

**Part 2B of Form ADV: *Brochure Supplement***

Norman Gerald Bloom  
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This brochure supplement provides information about Norman Gerald Bloom that supplements the Spire Wealth Management, LLC brochure. You should have received a copy of that brochure. Please contact Sue McKeown if you did not receive Spire Wealth Management, LLC's brochure or if you have any questions about the contents of this supplement.

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

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

**Full Legal Name:** Norman Gerald Bloom      **Born:** 1936

### **Education**

- Univ of Pittsburgh; BS; 1958

### **Business Experience**

- Spire Investment Partners, LLC; President, Bloom Financial Group; from 4/17/2009 to current. Norman began his financial services career with UBS in 1963.

## **Item 3 Disciplinary Information**

Norman Gerald Bloom has reportable disciplinary history regarding an alleged customer complaint received in Oct 2003. Settlement by former firm was reached in December 2004. Mr. Bloom did not contribute to settlement amount. More information may be reviewed at <http://brokercheck.finra.org>.

## **Item 4 Other Business Activities**

### **A. Investment-Related Activities**

1. Norman Gerald Bloom is also engaged in the following investment-related activities:

- Registered representative of a broker-dealer

Advisor also carries the securities license required by FINRA (Financial Industry Regulatory Authority) in order to offer securities products and execute securities transactions separately from their registration as an Investment Advisor representative providing investment advice. This additional licensing allows our advisors a much more robust suite of products to offer to their clients. Registration, supervision and continuing education are all requirements for maintaining this type of registration.

Conflicts of holding this type of license could be in cross-selling. Selling out of an advisory account and buying in a securities account and thereby generating a commission for the representative. Moving monies from an advisory account into a commission account in order to affect a commissionable trade.

Accounts and trades are reviewed for these types of activities.

The types of commissions that may be earned on these types of accounts/products could be any one of the following:

1. Mutual Fund 12b-1 commissions

2. Mutual Funds Trail Commissions
3. Direct Product Sponsor Commissions

2. Norman Gerald Bloom receives commissions, bonuses or other compensation on the sale of securities or other investment products.

Holding these additional licenses and allowing the advisor the ability to offer securities products and insurance products in addition to their investment advice, creates a conflict of interest if the advisor is recommending these products in order to generate commissions rather than looking out for the best interests of the client. Each of these purchases is reviewed and approved by a principal of the firm. In addition, many of these products come with additional disclosures so that the client can fully understand the product

#### B. Non Investment-Related Activities

Norman Gerald Bloom is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

### **Item 5 Additional Compensation**

Norman Gerald Bloom does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **Item 6 Supervision**

**Supervisor:** Sonya Logan

**Title:** Designated Supervisor

**Phone Number:** 703-657-6064

In addition to an annual in person review of our firms policies and procedures, each advisor is subject to the following ongoing supervision and review:

Daily trade reviews

Monthly review of personal securities accounts

Monthly correspondence reviews - including ongoing capture and review of email

Periodic reviews of client account activity

