



NorthView Asset Management, Inc.

Form ADV Part 2A – Disclosure Brochure

Effective: July 6, 2012

This Disclosure Brochure provides information about the qualifications and business practices of NorthView Asset Management, Inc. (herein “NVAM” or “Advisor”). If you have any questions about the contents of this Disclosure Brochure, please contact us at (512) 358-1280. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (“SEC”) or by any state securities authority. **Registration of an investment advisor does not imply any specific level of skill or training.** This Disclosure Brochure provides information about NVAM to assist you in determining whether to retain the Advisor.

Additional information about NVAM and its advisory persons are available on the SEC’s website at www.adviserinfo.sec.gov.

NorthView Asset Management, Inc.
CRD No: 109854
12912 Hill Country Blvd, Suite #F236
Austin, TX 78738
Phone: (512) 358-1280 * Fax: (512) 358-1163

Item 2 – Material Changes

Form ADV 2 is divided into two parts: *Part 2A and Part 2B*. *Part 2A* (the “Disclosure Brochure”) provides information about a variety of topics relating to an Advisor’s business practices and conflicts of interest. *Part 2B* (the “Brochure Supplement”) provides information about advisory personnel of NVAM. NVAM believes that communication and transparency are the foundation of our relationship and continually strive to provide our Clients with the complete and accurate information at all times. We encourage all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

Material Changes

During 2012, the following material changes to the advisory services provided by NVAM, which are contained in this Disclosure Brochure and Brochure Supplement for Samuel Granett are as follows:

- a. Samuel Granett, a registered representative changed affiliates from Woodstock Financial Group, a Registered Investment Advisor and fully licensed broker dealer to International Assets Advisory, a Registered Investment Advisor and fully licensed broker dealer.
- b. Woodstock Fixed Income, LLC of which Mr. Granett is a part owner, changed its name to International Fixed Income, LLC.
- c. On page 10, Review of Accounts, the following information was added:

Examples of reports provided are as follows:

- I. *Investment Advisory Services*
 - a. *Comparison of the investments with the Client’s investment guidelines to ensure compliance*
 - b. *Investment environment and strategy employed for the most recent past period*
 - c. *Forward look at the economic and market situation and the Client’s current posture*
 - d. *Statement of assets in agreed upon format*
 - e. *Listing of new securities acquired and those disposed of during the period including book and market value for each*
 - f. *Comparison of portfolio returns to performance benchmarks*
- II. *Investment Accounting and Reporting*
 - a. *Investment Accounting Model*
 1. *Monthly reconciliation to cash and investment-related transaction between custodian(s) and accounting system*
 2. *Monthly asset reconciliation with custodian(s)*
 3. *Standard investment accounting reports*
 - b. *External Interfacing*
 1. *Independent portfolio valuation*
 2. *Mortgage backed factor processing*
 3. *NAIC values and designations*
 4. *Interface with multiple Annual Statement providers*
 - c. *Regulatory Reporting*
 1. *Complete preparation of all Schedule D Exhibits – quarterly and annually*
 2. *Preparation of Investment Income and Capital Gains/Loss Exhibit*
 - d. *Tax Reporting*
 1. *Taxable and Tax exempt income and dividends*
 2. *Tax basis capital gains and losses on investments*

Pursuant to the Dodd-Frank Act, NVAM will be transitioning from registration with the U.S. Securities and Exchange Commission to registration with the State of Texas. An additional disclosure Item 19 has been added to this Disclosure Brochure as required by state regulations.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of NVAM.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

To review the firm information for NVAM:

- Click **Investment Advisor Search** in the left navigation menu.
- Select the option for **Investment Advisor Firm** and enter **109854** (our firm's CRD number) in the field labeled "Firm IARD/CRD Number".
- This will provide access to Form ADV Part 1 and Part 2.
- Item 11 of the ADV Part 1 lists legal and disciplinary questions regarding the Advisor.
- In the left navigation menu, Form ADV Part 2 is located near the bottom.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (512) 358-1280.

