

**O’Keefe Stevens Advisory, Inc.**  
**One Bausch & Lomb Place, Suite 920**  
**Rochester, New York 14604**  
**(585) 340-6538**

**[www.okeefestevens.com](http://www.okeefestevens.com)**

**Brochure Supplement**  
**(Part 2B of Form ADV)**

**Brochure Supplement for**

**Peter S. O’Keefe, CFP®**

**Justin D. Stevens, CFP®**

**Adam Deutsch, CRPS®**

This Brochure Supplement provides information about Investment Advisor Representatives of O’Keefe Stevens Advisory, Inc. in addition to the information about our Firm which is provided in the O’Keefe Stevens Advisory, Inc. Form ADV Part 2A Brochure. You should already have received a copy of the Part 2A Brochure. Please contact Carly Flanigan, our Chief Compliance Officer, if you did not receive one or if you have any questions about the contents of this Supplement. Additional information about Mr. O’Keefe, Mr. Stevens and/or Mr. Deutsch is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**January 1, 2022**

---

At this time, O’Keefe Stevens Advisory, Inc. (OSA) is managed through the collective efforts of its two (2) principal owners – Peter S. O’Keefe, CFP® (Treasurer, Chief Executive Officer, Chief Investment Officer) and Justin D. Stevens, CFP® (President). Both also serve as the Investment Advisor Representatives of OSA in the conduct of its advisory business. Adam Deutsch, CFP® also serves as an Investment Advisor Representative of OSA. Carly Flanigan serves as OSA’s Chief Compliance Officer and is responsible for the day-to-day oversight of the Firm’s advisory activities.

---

### **Education and Business Standards**

OSA requires that advisors must be full-time associates of the Firm, have a Bachelor's degree from an accredited university and participate on an ongoing basis in related coursework and/or training focused on furthering their knowledge of financial planning and tax planning. Examples of acceptable coursework objectives include advanced degrees and professional designations such as MBA, CFP®, CFA, ChFC, JD, CTFA, EA or CPA. Upon achieving one or more of these advanced degrees or industry-recognized professional designations, advisors are required to participate in ongoing continuing education programs sufficient to maintain their degrees or designations in a current, active and good standing status. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management along with a demonstrated knowledge of and compliance with federal, state and industry regulations governing the financial industry.

---

### **Professional Certifications**

Some associated persons of OSA have earned the following professional designations, certifications and/or credentials that are required to be explained in further detail:

**Certified Financial Planner (CFP®)**: Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor’s degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

---

**Peter S. O’Keefe, CFP®, Treasurer, Chief Executive Officer, Chief Investment Officer**

**Educational Background:**

- Born 1956
- Post-Secondary Education  
Canisius College–Bachelor of Science/Finance, Business Administration and Management, 1978
- FINRA Securities Licenses  
Series 24      Series 7      Series 65      Series 63  
Series 4      Series 14      Series 53      Series 27
- Professional Designations  
Certified Financial Planner (CFP®) – Received July 1988

**Business Experience:**

- October 2017 to Present
  - Treasurer, Chief Executive Officer, Chief Investment Officer, and Investment Advisor Representative of O’Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- March 2017 to October 2017
  - Treasurer, Chief Executive Officer, Chief Investment Officer, Chief Compliance Officer and Investment Advisor Representative of O’Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- May 2009 to March 2017
  - Senior Vice President and Registered Representative of Sage, Ruddy & Co., Inc., a FINRA and SIPC member securities broker/dealer headquartered in Rochester, New York.
- February 1996 to May 2009
  - President and Registered Representative of O’Keefe Shaw & Co., Inc., a FINRA and SIPC member securities broker/dealer headquartered in Allentown, New York.
- April 1980 to February 1996
  - Secretary/Treasurer and Registered Representative of Trubee Collins & Co., Inc., a securities brokerage firm headquartered in Buffalo, New York.

**Disciplinary Information:** No financial industry-related disciplinary actions have been imposed on Mr. O’Keefe.

**Other Business Activities:** Mr. O’Keefe does not conduct any outside business activities beyond his duties at OSA.

**Additional Compensation:** Mr. O’Keefe does not receive compensation beyond advisory fees received through OSA.

**Supervision:** As an Investment Advisor Representative of a registered investment advisory firm, Mr. O’Keefe is ultimately governed by financial industry regulations imposed by the SEC and individual states where the Firm is registered to conduct advisory business. Mr. O’Keefe’s advisory activities are reviewed by Carly Flanigan, the Firm’s Chief Compliance Officer, who conducts ongoing reviews of Mr. O’Keefe’s activities to ensure his compliance with industry regulations and the Firm’s established policies and procedures. Ms. Flanigan may be reached by telephone at (585) 340-6538 or by email at [carly@okeefestevens.com](mailto:carly@okeefestevens.com).

