

Part 2B of Form ADV: *Brochure Supplement*

Alyx M. Cox
182 West Central Street, Suite 200
Natick, MA 01760
508-647-0830

Kaizerman & Associates
182 West Central Street, Suite 200
Natick, MA 01760

01/21/20

This brochure supplement provides information about Alyx M. Cox that supplements the Kaizerman & Associates brochure. You should have received a copy of that brochure. Please contact Alyx M. Cox at 508-647-0830 if you did not receive Kaizerman & Associates' brochure or if you have any questions about the contents of this supplement.

Additional information about Alyx M. Cox is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Educational Background and Business Experience

Full Legal Name: Alyx Michele Cox **Born:** 1988

Education

- Southern Methodist University, Dallas , Texas; BA; Corporate Communications and Public Affairs; 2010

Business Experience

- Kaizerman & Associates: Client Services Manager from 7/2018 to 6/2019; Financial Advisor from 7/2019 to present
- Royal Alliance Associates, Inc.: Registered Assistant from 7/2018 to 6/2019; Registered Representative from 7/2019 to present
- Kovitz Investment Group: Marketing Associate from 5/2017 to 6/2018
- Northwestern Mutual: Associate Financial Representative & Marketing Consultant from 10/2015 to 4/2017
- American Century Investments: Internal Wholesaler from 6/2012 to 5/2015

Designations

Alyx M. Cox has earned the following designation(s) and is in good standing with the granting authority:

- Life, Accident & Health Producers License; Commonwealth of Massachusetts; 2018
 - Certified Financial Planner (CFP); CFP Board of Standards, Inc.; 2017
- The CFP, Certified Financial Planner and certification marks are financial planning credentials awarded by the Certified Financial Planner Board of Standards Inc. (CFP Board) to individuals who meet its education, examination, work experience and ethics requirements. Eligible candidates must have at least a bachelor's degree (or it's equivalent) in any discipline from an accredited college or university in order to obtain a CFP certification. The candidate also must pass an examination, have three years of personal financial planning experience, and meet the CFP Board's ethical requirements. To maintain the certification, the CFP Board requires individuals to complete 30 hours of continuing education every two years and renew an agreement to be bound by its Standards of Professional Conduct.

Item 3 Disciplinary Information

Alyx M. Cox has no reportable disciplinary history.

Item 4 Other Business Activities

In addition to being an Investment Advisory Representative ("Advisory Representative") of Kaizerman & Associates ("K&A"), Alyx M. Cox is also a Registered Representative and Advisory Representative of Royal Alliance Associates, Inc. ("Royal Alliance"). Royal Alliance is a diversified financial services company registered with the Financial Industry

Regulatory Authority ("FINRA") as a broker-dealer engaged in the offer and sale of securities products. Alyx M. Cox may recommend the purchase of securities offered by Royal Alliance. If you purchase these products from her, she will receive normal commissions and may receive other indirect forms of compensation which may be in addition to customary advisory fees. As such, she may have an incentive to sell you commissionable products in addition to providing you with advisory services when such commissionable products may not be in your best interest.

While her security sales are reviewed for suitability by an appointed supervisor, you should be aware of the incentives she may have to sell certain securities products and are encouraged to ask her about any conflict presented.

In addition, she is a licensed insurance agent and may recommend that you purchase insurance from her. She may receive direct and indirect compensation from the insurance that she sells you and as such, she may have an incentive to recommend the purchase of insurance to increase compensation even if the insurance she sells may not be in your best interest.

In an effort to ensure that her outside business activities do not interfere with or otherwise compromise her relationship with you, all outside business activities that she engages in are reviewed and approved by an appointed supervisor.

Please be aware that you are under no obligation to purchase products or services recommended by her in connection with providing you with any advisory services that she offers.

Item 5 Additional Compensation

As discussed previously, Alyx M. Cox is a Registered Representative of Royal Alliance. Royal Alliance offers her educational training and incentive programs upon reaching certain sales production goals.

Certain Third Party Advisory Programs ("Advisory Service Programs") that she may offer you, provide her with the opportunity to attend training or education conferences. Such conferences include the payment or reimbursement of travel, meals and lodging expenses for attendees. Further, if she highlights the products or services of certain Advisory Service Programs during seminars or presentations that she composes, she may be entitled to advertising or marketing expense reimbursement.

As outlined above, the benefits that she receives may provide her with an incentive to put her interests before your best interests. While her securities sales are reviewed for suitability by an appointed supervisor, you should be aware of the incentives she has to sell certain securities and provide certain advisory services and are encouraged to ask her about any conflict presented.

Item 6 Supervision

Alyx M. Cox has an appointed supervisor who generally reviews the advice that she provides to you which includes a review of all her securities transactions. Her appointed supervisor as of the date of this writing is:

Mark H. Kaizerman, Managing Principal
508-647-0830

Item 7 Requirements for State-Registered Advisers

A. Additional Disciplinary History

Alyx M. Cox has no additional reportable disciplinary history.

B. Bankruptcy History

Alyx M. Cox has not been the subject of a bankruptcy petition.