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Item 4 – Advisory Services

A. Firm Information

NorthView Asset Management, Inc. (herein “NVAM” or the “Advisor”) was organized as a corporation under the laws of the State of Delaware. NVAM was founded in 1998 under the name APS Asset Management. Its name was changed to NorthView Asset Management, Inc. in August 2010 and purchased and operated by President and Chief Compliance Officer, Samuel R. Granett. This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by NVAM.

B. Advisory Services Offered

NVAM offers investment advisory services to Clients in the United States (each referred to as a “Client”).

Account Portfolio Management

NVAM provides portfolio management (investment supervisory services) to insurance companies. Our clients have specific needs for liquidity and safety of their excess cash that is placed with us for investment. Our firm’s primary focus is investment grade fixed income securities with a balance between the client’s needs for safety of principal and liquidity obligations. NVAM may also use equities and/or ETF’s to meet the need of the Client.

Every client is expected to provide us with an investment policy or guidelines for their portfolio composition. Often, our clients have specific regulatory limits on available investments that are imposed on them by insurance regulators in the states our clients operate. For our current clients, the primary goal is having adequate cash flow to cover anticipated liabilities that are derived by using actuarial estimates.

NVAM is considering offering investment supervisory services to other types of clients and the services offered would be the same as described in this brochure.

NVAM’s investment strategy is primarily long-term focused, but the Advisor may buy, sell or re-allocate positions that have been held less than one year to meet the objectives of the Client or due to market conditions. NVAM will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to the acceptance by the Advisor.

NVAM evaluates and selects securities for inclusion in Client portfolios only after applying their internal due diligence process. NVAM may recommend, on occasion, redistributing investment allocations to diversify the portfolio. NVAM may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement, which may adversely affect the portfolio. NVAM may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client’s risk tolerance.

Prior to rendering investment advisory services, NVAM will ascertain, in conjunction with the Client, the Client’s financial situation, risk tolerance, and investment objective[s].

NVAM will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will NVAM accept or maintain custody of a Client’s funds or securities. All Client assets will be managed within their designated custody account, pursuant to the Client Investment Advisory Agreement.

C. Client Account Management

Prior to engaging NVAM to provide investment advisory services, each Client is required to enter into an Investment Advisory Agreement with the Advisor that defines the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Policy Statement – NVAM, in connection with the Client, may develop a statement that summarizes the Client's investment goals and objectives along with the broad strategy[ies] to be employed to meet the objectives.
- Asset Allocation – NVAM will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.
- Portfolio Construction – NVAM will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – NVAM will provide investment management and ongoing oversight of the Client's portfolio and overall account.

D. Wrap Fee Programs

NVAM does not manage or place Client assets into a wrap fee program. Investment management services are provided directly by NVAM.

E. Assets Under Management

As of June 30, 2012, the most recent date for which such calculations are provided, NVAM manages the following assets:

Assets Under Management	Amount
Discretionary Assets	\$29,396,128
Non-discretionary Assets	\$0
Total Assets Under Management: \$29,396,128	

Clients may request more current information at any time by contacting the Advisor.

Item 5 - Fees and Compensation

A. Annual Fees for Advisory Services

NVAM is compensated for its services based on a percentage of assets under management. Our usual annual fee range for our services is 0.10% through 0.40% of client assets under our management. Our fees are fully negotiable.

In limited circumstances, NVAM will negotiate fixed fees with a client to compensate for our services.

NVAM normally bills clients for advisory services. Clients are billed quarterly in advance and the amount billed is based on the market value balance on the last day of the quarter. Upon written termination of the advisory relationship, the client will be entitled to a pro rata return of their fees, determined by the number of elapsed days in the quarter based on a 30/360 calendar.

