both accounts) based on the clients’ goals, objectives, risk tolerance and other factors. Further, as a matter of procedure, NAM does not generally permit front-end or back-end load mutual funds in the advisory program, or any other class that has high trail fees. If such mutual funds are transferred into an advisory account, advisory fees will be suppressed if a front-end or back-end load has been charged or there are high trail fees. Clients have the option to purchase investment products through other broker-dealers or advisors.

Mr. Deicke also offers fixed insurance products through National Insurance Corporation.

Mr. Deicke also provides payroll referrals to ADP and is compensated for each referral.

Mr. Deicke is also a part owner of Bourbon Lane Stables. He is also a partner of both Graphic Racing Horse Racing and Wire to Wire Horse Racing.

Mr. Deicke also participates in a radio show with his Partner, Frank Nargentino. They host the show under the name “401k Guys” and discuss retirement plan solutions.

Additional information about Mr. Deicke may be found at FINRA’s Website at <http://brokercheck.finra.org>.

Item 5- Additional Compensation

There is no additional compensation to report for this financial advisor.

Item 6 - Supervision

NAM provides investment advisory and supervisory services in accordance with the NAM Policies and Procedures Manual. Jeffrey Baber has primary responsibility for supervising advisory activities in accordance with NAM’s Policies and Procedures Manual. Such oversight will include regular review of client communications and investment advice offered by this financial advisor. Records of all client trades placed by this financial advisor are archived and available for review. Jeffrey Baber may be contacted at 732-807-2340.