

BROCHURE SUPPLEMENT

July 25, 2012

This brochure supplement provides information about Lawrence L. Halpern that supplements the Brick House Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact Lawrence L. Halpern, if you did not receive the Brick House Asset management, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Lawrence L. Halpern is available on the SEC's website at www.adviserinfo.sec.gov.

Lawrence L. Halpern
Chief Compliance Officer
Brick House Asset Management, LLC
9 Taylors Rise
Rochester, New York 14618
Phone: (585) 271-2426

Educational Background and Business Experience

Date of Birth: 1950

Education:

Colgate University, BA, English/Spanish 1972
Union Theological Seminary, M.Div. 1975

Business Background:

Brick House Asset Management, LLC: Member/Chief Compliance Officer, 3/10-present; Investment Advisor Representative, 3/10-present
NASD/FINRA: Testing and Evaluation Committee Member, 9/98-present
Morgan Stanley: Senior Vice President/Complex Manager, 10/05-12/08
Direct Access Partners, LLC: Compliance Director, 12/04-10/05
Tucker Anthony (RBC Dain Rauscher), Managing Director/Branch Manager, 9/97-12/03
Lehman Brothers, Senior Vice President, 4/84-5/95
Merrill Lynch, Pierce, Fenner & Smith, Asst. Vice President & Account Executive, 1/78-3/84, 1/97-8/97

Disciplinary Information

Lawrence L. Halpern has no disciplinary history that is required to be disclosed by the U.S. Securities and Exchange Commission or state regulatory authorities.

Other Business Activities

While Mr. Halpern is independently licensed to sell insurance and annuity products through various insurance companies, he is not currently an agent of any insurance company. If he starts acting in this capacity, he will receive commissions for selling insurance and annuity products. He may also receive other incentive awards for the recommendation/sale of annuities and other insurance products.

Receiving compensation and other incentive benefits may affect his judgment when recommending products to clients. While Mr. Halpern endeavors at all times to put the interest of his clients first as a part of Brick House Asset Management, LLC's overall fiduciary duty to clients, clients should be aware that receiving commissions and additional compensation itself creates a conflict of interest, and may affect Mr. Halpern's decision making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Lawrence L. Halpern and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Mr. Halpern spends the majority of his workweek on advisory activities, with a small amount of time on duties related to his FINRA committee membership. These other duties represent less than 10% of his time. He does not spend any time on insurance matters.

Additional Compensation

Certain product sponsors may provide Lawrence L. Halpern with other economic benefits as a result of his recommending or selling the product sponsors' investments. The economic benefits he receives from product sponsors can include, but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist him in providing various services to clients.

Brick House Asset Management, LLC and Lawrence L. Halpern endeavor at all times to put the interests of its clients ahead of their own interests or those of the advisor's officers, directors, or representatives. However, these arrangements could affect Mr. Halpern's judgment when recommending investment products and present a conflict of interest that may affect his judgment.

Supervision

Lawrence L. Halpern is the Chief Compliance Officer of Brick House Asset Management, LLC. He is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representative, including himself. Mr. Halpern is the sole representative of Brick House Asset Management, LLC. He can be contacted at (585) 271-2426.