

# *American Asset Management Group, Inc.*

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## *Disclosure Brochure*

*May 10, 2012*

This brochure provides information about the qualifications and business practices of American Asset Management Group, Inc. If you have any questions about the contents of this brochure, please contact us at 301.251.1002. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

American Asset Management Group, Inc. is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Additional information about American Asset Management Group, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Material Changes

American Asset Management Group, Inc. (“American Asset, AAMG, we, us, our, ours”) has made the following material change to our brochure since its last annual update was published March 20, 2012:

1. As a result of new requirements for registration with the SEC established by the Dodd-Frank Wall Street Reform and Consumer Protection Act, AAMG has registered as an investment adviser with the states of Maryland, Pennsylvania, Virginia and District of Columbia. The firm may register with other states in the future when such registration is warranted. The firm is no longer registered with the SEC.

Our current brochure may be requested by contacting Gordon Lamb, President and Chief Compliance Officer at 301.251.1002 or

at [gordon32@aamg.com](mailto:gordon32@aamg.com). We will provide you with a brochure at any time without charge.

Additional information about us and about persons affiliated with us who are registered as our investment adviser representatives (“your advisory representative”) is also available via the SEC’s website, at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Information regarding your advisory representative can also be found in the supplement to this brochure on the page shown in the table of contents to the right of this column.

## Table of Contents

<i>Advisory Business.....</i>	<i>2</i>
<i>Fees and Compensation.....</i>	<i>3</i>
<i>Performance Based Fees.....</i>	<i>4</i>
<i>Types of Clients.....</i>	<i>5</i>
<i>Methods of Analysis, Investment Strategies and Risk of Loss.....</i>	<i>5</i>
<i>Disciplinary Information.....</i>	<i>6</i>
<i>Other Financial Industry Activities and Affiliations.....</i>	<i>6</i>
<i>Code of Ethics; Participation or Interest in Client Transactions and Personal Trading.....</i>	<i>7</i>
<i>Brokerage Practices.....</i>	<i>8</i>
<i>Review of Accounts.....</i>	<i>9</i>
<i>Client Referrals and Other Compensation.....</i>	<i>10</i>
<i>Custody.....</i>	<i>10</i>
<i>Investment Discretion.....</i>	<i>11</i>
<i>Voting Client Securities.....</i>	<i>11</i>
<i>Financial Information.....</i>	<i>12</i>
<i>Requirements for State-Registered Advisers.....</i>	<i>12</i>
<i>Brochure Supplements.....</i>	<i>13</i>

CRD Number 105099

## ***Advisory Business***

American Asset Management Group, Inc. (“AAMG”) is a corporation organized under the laws of the State of Maryland. Gordon Lamb, President and Chief Compliance Officer, founded the Rockville-based investment advisory firm in 1984 and is the principal owner. Amy Williard and Christopher Cox acquired a minority ownership interest in the firm in 2011. AAMG is a state-registered investment advisory firm.

We offer personalized portfolio management services and specialize in the management of value-oriented equity portfolios. We focus on finding investments in undervalued equity securities for long-term capital gains, consistently applying the principles of Graham and Dodd Value Investing. We look for companies trading below our assessment of the value of their assets. In our view they are selling for low prices given the financial strength of the company. We seek to achieve long-term investment instead of actively trading.

When managing your portfolio, we take into consideration all your other assets and the amount and diversity of those assets as well as personal and family obligations of the client. We advise you that your account may be similar to multiple other clients’ accounts that have the same investment objective or strategy. You will grant us discretionary authorization to buy and sell securities as deemed appropriate for your account. The investments in your account may

consist of exchange listed securities, corporate debt securities, United States government securities, Exchange Traded Funds (ETF’s) that take long or short positions, municipal securities, mutual funds, options in securities and interests in partnerships investing in real estate, equipment leasing or other partnerships appropriate to the client’s investment objective.

We further advise you that transactions in your account such as reallocating of assets and rebalancing may trigger a taxable event for you, with the exception of IRA accounts, 403 (b) accounts and other qualified retirement accounts. You are urged to consult with your legal or tax expert on legal or tax matters.