**Arbitration Claims:** No arbitration actions have been filed against Mr. O’Keefe.

**Self-Regulatory Organization or Administrative Proceeding:** Mr. O’Keefe has not been a party in any such proceedings.

**Bankruptcy Petition:** Mr. O’Keefe has not been a participant in any bankruptcy proceedings.

---

**Justin D. Stevens, CFP<sup>®</sup>, President**

**Educational Background:**

- Born 1987
- Post-Secondary Education  
Nazareth College – Bachelor of Science/Business Administration, 2009
- FINRA Securities Licenses  
Series 7          Series 66
- Professional Designations  
Certified Financial Planner (CFP<sup>®</sup>) – Received 2015

**Business Experience:**

- April 2017 to Present
  - President and Investment Advisor Representative of O’Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- February 2009 to April 2017
  - Registered Representative of Sage, Ruddy & Co., Inc., a FINRA and SIPC member securities broker/dealer headquartered in Rochester, New York.

**Disciplinary Information:** No financial industry-related disciplinary actions have been imposed on Mr. Stevens.

**Other Business Activities:** Mr. Stevens does not conduct any outside business activities beyond his duties at OSA.

**Additional Compensation:** Mr. Stevens does not receive compensation beyond advisory fees received through OSA.

**Supervision:** As an Investment Advisor Representative of a registered investment advisory firm, Mr. Stevens is ultimately governed by financial industry regulations imposed by the SEC and individual states where the Firm is registered to conduct advisory business. Mr. Steven's advisory activities are reviewed by Carly Flanigan, the Firm's Chief Compliance Officer, who conducts ongoing reviews of Mr. Stevens's activities to ensure his compliance with industry regulations and the Firm's established policies and procedures. Ms. Flanigan may be reached by telephone at (585) 340-6538 or by email at [carly@okeefestevens.com](mailto:carly@okeefestevens.com).

**Arbitration Claims:** No arbitration actions have been filed against Mr. Stevens.

**Self-Regulatory Organization or Administrative Proceedings:** Mr. Stevens has not been a party in any such proceedings.

**Bankruptcy Petition:** Mr. Stevens has not been a participant in any bankruptcy proceedings.

---

**Adam J. Deutsch, CRPS<sup>®</sup>, CFP<sup>®</sup>, Financial Advisor**

**Educational Background:**

- Born 1983
- Post-Secondary Education
  - Monroe Community College – Associate of Science, 2007
  - St. John Fisher College – Associate of Science/Business Administration, 2010
- FINRA Securities Licenses
  - Series 7      Series 63
  - Licensed as a life and health insurance agent in New York State.
- Professional Designations
  - Certified Retirement Plans Specialist (CRPS<sup>®</sup>) – Received 2014
- Professional Designations
  - Certified Financial Planner (CFP<sup>®</sup>) – Received December 2021

**Business Experience:**

- December 2021 to Present
  - Financial Advisor at O'Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- April 2020 to December 2021
  - Associate Financial Advisor at O'Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.

- April 2019 to March 2020
  - Associate Financial Advisor at American Portfolios Financial Services, Inc., a FINRA and SIPC member securities broker/dealer headquartered in Holcomb, New York.
- June 2013 to April 2019
  - Participant Account Executive at Mutual of America Life Insurance Co., a life insurance company located in Rochester, New York.
- August 2011 to April 2013
  - Financial Advisor at Morgan Stanley Smith Barney, a FINRA and SIPC member securities broker/dealer located in Rochester, New York.
- April 2010 to May 2011
  - Outside Sales Representative at UniFirst Corporation, a uniform and workwear sales and service company located in Rochester, New York

**Disciplinary Information:** No financial industry-related disciplinary actions have been imposed on Mr. Deutsch.

**Other Business Activities:** As previously stated, Mr. Deutsch is a licensed life insurance agent and may conduct insurance-related business. Mr. Deutsch is also the owner of several rental properties and actively manages these properties beyond his duties at OSA.

**Additional Compensation:** Mr. Deutsch may receive additional compensation through the sale of commission-based insurance products and services, which are unrelated to his advisory service salary received from OSA. He also receives rental income from his real estate holdings.

**Supervision:** As an Associate Financial Advisor of a registered investment advisory firm, Mr. Deutsch is ultimately governed by financial industry regulations imposed by the SEC and individual states where the Firm is registered to conduct advisory business. Mr. Deutsch's advisory activities are reviewed by Carly Flanigan, the Firm's Chief Compliance Officer, who conducts ongoing reviews of Mr. Deutsch's activities to ensure his compliance with industry regulations and the Firm's established policies and procedures. Ms. Flanigan may be reached by telephone at (585) 340-6538 or by email at [carly@okeefestevens.com](mailto:carly@okeefestevens.com).

**Arbitration Claims:** No arbitration actions have been filed against Mr. Deutsch.

**Self-Regulatory Organization or Administrative Proceedings:** Mr. Deutsch has not been a party in any such proceedings.

**Bankruptcy Petition:** Mr. Deutsch has not been a participant in any bankruptcy proceedings.