Clients will also be charged for commissions on trade execution or other custodial fees by unaffiliated or affiliated 3rd parties. In some circumstances, NVAM clients will pay commissions for trades executed by a broker (International Assets Advisory) with whom we have an affiliation. To avoid a conflict of interest, prior approval from the client is received and documented before any commission is taken by its affiliate.

NVAM does not charge performance based fees. All accounts are managed without incentive compensation arrangements.

B. Fee Billing

Account Portfolio Management

Investment Advisory Fees will be invoiced and paid directly by the Client. The Advisor shall send an invoice to the Client indicating the amount of the fees to be paid at the respective quarter end date. The

amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the total assets under management with NVAM at the end of each quarter. The Advisor will provide the Client a report itemizing the fee, including the calculation period covered by the fee, the account value and the methodology used to calculate the fee. Payment is due upon receipt of invoice from the Advisor.

C. Other Fees and Expenses

Clients may incur certain fees or charges imposed by third parties, other than NVAM, in connection with investment made on behalf of the Client's account[s]. Securities transaction and execution fees charged by the custodian and executing broker-dealer are paid by each Client for their respective account[s]. Non-routine fees for liquidations, frequent trading requests, wire transfers and other custodian fees remain the sole responsibility of the Client.

In addition, all fees paid to NVAM for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of NVAM, but would not receive the services provided by NVAM which are designed, among other things, to assist the Client in determining which products or services are most appropriate to each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by NVAM to fully understand the total fees to be paid.

D. Advance Payment of Fees and Termination

Account Portfolio Management

NVAM is compensated for its services at the end of the quarter after investment advisory services are rendered. Clients may request to terminate their Investment Advisory Agreement with NVAM, in whole or in part, by providing advance written notice. The Client shall be responsible for Investment Advisory Fees up to and including the effective date of termination. The Client's Investment Advisory Agreement with the Advisor is nontransferable without Client's written approval.

E. Compensation for Sales of Securities

NVAM does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the Investment Advisory Fees noted above, unless NVAM receives prior approval from the Client for transactions completed through its affiliate.

Item 6 – Performance-Based Fees

NVAM does not charge performance-based fees for its investment advisory services. The fees charged by NVAM are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client. NVAM does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

Item 7 – Types of Clients

NVAM provides advisory services to insurance companies and to other institutions. We are interested in adding to our client base. We desire to offer our services to additional insurance companies, institutional investors, high net worth family trusts, partnerships, hedge funds, and high net worth individuals. Currently, we require a minimum of \$200,000 in assets to establish an advisory relationship.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

A. Methods of Analysis

In its primary role, NVAM is responsible for managing excess cash for insurance companies. The primary objective of our clients is to have sufficient liquidity to cover their estimated liabilities. This primary objective, together with regulatory limits on permissible investments, means that the vast majority of the investments are placed in fixed income products. Fixed income portfolios have predictable maturity and duration characteristics, come with a contractual obligation to repay the invested principal, and have price volatility that is often less than that for equity investments.

With our clients having specific cash and liquidity goals, we evaluate our investments on:

- 1) Risk of principal loss
- 2) Maturity of the investment
- 3) Yield to maturity or Yield to Worst
- 4) Potential tax liability

When analyzing a possible investment, we first evaluate the credit risk of the issuer. This involves analyzing the issuer's balance sheet and key financial ratios. We also evaluate the issuer's operating history, their growth or dominance in their business line and the issuer's future prospects. Ratings for the bond issue are also considered, since our clients are primarily limited by law to investments in highly rated ("investment grade") bonds.

The maturity of the investment is paramount in any analysis. Our current clients have specific actuarially determined liabilities that they need to cover with the principal returned when an investment matures.

We will strive for the highest yield on the investment recommended to the client, but yield to maturity is definitely not as important as minimizing credit risk, default risk, and interest rate risk. What this means is if an investment decisions involves two securities, both with the same levels of credit risk (risk of default), market risk (risk of changes in valuation), and interest rate risk (the risk of interest rate changes adversely affecting the investment), and the same maturity, we would normally select the investment with the highest yield to maturity.