We also furnish investment advice through consultation at the rate of \$300 per hour. The consultation can be general in nature or may pertain to a specific investment subject or investment as you request.

We also prepare special reports at your request.

In managing your investment portfolio, we consider your

- financial situation,
- risk tolerance,
- investment horizon,
- liquidity needs,
- tax considerations,
- investment objectives, and
- any other issues important to your state of affairs.

You should notify us promptly if there are any changes in your financial situation or investment objectives or if you wish to impose any reasonable restrictions upon the management of your account.

As of December 31, 2011, we managed approximately \$45 million in client assets on a discretionary basis where we made all of the investment decisions. Approximately \$22 million in client assets were managed on a non-discretionary basis where our clients made the investment decisions based upon our recommendations.

### ***Fees and Compensation***

We offer our services on a fee-only basis. Our fee is calculated based upon the market value of the assets in your account on the last day of the previous quarter.

Broker-dealers and other financial institutions that hold client accounts are referred to as custodians (“custodian/broker-dealer”). Your custodian/broker-dealer determines the values of the assets in your portfolio.

Fees for the initial quarter are based on the value of your cash and securities at the close of business on the last day of the calendar quarter and are prorated based upon the number of calendar days in the calendar quarter that our agreement is in effect.

Your account shall be subject to a maximum fee of 2% for discretionary accounts and 2.5 % for non-discretionary accounts. All fees are negotiable at our sole discretion.

Consultations are charged at an hourly rate of \$300. The fees for special reports are negotiable with a minimum of \$500.

You may authorize us to have the custodian/broker-dealer pay us directly by charging your account. This authorization must be provided in writing. One-fourth of the annual fee is charged each calendar quarter.

We send a statement that includes the value of your investments, our advisory fee, and how it is calculated. Your custodian/broker-dealer also provides you with statements that show the amount paid directly to us. You should compare the statement we send to your custodian/broker-dealer’s statement and verify the calculation of our fees. Your custodian/broker-dealer does not verify the accuracy of fee calculations.

You may choose to be billed for our investment management services on a quarterly basis, and the fee will be due when billed.

You will be billed for consultations at the time of the consultation, and the fee is due at that time. You will be billed for special reports when the report is delivered, and the fee will be due then.

In addition to our fee, you may be required to pay other charges such as:

- custodial fees,
- brokerage commissions,
- transaction fees,
- internal fees and expenses charged by mutual funds or exchange traded funds (“ETFs”), and
- other fees and taxes on brokerage accounts and securities transactions.

None of these fees are paid to or are shared with us

Mutual fund companies, ETFs, and variable annuity issuers charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by us. Complete details of these internal fees and expenses are explained in the prospectuses for each investment. You are strongly encouraged to read these explanations before investing any money. You may ask us any questions you have about fees and expenses.

If you purchase mutual funds through the custodian/broker-dealer, you may pay a transaction fee that would not be charged if the transactions were made directly through the mutual fund company. Also, mutual funds held in accounts at brokerage firms may pay internal fees that are different from funds held at the mutual fund company.

While you may purchase shares of mutual funds directly from the mutual fund company without a transaction fee,

those investments would not be part of our advisory relationship with you. This means that they would not be included in our investment strategies, investment performance monitoring, or portfolio reallocations.

Please be sure to read the section entitled “Brokerage Practices,” which follows later in this brochure.

You pay our advisory fees in arrears. Should you terminate the advisory agreement we have entered into within five (5) business days from the date the agreement is executed, you will not be charged any fees.

Either of us may terminate the advisory contract for any reason by giving 30 days written notice. Should either one of us terminate the advisory agreement we have entered into before the end of a billing period, fees will be pro-rated to the date of termination and is calculated by dividing the most recent advisory fee you paid by the total number of days in the quarter. This daily fee is then multiplied by the number of calendar days in the quarter that our agreement was in effect. This amount, which equals the amount we earned for the partial quarter, is deducted from your account.

