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**Brochure Form ADV Part 2B  
Brochure Supplement**

**John “Jack” Long**

**January 4, 2024**



**This brochure supplement provides information about John Long that supplements the Total Clarity Wealth Management, Inc. Form ADV Part 2A Brochure. Please contact John at (630) 762-9352 if you would like to receive Total Clarity’s Form ADV Part 2A Brochure or if you have any questions about the contents of this supplement.**

**Additional information about John is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for John Long is 2319091.**

## Item 2 Educational Background and Business Experience

**John "Jack" Long**

*Year of Birth:* 1947

*Education:*

<b>Name of School</b>	<b>Years Attended</b>	<b>Year Graduated</b>	<b>Degree</b>	<b>Major</b>
DePaul University	1965 - 1969	1970	Bachelor of Arts	History
Benedictine University	1976 - 1980	1980	Master of Business Administration	Business

*Business Background:*

<b>Name of Employer</b>	<b>Type of Business</b>	<b>Title</b>	<b>Period of Employment</b>
Total Clarity Wealth Management, Inc.	Advisory and Financial Planning	Investment Adviser Representative	12/2023 – Present
LPL Financial LLC	Broker/Dealer	Registered Representative	8/1999 – Present
Capital Point Financial Group, Ltd.	Advisory and Financial Planning	Investment Adviser Representative	7/2019 – 12/2023
LPL Financial LLC	Advisory and Financial Planning	Investment Adviser Representative	11/1999 – 10/2020

## Item 3 Disciplinary Information

If your advisor had any reportable legal or disciplinary events during the past ten years, they will be described below:

YOUR ADVISOR DOES NOT HAVE ANY REPORTABLE LEGAL OR DISCIPLINARY EVENTS.

## Item 4 Other Business Activities

In addition to serving as a Investment Adviser Representative for Total Clarity Wealth Management, Inc. (hereinafter referred to as "Total Clarity"), Jack is a Registered Representative of LPL Financial (LPL), registered Broker/Dealer, member FINRA/SIPC. Clients are under no obligation to purchase or sell securities through Jack. LPL and Total Clarity are not affiliated companies. As an independent contractor of LPL, Jack spends approximately 50% of his time offering securities products on a commission basis with LPL.

Jack may recommend clients implement recommendations through LPL. If clients implement investment recommendations through LPL, Jack may receive a commission. Additionally, as further disclosed in Total Clarity's Form ADV Part 2A Brochure under the Brokerage Practices section, Jack may receive trail compensation for investments directed through LPL. Therefore, there may be a conflict of interest to cause a client to direct certain securities business through LPL.

As a Registered Representative of LPL, Jack is subject to oversight by LPL over all his securities activities and certain outside business activities. Such oversight includes the review of Jack's securities business to ensure he considers the client's best interests.

Additionally, Jack is a licensed insurance agent. You are not obligated to purchase insurance or securities products through Jack. However, if you implement insurance recommendations through him, he will receive commissions. The insurance business comprises approximately 10% of his time. The amount of income he receives from insurance business will fluctuate depending on the amount of sales. There may be other insurance products and services available through other insurance professionals at a lower cost than those products available through Jack. For additional information, refer to the section entitled Brokerage Practices (Item 12) in Total Clarity's Form ADV Part 2A Brochure, which is available on our website: [www.totalclaritywealth.com](http://www.totalclaritywealth.com).

## **Item 5 Additional Compensation**

Jack does not receive an economic benefit (i.e., sales awards and other prizes) from a nonclient for providing advisory services.

In his role as a Registered Representative of LPL, Jack will earn commissions. The amount of commissions paid by LPL to Jack will fluctuate based on his overall production. To mitigate these conflicts of interest, this disclosure has been provided to you. If you have any concerns about the appropriateness of Jack's recommendations based on your financial situation, you should discuss these recommendations with another financial professional.

## **Item 6 Supervision**

Jack is an Investment Adviser Representative of Total Clarity. Supervision of Jack's investment advisory services is conducted by Jeanne Tackett, Vice President of Operations and Chief Compliance Officer at Total Clarity. Jeanne can be reached at 630-762-9252.