

Item 1: Cover Page Supervised Person Brochure

Part 2B of Form ADV

James Arnholt, LUTCF®



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

Additional information about James Arnholt (CRD #1634768) is available on the SEC's website at www.adviserinfo.sec.gov.

November 2, 2020

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

James Arnholt

- Year of birth: 1954
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Item 2: Educational Background and Business Experience

Educational Background:

- Southeast Community College, Milford, NE; Associate of Applied Arts Degree in Auto Mechanics; 1974

Business Experience:

- CPR Investments Inc., Investment Advisor Representative, June 2017 to Present
 - Arnholt Insurance Agency, Owner/Insurance Agent, February 1994 to Present
 - Rock County High School Foundation, Inc., Director/President, May 1998 to Present
 - KCD Financial, Inc., Registered Rep./Investment Advisor Rep., March 2007 to October 2016
 - Securian Financial Services, Inc.; Investment Advisor Rep. March 2000 to February 2006
 - Securian Financial Services, Inc.; Registered Representative; June 1995 to February 2006
 - Pruco Securities Corporation, Registered Rep., March 1988 to June 1995
 - The Prudential Insurance Company of America, Registered Rep., March 1988 to December 1993
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Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Life Underwriter Training Council Fellow (LUTCF®) Life Underwriter Training Council Fellow designation is granted by the American College. LUTCF® certification requirements:

- Complete LUTCF® coursework: one required course and five elective courses.
 - Earned 300 designation credits.
 - Take the Professional Ethics Pledge.
 - Be a member of a local association of NAIFA.
 - Complete and submit a designation application to the American College and provide evidence of membership.
 - To maintain the designation, three hours of ethics-related training every two years.
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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.

Item 4: Other Business Activities Engaged In

James Arnholt is also a licensed insurance agent with Arnholt Insurance Agency. Approximately 90% of Mr. Arnholt'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. Arnholt 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.

Mr. Arnholt is also Director/President of Rock County High School Foundation, Inc., which is a fundraiser for distribution of scholarships. This does not create any conflict of interest.

Item 5: Additional Compensation

James Arnholt receives additional compensation as an insurance agent. He does not receive any performance-based fees.

Item 6: Supervision

James Arnholt is supervised by Charles P Reinhold sole owner and operator of CPR Investments Inc. The services offered by James Arnholt 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.