### ***Performance-Based Fees***

We do not charge performance-based fees on any of our client accounts. Performance-based fees are designed to give a portion of the returns of an investment to the investment adviser as a

reward for positive performance. The fee is generally a percentage of the profits made on the investments.

### ***Types of Clients***

We provide advisory services primarily to high net worth individuals, including their trusts, estates and retirement accounts. We also provide services to corporations or business entities, including their pension and profit sharing plans, and charitable organizations. As a condition for starting and maintaining an advisory relationship, we generally require a minimum portfolio size of \$300,000. We, at our sole discretion, may accept clients with smaller portfolios based upon certain factors including anticipated future earning capacity, anticipated future additional assets, account composition, related accounts, and pre-existing client relationships. We may consider the portfolios of your family members to determine if your portfolio meets the minimum size requirement.

### ***Methods of Analysis, Investment Strategies and Risk of Loss***

We select specific investments for your portfolios through the use of fundamental analysis.

Fundamental analysis is a method of evaluating a company that has issued a security by attempting to measure the value of its underlying assets. It entails studying overall economic and industry conditions as well as the financial

condition and the quality of the company's management. Earnings, expenses, assets, and liabilities are all important in determining the value of a company. The value is then compared to the current price of the issuing company's security to determine whether to purchase, sell or hold the security.

Cyclical analysis is a form of fundamental analysis that involves the process of making investment decisions based on the different stages of an industry at a given point in time.

Charting involves identifying patterns that can suggest future activity in price movements. A chart pattern is a distinct formation on a stock chart that creates a trading signal or a sign of future price movements. Chartists use these patterns to identify current trends and trend reversals to trigger buy and sell signals. Some of the chart types are Line Charts, Bar Charts, Candlestick, Point and Figure, etc.

Technical analysis is a method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume.

Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity.

Our investment strategies may include long-term and short-term purchases and sales, and the use of options, margin, and short sales. You may place reasonable

restrictions on the strategies to be employed in your portfolio and the types of investments to be held in your portfolio.

On occasion, a client may wish to use monies from their portfolio to make a personal loan in the form of private mortgages on real estate or as working capital to private companies. AAMG may be asked to perform due diligence on the person, property or company to which monies are to be loaned. This would include examination of a person or company's financial status and their ability to meet interest plus principal payments. In the case of an investment or loan to a private company due diligence would include a check of the company's completion, marketing and sales strategies and the background of their management and personnel.

AAMG will continue to monitor the loans or investment during the life of the loans. AAMG does not initiate or negotiate loans or mortgages. AAMG's normal portfolio management fee schedule will apply and will be calculated on the face value of the loans or investments.

All investments involve risks that can result in loss:

- loss of principal,
- a reduction in earnings (including interest, dividends and other distributions), and
- the loss of future earnings.

Additionally, these risks may include:

- market risk,
- interest rate risk,
- issuer risk, and
- general economic risk.

Although we manage your portfolio in a manner consistent with your risk tolerances, we cannot guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

You must also be aware that the use of margin is a higher risk strategy. It is possible to lose all of the principal you invest, and sometimes more. In a cash account, your risk is limited to the amount of money that you have invested. In a margin account, your risk includes the amount of money invested plus the amount that has been loaned to you.

### ***Disciplinary Information***

We have not been the subject of any legal or disciplinary events that would be material to your evaluation of our business or the integrity of our management.

### ***Other Financial Industry Activities and Affiliations***

As more fully described in "Client Referrals and Other Compensation" on Page 10, we have entered into Solicitor Agreements with other investment advisers and financial professionals, where permissible by law. We may share our advisory fees with these persons



when they refer clients to us. At present Solicitor Agreements are in effect with:

- Fishman Financial Services, Derwood, Md.
- Maryland Financial Group, Inc., doing business as The Monitor Group, Rockville, Md.

Amy Williard and Christopher Cox own a minority interest in AAMG. They are also the principals of the Maryland Financial Group, Inc., a registered investment adviser. Although the two firms share office facilities and administrative personnel, they operate independently.

