**O'Keefe Stevens Advisory, Inc.**

**One Bausch & Lomb Place, Suite 920**

**Rochester, New York 14604**

**(585) 340-6538**

**www.okeefestevens.com**

# Brochure Supplement
# ADV Part 2B

**Brochure Supplement for**

**Peter S. O'Keefe, CFP®**

**Justin D. Stevens, CFP®**

**Grace Stolberg, CFP®**

**Kellan Peer**

**Gregory (Gregor) C. Vogel**

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 all O'Keefe Stevens Advisory Investment Advisor Representatives is available on the SEC's website at www.adviserinfo.sec.gov.

**November 2026**

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, Rutty & 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's contact information: (585) 340-6538 or 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, Rutty & 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. Stevens'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's contact information: (585) 340-6538 or 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, CFP®, Financial Advisor**

**Educational Background:**

- Born 2002
- Post-Secondary Education
  Nazareth College – Bachelor of Science/Finance, 2024
- FINRA Securities Licenses
  Series 65
- Professional Designations
  Certified Financial Planner (CFP®) – Received 2026

**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 to 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 her 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 her compliance with industry regulations and the Firm's established policies and procedures. Ms. Flanigan's contact information: (585) 340-6538 or 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.

**Kellan Peer, Financial Advisor**

**Educational Background:**

- Born 2004
- Post-Secondary Education
  St. John Fisher University – Bachelor of Science/Finance, 2025
- FINRA Securities Licenses
  Series 65

**Business Experience:**

- July 2025 to Present
  - Investment Advisor Representative of O'Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- February 2025 to July 2025
  - O'Keefe Stevens Advisory Financial Planning Intern
- September 2024 to February 2025
  - Mapstone Veritas Financial Group Intern

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

**Other Business Activities:** Mr. Peer is a registered agent for Oasis Therapy LLC.

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

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

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

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

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

**Gregory (Gregor) C. Vogel, Financial Advisor**

**Educational Background:**

- Born 2001
- Post-Secondary Education
  University of Rochester – Bachelor of Science, Business/Finance, 2025
- FINRA Securities Licenses
  Series 65

**Business Experience:**

- December 2026 to Present
  - Investment Advisor Representative of O'Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- August 2026 to December 2026
  - Financial Advisor Sales Intern of O'Keefe Stevens Advisory, Inc., an SEC-registered investment advisory firm headquartered in Rochester, New York.
- June 2024 to August 2026
  - Associate Broker, Broking Coordinator Intern of NFP, an Aon Company, Rochester, New York.

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

**Other Business Activities:** Mr. Vogel holds a New York Property & Casualty Broker license. Mr. Vogel does not conduct any other outside business activities beyond his duties at OSA.

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

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

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

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

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