

**Richard Holmberg**

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**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Richard Holmberg 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](mailto: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 Richard Holmberg is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**3/12/2018**

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## Educational Background and Business Experience

Form ADV Part 2B, Item 2

Mr. Holmberg is an investment adviser representative with Liberty Asset Management, Inc. (“Liberty”) and a partner in the law firm of Mosteller & Holmberg, P.C.

Year of Birth: 1970

### Formal Education after High School:

Mr. Holmberg received a bachelor’s degree from the college of liberal arts and sciences from the University of Illinois and a juris doctorate from The John Marshall Law School in Chicago.

### Business Background for the Previous Five Years:

Mr. Holmberg has been an investment adviser representative with Liberty since January of 2006, and has been a partner in the law firm of Mosteller & Holmberg, P.C. since January of 1999.

### Certifications:

- Series 65 License, Uniform Investment Adviser Law Examination, 2/10/2006
- Juris doctorate from The John Marshall Law School in Chicago, Illinois
- Licensed insurance producer

The Uniform Investment Adviser Law Examination (Series 65) is designed to qualify candidates as investment adviser representatives in a three hour long test spanning 130 questions. Candidates must pass with at least a 72% in order to receive a Series 65 License.

**Disciplinary Information**

Form ADV Part 2B, Item 3

Mr. Holmberg has no disciplinary information to report.

### Other Business Activities

Form ADV Part 2B, Item 4

Mr. Holmberg is a partner in the law firm of Mosteller & Holmberg, P.C. Clients who desire to obtain legal services may do so through the affiliated legal firm, but are not obligated in any way to do so, should they require legal 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.

Mr. Holmberg is a licensed insurance producer dedicated to helping clients manage non-equity risk within the context of the planning process. Mr. Holmberg spends approximately 8-10 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.

Additionally, Mr. Holmberg offers tax preparation services although clients of Liberty Asset Management, Inc. are not required to obtain this service. .

**Additional Compensation**

Form ADV Part 2B, Item 5

Mr. Holmberg receives legal fees for his work with Mosteller & Holmberg, P.C. and insurance commissions related to the sale of insurance products.

## Supervision

Form ADV Part 2B, Item 6

Liberty's personnel are subject to a compliance manual and a code of ethics that imposes certain limitations on personal trading activities of Liberty personnel. Additionally, Liberty'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. Liberty 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's policies and procedures.

**Requirements for State-Registered Advisers**

Form ADV Part 2B, Item 7

Mr. Holmberg has not been found liable in any arbitration or civil claim awards. Furthermore, Mr. Holmberg has not been the subject of a bankruptcy petition.