### ***Code of Ethics; Participation or Interest in Client Transactions and Personal Trading***

We have adopted a *Code of Ethics* (“*Code*”) to address the securities-related conduct of our advisory representatives and employees. The *Code* includes our policies and procedures developed to protect your interests in relation to the following:

- the duty at all times to place your interests ahead of ours;
- that all personal securities transactions of our advisory representatives and employees be conducted in a manner consistent with the *Code* and avoid any actual or potential conflict of interest, or any abuse of an advisory representative’s or employee’s position of trust and

responsibility;

- that advisory representatives may not take inappropriate advantage of their positions;
- that information concerning the identity of your security holdings and financial circumstances are confidential; and
- that independence in the investment decision-making process is paramount.

We will provide a copy of the *Code* to you or any prospective client upon request.

We do not buy or sell securities for our firm that we also recommend to clients. Our advisory representatives and employees are permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account(s). The personal securities transactions by advisory representatives and employees may raise potential conflicts of interest when they trade in a security that is:

- owned by you or
- considered for purchase or sale for you.

We have adopted policies and procedures that are intended address these conflicts of interest. These policies and procedures:

- require our advisory representatives and employees to act in your best interest,



- prohibit favoring one client over another, and
- provide for the review of transactions to discover and correct any same-day trades that result in an advisory representative or employee receiving a better price than a client.

Advisory representatives and employees must follow our procedures when purchasing or selling the same securities purchased or sold for you.

### ***Brokerage Practices***

We may recommend a broker-dealer to serve as the broker-dealer/custodian for your account. The broker-dealer will assist us in servicing your accounts. We are independently owned and operated and not affiliated with the broker-dealer. Because the products or services we receive may vary depending on the custodian we recommend to be used by our clients, we may have a conflict of interest in making that recommendation. Our recommendation of a specific custodian may be based in part on the products and services we receive and not solely on the nature, cost or quality of custody and brokerage services provided to you and our other clients. Therefore, we have an incentive to select or recommend a broker-dealer/custodian based on our interest in receiving the products and services rather than your interest in receiving most favorable execution. We nonetheless strive to act in your best interests at all times.

In addition to brokerage and custody services, these services may include access to investments generally available to institutional investors; research; software; and, educational opportunities.

We have not entered into any soft dollar agreements with any custodian or broker. We are not required to effect a minimum volume of transactions or maintain a minimum dollar of client assets to receive services from the custodian.

Commissions and other fees for transactions executed through the broker-dealer may be higher than commissions and other fees available if you use another custodian/broker-dealer firm to execute transactions and maintain custody of your account. We believe, however, that the overall level of services and support provided to our clients by the broker-dealer outweighs the benefit of possibly lower transactions cost which may be available under other brokerage arrangements.

### ***Directed Brokerage***

You may direct us in writing to use a particular broker-dealer to execute some or all of the transactions for your account. If you do so, you are responsible for negotiating the terms and arrangements for the account with that broker-dealer. We may not be able to negotiate commissions, obtain volume discounts, or best execution. In addition, under these circumstances a difference in commission charges may exist between

the commissions charged to clients who direct us to use a particular broker or dealer and other clients who do not direct us to use a particular broker or dealer.

### *Bunched Trading*

We may engage in bunched trading, which is the purchase or sale of a security for the accounts of multiple clients in a single transaction. If a bunched trade is executed, each participating client receives a price that represents the average of the prices at which all of the transactions in a given bunch were executed. It is the practice of some brokers used by us to allocate commission rates according to the quantity purchased; other brokers allocate transaction costs on a per share basis. If the order is not completely filled, the securities purchased or sold are distributed among participating clients on a pro rata basis or in some other equitable manner.

Bunched trades are placed only when we reasonably believe that the combination of the transactions provides better prices for clients than had individual transactions been placed for clients. Transactions for nondiscretionary client accounts are not bunched with transactions for discretionary client accounts. Transactions for the accounts of our employees and advisory representatives may be included in bunched trades. They receive the same average price and pay the same commissions and other transaction costs,

as clients. Transactions for the accounts of our advisory representatives or employees will not be favored over transactions for client accounts.

