

**ITEM 1: COVER PAGE FOR  
PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
DATED FEBRUARY 2012**

**JACK BRUNSON KEETER**

**JACK KEETER & ASSOCIATES, INC.  
1251 N. MANASSERO ST., #405A  
ANAHEIM, CA 92807  
(714) 779-9200**

**FIRM CONTACT: TIM KOCH, CHIEF COMPLIANCE OFFICER**

**FIRM'S WEBSITE ADDRESS: WWW.JACKKEETER.COM**

**This brochure supplement provides information about Jack Keeter that supplements our brochure. You should have received a copy of that brochure. Please contact Timothy Koch, Chief Compliance Officer of Jack Keeter & Associates, Inc., if you did not receive Jack Keeter & Associates, Inc.'s brochure or if you have any questions about the contents of this supplement.**

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

## **Item 2 Educational Background and Business Experience**

We are required to disclose the following information about Mr. Keeter:

**Name:** Jack Brunson Keeter

**DOB:** 4/1/1964

**Education:** Azusa Pacific University, The Institute of Advanced Financial Management, The Donald T. Regan School of Economics

**Professional Designations:** Life License CA #0B69369, CAS, CFS, CIS, Series 7,24,63,65

**Business background:**

- 1999 - Present, Jack Keeter & Associates, Anaheim, CA  
President, Financial Advisor
- 1999 – 09/2011, LPL Financial, Anaheim, CA, Financial Advisor

## **Item 3 Disciplinary Information<sup>1</sup>**

If there are legal or disciplinary events material to your evaluation of Mr. Keeter, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

## **Item 4 Other Business Activities**

- A. If Mr. Keeter is actively engaged in any investment-related business or occupation, including if Mr. Keeter is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

We have nothing to disclose in this regard.

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<sup>1</sup> **Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. Keeter to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Keeter to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

- B. If Mr. Keeter is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Mr. Keeter's income or involve a substantial amount of Mr. Keeter's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Keeter's time and income, we may presume that they are not substantial.

Mr. Keeter is a licensed insurance agent with Jack Keeter Marketing, Inc. dba Jack Keeter Insurance Marketing and various insurance companies/agencies, and in such capacity, may recommend, on a fully disclosed basis, the purchase of insurance related products. He may receive the normal commissions for insurance sales in his separate role as insurance agent. He devotes approximately twenty-five percent of his professional time on this other business.

## **Item 5            Additional Compensation**

If someone who is not a client provides an economic benefit to Mr. Keeter for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. Keeter's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

## **Item 6            Supervision**

We are required to explain how we supervise Mr. Keeter, including how we monitor the advice Mr. Keeter provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Keeter's advisory activities on behalf of our firm.

Mr. Koch, Chief Compliance Officer of Jack Keeter & Associates, Inc., supervises and monitors Mr. Keeter's activities on a regular basis. Mr. Koch reviews all outgoing correspondence for written financial advice that Mr. Keeter's provides to his clients. Please contact Mr. Koch if you have any questions about Mr. Keeter's brochure supplement at (714) 779-9200.