

Brochure Supplement

MAY 11, 2012

JASON L. BALL

1000 Newbury Road, Suite 205
Thousand Oaks, CA 91320

(805) 376-2779

This Brochure Supplement provides information about Jason L. Ball that supplements the Disclosure Brochure of Reed & Ball, Inc. (hereinafter "R&B"), a copy of which you should have received. Please contact R&B's Chief Compliance Officer if you did not receive the Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Jason L. Ball is available on the SEC's website at www.adviserinfo.sec.gov.

Reed & Ball, Inc., a Registered Investment Adviser

1000 Newbury Road, Suite 205, Thousand Oaks, CA 91320 | (805) 376-2779
www.reedball.com

Item 2. Educational Background and Business Experience

Born 1975

Post-Secondary Education

California State University, Northridge | BS, Finance/Real Estate | 1998

Recent Business Background

Reed & Ball, Inc. | Chief Executive Officer | January 2004 – Present

Professional Designation

Jason L. Ball holds the professional designation of CERTIFIED FINANCIAL PLANNER™ (“CFP®”). The CFP®, CERTIFIED FINANCIAL PLANNER™ and certification marks are financial planning credentials awarded by Certified Financial Planner Board of Standards Inc. (“CFP Board”) to individuals who meet its education, examination, work experience, and ethics requirements. Eligible candidates must have at least a bachelor's degree (or its equivalent) in any discipline from an accredited college or university in order to obtain a CFP® certification. The candidate also must pass an examination, have three years of personal financial planning experience, and meet the CFP Board's ethical requirements. To maintain the certification, the CFP Board requires individuals to complete 30 hours of continuing education hours every two years and renew an agreement to be bound by its Standards of Professional Conduct.

For additional information about this credential, please refer directly to the website of the issuing organization.

Item 3. Disciplinary Information

R&B is required to disclose the pertinent facts regarding any legal or disciplinary events material to a client's evaluation of Jason L. Ball. R&B has no information to disclose in relation to this Item.

Item 4. Other Business Activities

R&B is required to disclose information regarding any investment-related business or occupation in which Jason L. Ball is actively engaged.

Licensed Insurance Agent

Jason L. Ball is also a licensed insurance agent with various insurance companies, and in such capacity, may recommend, on a fully-disclosed commission basis, the purchase of certain insurance products. A conflict of interest exists to the extent that R&B recommends the purchase of insurance products where Jason L. Ball receives insurance commissions or other additional compensation. R&B has procedures in

place to ensure that any recommendations made by Jason L. Ball are in the best interest of clients regardless of any additional compensation earned.

Item 5. Additional Compensation

R&B is required to describe any arrangement under which Jason L. Ball receives an economic benefit for providing advisory services from someone that is not a client of R&B. R&B has no information to disclose in relation to this Item.

Item 6. Supervision

Deborah Reed, Chief Financial Officer, is generally responsible for supervising Jason L. Ball's advisory activities on behalf of R&B. The telephone number to reach Deborah Reed is (805) 376-2779.

R&B supervises its personnel and the investments made in client accounts. R&B monitors the investments recommended by Jason L. Ball to ensure those investments are suitable for the particular client and consistent with their investment needs, goals, objectives and risk tolerance, as well as any restrictions previously requested by the client. R&B periodically reviews the advisory activities of Jason L. Ball, which may include reviewing individual client accounts and correspondence (including e-mails) sent to and received by Jason L. Ball.

Item 7. Requirements for State-Registered Advisers

R&B is required to disclose the material facts regarding Jason L. Ball's involvement in certain civil, self-regulatory organization or administrative proceedings, arbitration awards or findings, or bankruptcy proceedings. R&B has no information to disclose in relation to this Item.