We are not obligated to include any client account in a bunched trade. Bunched trades will not be effected for any client's account if doing so is prohibited or otherwise inconsistent with that client's investment advisory agreement. No client will be favored over any other client.

### **Review of Accounts**

All client accounts are monitored on an ongoing basis with a formal review conducted at least annually or as agreed upon with individual clients. The reviews focus on the consistency of portfolio investments with each client's stated objectives and risk tolerances. Reviews also consider investment restrictions requested by individual clients, investment time horizons, liquidity needs, tax considerations and other circumstances unique to each client.

On a quarterly basis, the performance of each client account is reviewed to monitor consistency with market benchmarks that we deem applicable. Account reviews may also be triggered by other factors such as changes in general economic and market conditions, analyst reports, issuer news and interest rate movement. Your advisory representative is responsible for all

reviews.

You will receive statements from the custodian/broker-dealer at least quarterly. These statements identify your current investment holdings, the cost of each of those investments, and their current market values. You will also receive performance analysis reports prepared by us which describe the returns realized on the investments in your account.

### ***Client Referrals and Other Compensation***

We have entered into written compensation agreements with certain unaffiliated investment advisers, registered representatives through their broker/dealers and professionals such as CPAs, attorneys, etc. We pay these persons a percentage of the fee that you pay to us if it is determined you have become clients as a result of their direct or indirect efforts. These payments are a portion of the fee that we charge and do not result in an increase in the amount of the fee that you pay. Any solicitation or referral arrangements will comply with applicable laws that govern:

- 1) the nature of the service,
- 2) fees to be paid,
- 3) disclosures to clients,
- 4) any necessary client consents, and
- 5) registration or notice filing as required by state and/or federal regulation.

At present Solicitor Agreements are in effect with:

- Fishman Financial Services, Derwood, Md.
- Maryland Financial Group, Inc., doing business as The Monitor Group, Rockville, Md.

Fishman Financial Services may not refer clients who are residents of Pennsylvania unless it registers in that state as an investment adviser.

We receive certain economic benefits as a result of our participation in the custodian's institutional program. Those benefits are described in detail in the preceding section entitled "Brokerage Practices."

### ***Custody***

We are deemed to have custody of your accounts because, with your written authorization, we cause advisory fees to be deducted directly from your account. However, we do not maintain physical custody of your account.

You will receive statements from the custodian/broker-dealer that holds your investment account on at least a quarterly basis. We urge you to carefully review these statements and compare them to the account statements that we may provide you. You should verify that the transactions in your account are consistent with your investment goals and the objectives for your account. We also encourage you to contact your advisory representative or our Chief

Compliance Officer should you have any questions or concerns regarding your account.

### ***Investment Discretion***

We offer our advisory services on a both a discretionary and a non-discretionary basis. When we offer our services on a discretionary basis, we do so through a limited trading authority so that we do not need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts. When we offer our advisory services on a on a non-discretionary basis, we need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts. By the discretionary authority granted, we have the ability to choose the broker-dealer through which transactions will be executed, although you may in writing direct us to use a broker-dealer of your choice. We do not, however, have the ability to withdraw funds from your account (other than to withdraw our advisory fees which, may only be done with your prior written authorization.) This discretion is used in a manner consistent with the stated investment objectives for your account, if you have given us written authorization to do so. We only exercise discretion in accounts where we have been authorized by you. This authorization is typically included in the investment advisory agreement you enter into with us. You have the opportunity to place reasonable restrictions on the type of securities to be included in your account.

### ***Voting Client Securities***

We do not take any action or give any advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which your accounts may be invested. In addition, we do not take any action or give any advice with respect to any securities held in any accounts that are named in or subject to class action lawsuits. We will, however, forward to you any information received by us regarding proxies and class action legal matters involving any securities held in your accounts. You will receive proxy information directly from your account custodian.

## ***Financial Information***

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you.

We may, with your written authorization, have discretionary authority over your account. This discretion is limited to determining the types and amounts of securities to be bought or sold in your account, pursuant to your stated investment objectives.

