

## Item 1: Cover Page Supervised Person Brochure

Part 2B of Form ADV

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**Orlando I Luna**



**12312 Hunters Knoll Dr.**

**Burleson, TX 76028**

**PHONE: 713-609-9544**

**WEBSITE: [www.cprinvestmentsinc.com](http://www.cprinvestmentsinc.com)**

This brochure provides information about Orlando I. Luna and supplements the CPR Investments Inc. brochure. You should have received a copy of that brochure. Please contact Orlando I. Luna if you did not receive CPR Investments Inc.'s brochure or if you have any questions about the contents of this supplement.

Orlando I. Luna will not provide investment advice to New York clients. Additional information about Orlando I. Luna (CRD #5988146) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

November 17, 2017

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

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**Principal Executive Officer  
Orlando I Luna**

- Year of birth: 1976
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**Item 2: Educational Background and Business Experience**

Educational Background:

- Texas State University; BBA, Management; 2000

Business Experience:

- CPR Investments Inc., Investment Advisory Rep, January 2016 to Present
  - CPR Financial Group LLC, Insurance Agent, January 2016 to Present
  - HBW Advisory Services LLC, Investment Advisor Rep, October 2010 to December 2015
  - HBW Insurance & Financial Services; Representative; March 2011 to December 2015
  - Plexus Worldwide Inc.; Distributor; January 2012 to January 2011
  - Sherwin Williams Paint Co.; Manager; November 2003 to September 2009
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**Item 3: Disciplinary Information**

*Criminal Action:* None to report.

*Administrative Proceedings:* None to report.

*Self-Regulatory Organization Proceedings:* None to report.

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**Item 4: Other Business Activities Engaged In**

Orlando Luna is also a licensed insurance agent with CPR Financial Group LLC. Approximately 10% of Mr. Luna's time is spent in this practice. From time to time, he will offer clients products and/or services from this activity.

This represents a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by the fact that Mr. Luna has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products or services through another insurance agent of their choosing.

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**Item 5: Additional Compensation**

Orlando Luna receives additional compensation as an insurance agent.

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**Item 6: Supervision**

Orlando Luna is supervised by Charles P Reinhold sole owner and operator of CPR Investments Inc. The services offered by Orlando Luna will consider client's risk tolerance by using a questionnaire to determine Asset allocation and recommend models/strategies for investment planning based on the risk tolerance score results. Clients are reminded quarterly to update CPR Investments Inc. of any changes in their risk tolerance. Charles

Reinhold monitors all model/strategies offered by CPR Investments Inc. on a regular basis.

Charles Reinhold can be reached at 800-213-1164.