Potential tax liability is usually not a key criterion for investment decisions, but we will purchase municipal bonds when other factors such as issuer strength, maturity of the issue, and tax equivalent yield point to an attractive opportunity.

NVAM's investment strategy is to construct a client portfolio that preserves invested principal while meeting the client's liquidity needs, and providing better returns than those available in FDIC insured savings or government bonds.

While there is risk of loss in any investment, NVAM seeks to manage that risk by investing in high grade corporate bonds that are spread across all sectors of the U.S. economy. NVAM also invests in municipal bonds in geographically diverse municipal entities across the country.

B. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. NVAM will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the

accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process.

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor. For more information on our investment management services, please contact us at (512) 358-1280.

Item 9 – Disciplinary Information

Currently, there are no legal, regulatory or disciplinary events involving NVAM or any of its employees. Mr. Granett was involved in two complaints as a general principal for a brokerage firm in 1993 and 1995. Those complaints are outlined in the attached ADV Part 2B Brochure Supplement. NVAM and its advisory personnel value the trust you place in us. As we advise all Clients, we encourage you to perform the requisite due diligence on any advisor or service provider with which you partner. Our background is on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. To review the firm information contained in ADV Part 1, select the option for Investment Adviser Firm and enter **109854** in the field labeled “Firm IARD/CRD Number”. This will provide access to Form ADV Parts 1 and 2. Item 11 of the ADV Part 1 lists legal and disciplinary questions. You may also research the background of Samuel R. Granett by selecting the Investment Adviser Representative and entering Mr. Granett’s Individual CRD# **1576291** in the field labeled “Individual CRD Number”. Additional information on Mr. Granett can be found on his ADV Part 2B Item 2.

Item 10 – Other Financial Activities and Affiliations

In addition to serving advisory Clients, Samuel R. Granett is a registered representative of International Assets Advisory, a FINRA and SIPC member and registered with the SEC as a securities broker. He is also part owner of International Fixed Income, LLC which is the local area name of the Austin, Texas OSJ office of International Assets Advisory. International Fixed Income, LLC is affiliated with NVAM through common ownership.

International Fixed Income, LLC is the local area name of a registered OSJ office of International Assets Advisory, a FINRA and SIPC member and registered with the SEC as a securities broker.

Clients are not obligated to utilize the brokerage services offered by Mr. Granett in order to establish or maintain an advisory relationship with NVAM.

Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

A. Code of Ethics

NVAM has prepared a firm wide Code of Ethics for our investment advisory personnel (“supervised persons”); the Code emphasizes the obligations of our firm and its employees to act in the best interests of our clients in providing investment advice. The Code of Ethics also specifies conduct prohibited by NVAM. Violations of the Code are cause for disciplinary action by NVAM. The Code also requires that the CCO vigorously enforce the Code. A full and complete copy of the Code of Ethics will be provided to our clients and to prospective clients per their request.

NVAM will not normally participate in client transactions. The investments that we recommend will normally be:

- Investment Grade Corporate Bonds;

- Securities issued by the U.S. Government;
- Securities issued by agencies with some amount of U.S. Government support;
- Securities issued by municipal entities; and
- Preferred equities issued by large cap corporations.

In the event that a NVAM employee or contractor wants to purchase for their own account a security recommended to a client, the client's order will be processed prior to the order for the NVAM employee or contractor. Any exceptions to this are direct violations of NVAM's Code of Ethics.

Item 12 – Brokerage Practices

NVAM President and control person is a registered General Securities Representative and General Securities Principal with International Assets Advisory, a FINRA and SIPC member. NVAM will often, but not always, use International Assets Advisory as an executing broker for client securities trades. NVAM in no way requires its clients to custody their assets with International Assets Advisory or use International Assets Advisory as an executing broker.

