

Loren Williams

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Loren Williams that supplements the Liberty Asset Management, Inc. brochure. You should have received a copy of that brochure. Please contact James Mosteller at 630-789-9653 (jim@libertyassetmgt.com) if you did not receive Liberty Asset Management, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Loren Williams is available on the SEC's website at www.adviserinfo.sec.gov.

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Educational Background and Business Experience

Loren Williams

Year of Birth: 1951

Formal Education after High School:

- None

Business Background for the Previous Five Years:

- Liberty Asset Management, 11/2005-Present
- Secure Equity, Inc., 03/1999-Present

Certifications:

- Series 63
- Series 65
- State of Illinois Insurance license

Disciplinary Information

Loren Williams has no disciplinary information to report.

Other Business Activities

Mr. Williams is a licensed insurance producer dedicated to helping clients manage non-equity risk within the context of the planning process. Mr. Williams spends approximately 10-20 hours per week involved in the sale of life and fixed annuity insurance products for Secure Equity, Inc. Clients who desire to obtain these services may do so through the affiliated firm, but are not obligated in any way to do so, should they require life or fixed annuity insurance services. Clients must understand that there is an inherent possibility of a conflict of interests whenever the person recommending a service will also receive some form of payment for providing that service due to the incentive to make the recommendation. An investment advisor is, by law, a fiduciary, who is to put the interests of her or his client before the advisor's own interests.

Additional Compensation

Loren Williams receives compensation from Secure Equity, Inc. in conjunction with the sale of insurance products as detailed above.

Supervision

Liberty Asset Management, Inc.'s personnel are subject to a compliance manual and a code of ethics that imposes certain limitations on personal trading activities of Liberty Asset Management, Inc. personnel. Additionally, Liberty Asset Management, Inc.'s compliance manual and code is designed to enforce its policies to prevent the misuse or dissemination of material, non-public information about client account holdings by persons associated with Liberty Asset Management, Inc. Liberty Asset Management, Inc. conducts periodic reviews of supervised persons' securities holdings and documented suitability information to provide reasonable assurance that the advice provided to our clients is consistent with each client's stated investment objectives and Liberty Asset Management, Inc.'s policies and procedures.

Mr. Williams is supervised by Jim Mosteller. He may be reached at (630)789-9653.