

This brochure supplement provides information about Peter Canisius Ruh that supplements the SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory brochure. You should have received a copy of that brochure. Please contact Peter Canisius Ruh if you did not receive SECURE SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory's brochure or if you have any questions about the contents of this supplement.

Additional information about Peter Canisius Ruh is also available on the SEC's website at www.adviserinfo.sec.gov.

SECURE ASSET MANAGEMENT, L.L.C.
d/b/a BlueBird Advisory
Form ADV Part 2B – Individual Disclosure Brochure

for

Peter Canisius Ruh

Personal CRD Number: 4494221

Investment Adviser Representative

SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory

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Boulder, CO 80301

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UPDATED: 03/28/2024

Item 2: Educational Background and Business Experience

Name: Peter Canisius Ruh **Born:** 1960

Educational Background and Professional Designations:

Education:

AB History, Georgetown University - 1983

Business Background:

03/2024 - Present	Investment Adviser Representative SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory
10/2021 - Present	Financial Advisor RFG Advisors
06/2008 - 10/2021	Financial Advisor Wells Fargo Advisors

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Peter Canisius Ruh works at Secure Investors Group.

Item 5: Additional Compensation

Peter Canisius Ruh does not receive any economic benefit from any person, company, or organization, other than SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory in exchange for providing clients advisory services through SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory.

Item 6: Supervision

As a representative of SECURE ASSET MANAGEMENT, L.L.C. d/b/a BlueBird Advisory, Peter Canisius Ruh is supervised by Randall Joseph, the firm's Chief Compliance Officer. Randall Joseph is responsible for ensuring that Peter Canisius Ruh adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Randall Joseph is (248) 414-1562.