Every NVAM client has the ability to select its own broker. Clients are advised that the use of International Assets Advisory as an executing broker potentially creates a conflict of interest between the client and NVAM, since brokerage commissions may be paid to a NVAM advisor that is also a International Assets Advisory registered representative. A client does not pay brokerage commissions to International Assets Advisory for trades unless NVAM receives advance approval from the client.

The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]).

NVAM does not receive soft dollar compensation from any affiliated or executing broker.

A. Aggregating and Allocating Trades

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. NVAM will execute its transactions through International Assets Advisory, its affiliated broker. NVAM may aggregate orders in a block trade or trades when securities are purchased or sold through the same broker-dealer for multiple (discretionary) accounts. This must be done in a way that does not consistently advantage or disadvantage particular Client accounts.

Item 13 – Review of Accounts

NVAM reviews client accounts at least quarterly and prepares a detailed written report of the review. A copy of the report is sent to the client. Samuel R. Granett conducts the account reviews. Detailed lists of the reports that will be provided to our clients are attached to the asset management agreement. Examples of reports provided are as follows:

- I. Investment Advisory Services
 - a. Comparison of the investments with the Client's investment guidelines to ensure compliance
 - b. Investment environment and strategy employed for the most recent past period
 - c. Forward look at the economic and market situation and the Client's current posture
 - d. Statement of assets in agreed upon format
 - e. Listing of new securities acquired and those disposed of during the period including book and market value for each
 - f. Comparison of portfolio returns to performance benchmarks

- II. Investment Accounting and Reporting
 - a. Investment Accounting Model
 - 1. Monthly reconciliation to cash and investment-related transaction between custodian(s) and accounting system
 - 2. Monthly asset reconciliation with custodian(s)
 - 3. Standard investment accounting reports
 - b. External Interfacing
 - 1. Independent portfolio valuation
 - 2. Mortgage backed factor processing
 - 3. NAIC values and designations
 - 4. Interface with multiple Annual Statement providers
 - c. Regulatory Reporting
 - 1. Complete preparation of all Schedule D Exhibits – quarterly and annually
 - 2. Preparation of Investment Income and Capital Gains/Loss Exhibit
 - d. Tax Reporting
 - 1. Taxable and Tax exempt income and dividends
 - 2. Tax basis capital gains and losses on investments

Item 14 - Client Referrals and Other Compensation

At this time, we do not pay other IA firms or 3rd parties for client referrals.

We have no current plans to use outside persons or firms to solicit prospective IA clients on our behalf and do not have any plans to obtain soft dollar compensation from any 3rd party.

Item 15 - Custody

NVAM will **not** take custody of our clients' assets.

Clients are advised to make their own custodial arrangements. NVAM may use International Assets Advisory as a broker to execute client transactions, but does not require or recommend that clients use that brokerage firm in any capacity. We have no requirement for custodial firms, other than participation in the Depository Trust Company's Institutional Delivery System so that client trades can be settled and confirmed.

Item 16 - Investment Discretion

NVAM generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by NVAM. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an Investment Advisory Agreement containing all applicable limitations to such authority. All discretionary trades made by NVAM will be in accordance with each Client's investment objectives and goals. At least quarterly, NVAM reviews all transactions with the Client to insure guideline compliance.

Item 17 - Voting Client Securities

NVAM does not accept proxy-voting responsibility for any Client.

Item 18 - Financial Information

Neither NVAM, nor its management has any adverse financial situations that would reasonably impair the ability of NVAM to meet all obligations to its Clients. Neither NVAM, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. NVAM is not required to deliver a balance sheet along with this Brochure as the firm does not collect advance fees for services to be performed six months or more in advance.

Item 19 - Requirements for State Registered Advisors

A. Educational Background and Business Experience of Principal Officer

The President and Chief Compliance Officer of NVAM is Samuel R. Granett. Information regarding the formal education and background of Mr. Granett is included in Item 2 of Part 2B below.