We do not have physical custody of client funds or securities. All client assets are maintained with a qualified custodian.

We do not require prepayment of more than \$500 in fees per client, six months or more in advance.

We have not been the subject of a bankruptcy proceeding.

## ***Requirements for State-Registered Advisers***

A. The principal owner and president of AAMG is Gordon B. Lamb. For addition information, including his education and business background, please see his Supplement on the following pages.

B. AAMG does not conduct any business other than its advisory business. Other business activities of its associated persons are described in their respective Supplements to this brochure.

C. AAMG nor its advisory representatives are compensated with performance based fees.

D. AAMG nor any management person has been involved in an arbitration; found to be liable in any civil, self-regulatory organization or administrative proceeding.

E. AAMG nor any management person has any relationship with an issuer of securities.

**Gordon B. Lamb**  
***American Asset Management Group, Inc.***

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**Brochure Supplement**

**April 15, 2012**

**This brochure supplement provides information about Gordon B. Lamb that supplements the American Asset Management Group, Inc., brochure. You should have received a copy of that brochure. Please contact Gordon B. Lamb, President and Chief Compliance Officer, if you did not receive American Asset Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Gordon B. Lamb is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

**Gordon B. Lamb**

*Year of birth:* 1932

*Formal education:*

- University of California at Berkeley – Attended 1951
- University of Maryland – Attended 1953 - 1955
- University of Pennsylvania, Wharton School - ABA Course 1968

*Business background:*

- American Asset Management Group, Inc. – President and Chief Compliance Officer, Advisory Representative; (04/84 – Present)
- American Investment Managers - Advisory Representative; (04/72 – 12/04)

## **Disciplinary Information**

Gordon B. Lamb has not been the subject of any legal or disciplinary event.

## **Other Business Activities**

Mr. Lamb is the Secretary/Treasurer of S Corp., a staffing company founded by his late wife. Mr. Lamb spends less than 10% of his time on this activity.

## **Additional Compensation**

Mr. Lamb does not receive any additional compensation related to the advisory services provided to you.

## **Supervision**

Mr. Lamb is supervised by Carl Perthel, Investment Strategist and Portfolio Manager. Mr. Perthel can be reached at 301.251.1002.

We supervise Mr. Lamb by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Mr. Lamb gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established
- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,
- Perform annual oversight so that Mr. Lamb is aware of your current financial situation, objectives, and individual investment needs
- A review of client correspondence on an as needed basis.



### ***Requirements for State-Registered Advisers***

Mr. Lamb has not been the subject of any arbitration claims, other proceedings or bankruptcy petition.

Noreen Miyake-Char  
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Brochure Supplement

April 15, 2012

**This brochure supplement provides information about Noreen Miyake-Char that supplements the American Asset Management Group, Inc., brochure. You should have received a copy of that brochure. Please contact Gordon B. Lamb, President and Chief Compliance Officer, if you did not receive American Asset Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Noreen Miyake-Char is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

**Noreen Miyake-Char**

*Year of birth:* 1974

*Formal education:*

- The George Washington University – 1998, B.A.
- The Johns Hopkins University – 2005, M.B.A., Finance
- The Johns Hopkins University – 2002, Graduate Certificate, Investments

*Business background:*

- American Asset Management Group, Inc. – Portfolio Operations Manager, (1998 – Present); Advisory Representative; (05/06 – Present)

## **Disciplinary Information**

Noreen Miyake-Char has not been the subject of any legal or disciplinary event.

## **Other Business Activities**

Ms. Miyake-Char is President and Program Chair of the Washington (D.C.) Association of Money Managers. Ms. Miyake-Char spends less than 10% of her time on this activity.

## **Additional Compensation**

Ms. Miyake-Char does not receive any additional compensation related to the advisory services provided to you.

## **Supervision**

Ms. Miyake-Char is supervised by Gordon B. Lamb, President and Chief Compliance Officer. Mr. Lamb can be reached at 301.251.1002.

We supervise Ms. Miyake-Char by requiring that she adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Ms. Miyake-Char gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established
- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,
- Perform annual oversight so that Ms. Miyake-Char is aware of your current financial situation, objectives, and individual investment needs

A review of client correspondence on an as needed basis.

