

**Loren Williams**

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**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](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 Loren Williams is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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## **Educational Background and Business Experience**

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Mr. Williams has been an investment adviser representative with Liberty Asset Management, Inc. ("Liberty") since 1999.

Year of Birth: 1951

Formal Education after High School:

Mr. Williams attended Brigham Young University for two semesters and then Columbia Jr. College before becoming involved in a family business.

Business Background for the Previous Five Years:

Mr. Williams has been an investment adviser representative with Liberty Asset Management since November of 2005. Mr. Williams is also a licensed insurance agent and has been employed by Secure Equity, Inc. since March of 1999. Mr. Williams dual role as an investment adviser representative and insurance agent allows him to assist clients in managing non-equity risk within the context of the planning process.

Certifications:

- Series 63, Uniform Securities State Law Examination, 8/26/1997
- Series 65, Uniform Investment Adviser Law Examination, 1/3/2006
- Licensed insurance producer

The Uniform Securities Agent State Law Examination (Series 63) is designed to qualify candidates as securities agents and covers the principles of state securities regulation reflected in the Uniform Securities Act. Candidates must pass a 60 question examination with a score of at least 72% in order to receive a Series 63 License. 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. Williams has no disciplinary information to report.

### Other Business Activities

Form ADV Part 2B, Item 4

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 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.

### **Additional Compensation**

Form ADV Part 2B, Item 5

Mr. Williams receives compensation related to the sale of insurance products related to his work with Secure Equity, Inc.

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