B. Other Business Activities of Principal Officer

In addition to serving advisory Clients, Mr. Granett also serves as a Registered Representative for International Assets Advisory, a fully licensed broker dealer. Clients are not obligated to utilize the brokerage services offered by Mr. Granett in order to establish or maintain an advisory relationship with NVAM.

C. Performance Fee Calculations

NVAM does not charge performance-based fees for its investment advisory services. The fees charged by NVAM are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client.

D. Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding NVAM or Mr. Granett as an advisor for NVAM or his previous advisory firm. Mr. Granett was involved in two complaints as a general principal for a brokerage firm in 1993 and 1995. Those complaints are outlined in the attached ADV Part 2B Brochure Supplement. Neither NVAM, its employees nor Mr. Granett as an advisor have ever been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against NVAM or Mr. Granett. Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices.

E. Material Relationships with Issuers of Securities

Neither NVAM nor Mr. Granett has any relationships or arrangements with issuers of securities.

Form ADV Part 2B – Brochure Supplement
for
Samuel R. Granett, President and Chief Compliance Officer
NorthView Asset Management, Inc.
12912 Hill Country Blvd., Suite F-236
Austin, TX 78738
Effective: July 6, 2012

This Brochure Supplement provides information about Samuel R. Granett (CRD# **1576291**) that supplements the NorthView Asset Management, Inc. (herein “NVAM” or the “Advisor” - CRD #109854) Disclosure Brochure. You should have received a copy of that brochure. Please contact Samuel R. Granett at 512-358-1280 if you did not receive NorthView Asset Management, Inc.’s brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Granett is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

The President and Chief Compliance Officer of NVAM is Samuel R Granett (date of birth, 1946) Additional information regarding Mr. Granett's employment history is included below.

Employment History

<i>Employment Dates</i>	<i>Employer Name</i>	<i>Employer Location</i>
08/2010 – Present	NorthView Asset Management, Inc.	Austin, TX
04/2012 – Present	International Assets Advisory	Orlando, FL
08/2010 – 04/2012	Woodstock Financial Group, Inc.	Woodstock, GA.
12/2008 – 08/2010	APS Asset Management	Austin, TX
08/2010 – 08/2010	Crescent Securities	Dallas, TX
09/1986 – 08/2010	APS Financial Corporation	Austin, TX

Educational Background

Degrees

1969	BS, Civil Engineering	United States Military Academy, West Point, NY
1977	Executive MBA	Harvard Business School, Cambridge, MA

Item 3 – Disciplinary Information

Civil Litigation Information

Court Details: District, Travis County, TX 92-0089
Date Notice Process: 07/08/1993
Disposition Date: 07/01/1994

Allegations: Alleged that applicant was liable for breach of contract, negligence, and violation of TX DTRPA. As best as applicant can discern from Plaintiff's pleadings (which are difficult to comprehend), the amount of actual damages claimed was \$3 million.

Alleged Damages: \$3,000,000

Disposition: \$100,000 to customer

Granett Contribution Amount: \$0.00

Summary: The case, including all counterclaims, was settled. All claims and causes of action against Granett were dismissed with prejudice as part of the settlement agreement. APS Group, a defendant and parent company of APS Financial (Mr. Granett's employer), paid the plaintiff \$100,000. Granett did not pay any part of the settlement.

Arbitration Information

Arbitration Case No.: National Association of Securities Dealers; 95-01539
Date Notice Processed: 05/08/1995
Disposition Date: 6/24/1996

Allegation: Claimants, who never dealt with Mr. Granett, alleged that APS (Mr. Granett's employer) fraudulently or negligently represented certain bonds. Claimant sought recovery of approximately \$1.6 million in alleged losses. While Mr. Granett was named as a respondent in the proceedings, the statement of claim nowhere named him specifically, nor did it identify any misconduct allegedly committed by him.

