

This brochure supplement provides information about Frank Diana that supplements the Sterling Bridge Financial Group LLC brochure. You should have received a copy of that brochure. Please contact Frank Diana if you did not receive Sterling Bridge Financial Group LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Frank Diana is also available on the SEC's website at www.adviserinfo.sec.gov.

Sterling Bridge Financial Group LLC
Form ADV Part 2B – Individual Disclosure Brochure

for

Frank Diana

Personal CRD Number: 7125290

Investment Adviser Representative

Sterling Bridge Financial Group LLC
32801 US Highway 19 N Suite 200
Palm Harbor, FL 34684
(727) 250-4130
frank@sterlingbridgefg.com

UPDATED: 3/14/2025

Item 2: Educational Background and Business Experience

Name: Frank Diana **Born:** 1985

Educational Background and Professional Designations:

Education:

Frank Diana has not received any higher education degrees after high school.

Business Background:

03/2019 - Present	Managing Partner & Chief Compliance Officer Sterling Bridge Financial Group LLC
06/2014 - Present	Co-Owner Senior Benefit Resources
02/2009 - 05/2014	Agent Amerlifie

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

Frank Diana is a licensed insurance agent and co-owner of Senior Benefit Resources. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Sterling Bridge Financial Group LLC always acts in the best interest of the client, including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Sterling Bridge Financial Group LLC in their capacity as a licensed insurance agent.

Item 5: Additional Compensation

Frank Diana does not receive any economic benefit from any person, company, or organization, other than Sterling Bridge Financial Group LLC in exchange for providing clients advisory services through Sterling Bridge Financial Group LLC.

Item 6: Supervision

Frank Diana adheres to applicable regulations regarding the activities of an Investment Adviser Representative, together with all policies and procedures outlined in the firm's code of ethics and compliance manual. If you have any questions please contact Jess Sternthal, Chief Compliance Officer, at (727) 250-4130.

Item 7: Requirements For State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

A. Frank Diana has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.

B. Frank Diana has been the subject of a bankruptcy:

Frank Diana was the subject of a chapter 7 bankruptcy petition that was filed on 6/17/2013 and discharged on 04/14/2014