

O’Keefe Stevens Advisory, Inc.
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Rochester, New York 14604
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Brochure Supplement
(Part 2B of Form ADV)

Brochure Supplement for

Peter S. O’Keefe, CFP®

Justin D. Stevens, CFP®

Grace Stolberg

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 and Mr. Stevens is available on the SEC’s website at www.adviserinfo.sec.gov.

January 2025

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. 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).
- 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.

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[®], 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[®]) – 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.

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.

Grace Stolberg, Financial Advisor**Educational Background:**

- Born 2002
- Post-Secondary Education
Nazareth College – Bachelor of Science/Finance, 2024
- FINRA Securities Licenses
Series 65

Business Experience:

- April 2024 to Present
 - Investment Advisor Representative of O’Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- June 2023 – August 2023
 - SFG Wealth Management Financial Planning Intern

Disciplinary Information: No financial industry-related disciplinary actions have been imposed on Ms. Stolberg.

Other Business Activities: Ms. Stolberg does not conduct any outside business activities beyond his duties at OSA.

Additional Compensation: Ms. Stolberg does not receive compensation beyond advisory fees received through OSA.

Supervision: As an Investment Advisor Representative of a registered investment advisory firm, Ms. Stolberg is ultimately governed by financial industry regulations imposed by the SEC and individual states where the Firm is registered to conduct advisory business. Ms. Stolberg’s advisory activities are reviewed by Carly Flanigan, the Firm’s Chief Compliance Officer, who conducts ongoing reviews of Ms. Stolberg’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.

Arbitration Claims: No arbitration actions have been filed against Ms. Stolberg.

Self-Regulatory Organization or Administrative Proceedings: Ms. Stolberg has not been a party in any such proceedings.

Bankruptcy Petition: Ms. Stolberg has not been a participant in any bankruptcy proceedings.