Alleged Damages: \$1,606,211.00

Disposition: \$32,802.28 awarded to customer

Granett Contribution Amount: \$0.00

Since 1995, there are no legal, civil or disciplinary events to disclose regarding Mr. Granett. Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, since 1995, there are no legal, civil or disciplinary events to disclose regarding Mr. Granett.*** However, we do encourage you to independently view the background of Mr. Granett on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter **1576291** in the field labeled "Individual CRD Number".

Item 4 – Other Business Activities

In addition to serving advisory Clients, Mr. Granett also serves as a Registered Representative for International Assets Advisory. Additional details are included in Item 10 above. He is also a part owner of International Fixed Income, LLC, a branch office of International Assets Advisory.

Item 5 – Additional Compensation

Mr. Granett has additional business activities where compensation is received. These business activities are detailed in Item 10 - Other Financial Activities and Affiliations in Part 2A above.

Item 6 – Supervision

Mr. Granett serves as the President and Chief Compliance Officer of NVAM. Mr. Granett can be reached at (512) 358-1280. NVAM has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of NVAM. Further, NVAM is subject to regulatory oversight by various agencies. These agencies require registration by NVAM and its employees. As a registered entity, NVAM is subject to examinations by regulators, which may be announced or unannounced. NVAM is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Item 7 – Requirements for State Registered Advisors

Mr. Granett does not have any additional information to disclose.

Privacy Policy

Effective: July 6, 2012

Our Commitment to You

NorthView Asset Management, Inc. ("NVAM") is committed to safeguarding the use of your personal information that we have as your Investment Advisor. NVAM (referred to as "we", "our" and "us" throughout this notice) protects the security and confidentiality of the personal information we have and make efforts to ensure that such information is used for proper business purposes in connection with the management or servicing of your account. Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything we can to maintain that trust.

We do not sell your non-public personal information to anyone. Nor does NVAM provide such information to others except for discrete and proper business purposes in connection with the servicing and management of your account as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this privacy policy.

The Information We Collect About You

You typically provide personal information when you complete the paperwork required to become our Client. This information may include your:

Name and address • Assets • E-mail address • Income • Phone number • Account balance
Social security or taxpayer identification number • Investment activity • Accounts at other institutions

In addition, we may collect non-public information about you from the following sources:

- Information we receive on Brokerage Agreements, Managed Account Agreements and other Subscription and Account Opening Documents;
- Information we receive in the course of establishing a customer relationship including, but not limited to, applications, forms, and questionnaires;
- Information about your transactions with us or others

Information About You That NVAM Shares

NVAM works to provide products and services that benefit our customers. We may share non-public personal information with non-affiliated third parties (such as brokers and custodians) as necessary for us to provide agreed services and products to you consistent with applicable law. We may also disclose non-public personal information to other financial institutions with whom we have joint business arrangements for proper business purposes in connection with the management or servicing of your account. In addition, your non-public personal information may also be disclosed to you, persons we believe to be your authorized agent or representative, regulators in order to satisfy NVAM's regulatory obligations, and is otherwise required or permitted by law. Lastly, we may disclose your non-public personal information to companies we hire to help administrate our business. Companies we hire to provide services of this kind are not allowed to use your personal information for their own purposes and are contractually obligated to maintain strict confidentiality. We limit their use of your personal information to the performance of the specific service we have requested. **To repeat, we do not sell your non-public personal information to anyone.**

Information About Former Clients

NVAM does not disclose, and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our Clients.

Confidentiality and Security

Our employees are advised about the firm's need to respect the confidentiality of our customers' non-public personal information. Additionally, we maintain physical, procedural and electronic safeguards in an effort to protect the information from access by unauthorized parties.

We'll Keep You Informed

We will send you notice of our privacy policy annually for as long as you maintain an ongoing relationship with us. Periodically we may revise our privacy policy, and will provide you with a revised policy if the changes materially alter the previous privacy policy. We will not, however, revise our privacy policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing. You may obtain a copy of our current privacy policy by contacting us at (512) 358-1280.