### ***Requirements for State-Registered Advisers***

Ms. Miyake-Char has not been the subject of any arbitration claims, other proceedings or bankruptcy petition.

Carl Perthel  
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## Brochure Supplement

April 15, 2012

**This brochure supplement provides information about Carl Perthel that supplements the American Asset Management Group, Inc., brochure. You should have received a copy of that brochure. Please contact Gordon B. Lamb, President and Chief Compliance Officer, if you did not receive American Asset Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Carl Perthel is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

### **Carl Perthel**

*Year of birth:* 1957

*Formal education:*

- University of South Carolina – 1979, B.S., Business
- University of South Carolina – 1981, M.P.A., Finance

*Business background:*

- American Asset Management Group, Inc. – Investment Strategist and Portfolio Manager, (03/01 – Present); Advisory Representative; (06/06 – Present)
- Washington (D.C.) Association of Money Managers – Past President

## **Disciplinary Information**

Carl Perthel has not been the subject of any legal or disciplinary event.

## **Other Business Activities**

Mr. Perthel is a visiting scholar at the Howard University School of Business Administration, George Mason University and the University of Virginia lecturing on technical market analysis, behavioral finance, and portfolio management. Mr. Perthel spends less than 10% of his time on this activity.

## **Additional Compensation**

Mr. Perthel does not receive any additional compensation related to the advisory services provided to you.

## **Supervision**

Mr. Perthel is supervised by Gordon B. Lamb, President and Chief Compliance Officer. Mr. Lamb can be reached at 301.251.1002.

We supervise Mr. Perthel by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Mr. Perthel gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established
- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,
- Perform annual oversight so that Mr. Perthel is aware of your current financial situation, objectives, and individual investment needs
- A review of client correspondence on an as needed basis.

***Requirements for State-  
Registered Advisers***

Mr. Perthel has not been the subject of any arbitration claims, other proceedings or bankruptcy petition.



***John O. Low***

***American Asset Management Group, Inc.***

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***20850***

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## Brochure Supplement

April 15, 2012

**This brochure supplement provides information about John O. Low that supplements the American Asset Management Group, Inc. brochure. You should have received a copy of that brochure. Please contact Gordon B. Lamb, President and Chief Compliance Officer, if you did not receive American Asset Management Group, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about John O. Low is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

**John O. Low**

*Year of birth:* 1965

*Formal education:*

- University of Maryland – 1984-1986 (no degree)
- Syracuse University – 1987 - 1991 (no degree)

*Business background:*

- American Asset Management Group, Inc. – Advisory Representative (08/11 – Present)
- Banning + Low, LTD – President and Founder (09/03 – 12/08)
- Morgan Stanley – Financial Advisor (07/99 -09/03)
- Stone Street Capital – Senior Executive Buyer (12/97 – 04/99)
- Affinity Marketing LLC – Marketing and Promotions (12/96 – 10/97)

## **Disciplinary Information**

John O. Low has not been the subject of any legal or disciplinary event.

## **Other Business Activities**

Mr. Low is not engaged in any business activities other than those related to American Asset Management Group, Inc.

## **Additional Compensation**

Mr. Low does not receive any additional compensation related to the advisory services provided to you.

## **Supervision**

Mr. Low is supervised by Gordon B. Lamb, President and Chief Compliance Officer. Mr. Lamb can be reached at 301.251.1002.

We supervise Mr. Low by requiring that he adhere to our processes and procedures as described in our firm's Code of Ethics. We will monitor the advice that Mr. Low gives to you by performing the following reviews:

- A review of relevant account opening documentation when the relationship is established
- A daily review of account transactions,
- Review custodial information on a quarterly basis to assess account activity,
- Perform annual oversight so that Mr. Low is aware of your current financial situation, objectives, and individual investment needs
- A review of client correspondence on an as needed basis.

### ***Requirements for State-Registered Advisers***

Mr. Low has not been the subject of any arbitration claims, other proceedings or bankruptcy petition.