

Brochure Supplement

JUNE 25, 2011

M. THOMAS PABLO, CFP®

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This Brochure Supplement provides information about M. Thomas Pablo that supplements the Disclosure Brochure of Archetype Advisors, LLC (hereinafter "Archetype"), a copy of which you should have received. Please contact Archetype'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 M. Thomas Pablo is available on the SEC's website at www.adviserinfo.sec.gov.

Archetype Advisors, LLC, a Registered Investment Adviser

72 East State Street, Doylestown, Pennsylvania 18901 | (888) 975-7526
www.ArchetypeAdvisor.com

Item 2. Educational Background and Business Experience

Born 1967

Post-Secondary Education

Georgetown University | M.B.A., International Strategy & Ethics | 2004

University of Virginia | B.A., Communications | 1989

Recent Business Background

Archetype Advisors, LLC | Financial Advisor | November 2011 – Present

United Planners Financial Services | Registered Representative | November 2011

Merrill Lynch | Assistant Vice President – Financial Advisor | May 2004 – November 2011

Professional Designations

M. Thomas Pablo holds the professional designations of CERTIFIED FINANCIAL PLANNER™ (“CFP®”) and Chartered Retirement Planning CounselorSM (“CRPC®”).

The CFP® certification is a financial planning credential awarded by the Certified Financial Planner Board of Standards Inc. (the “CFP Board”) to individuals who meet its education, examination, experience and ethics requirements. Eligible candidates are generally required to have three years of financial planning related experience and possess a bachelor’s degree from an accredited U.S. college or university. Certificants are further required to complete a CFP Board-Registered Education Program (or possess a qualifying professional credential), clear a personal and professional background check, and pass the CFP® Certification Examination, a ten-hour multiple choice exam divided into three separate sessions. In order to maintain the certification, CFP® designees must also complete at least 30 hours of continuing education every two years on an ongoing basis.

The CRPC® designation is a retirement planning credential awarded by the College for Financial Planning® to individuals who meet its educational, examination and ethical requirements. Certificants are required to have completed the CRPC® Designation Program, a self-taught educational program focused on various pre- and post-retirement needs of individuals. Recipients are further required to have successfully passed a multiple-choice examination addressing a range retirement related matters, such as estate planning and asset management. On an ongoing basis, CRPC® designees are also required to affirm their adherence to the applicable Code of Ethics and complete at least 16 hours of continuing education every two years.

For additional information about these credentials, please refer directly to the website of the issuing organization.

Item 3. Disciplinary Information

Archetype is required to disclose information regarding any legal or disciplinary events material to a client's evaluation of M. Thomas Pablo. Archetype has no information to disclose in relation to this Item.

Item 4. Other Business Activities

Registered Representative of a Broker-Dealer

M. Thomas Pablo is a registered representative of United Planners Financial Services ("*United Planners*"), an SEC registered broker-dealer and member of FINRA. In this capacity, M. Thomas Pablo may provide securities brokerage services and implement securities transactions under a commission based arrangement. M. Thomas Pablo may be entitled to a portion of the brokerage commissions paid to *United Planners*, as well as a share of any ongoing distribution or service ("trail") fees from the sale of mutual funds.

A conflict of interest exists to the extent that M. Thomas Pablo recommends the purchase of securities where he receives commissions or other additional compensation as a result. This practice may give him an incentive to recommend investment products based on compensation received rather than on the client's needs. Archetype has procedures in place to ensure that all recommendations are made in the best interests of clients regardless of any additional compensation earned. For accounts covered by ERISA (and such others that the firm deems appropriate), Archetype provides investment advisory services on a fee offset basis, whereby offset its fees by an amount equal to the aggregate commissions and 12b-1 fees earned by M. Thomas Pablo in his individual capacity as a registered representative of *United Planners*.

Item 5. Additional Compensation

Archetype is required to disclose information regarding any arrangement under which M. Thomas Pablo receives an economic benefit from someone other than a client for providing investment advisory services. Archetype has no information to disclose in relation to this Item.

Item 6. Supervision

William J. Lahr, IV, the President of the firm, is generally responsible for supervising M. Thomas Pablo's advisory activities on behalf of Archetype. The telephone number to reach William J. Lahr, IV is (215) 514-2827.

Archetype supervises its personnel and the investments made in client accounts. Archetype monitors the investments recommended by M. Thomas Pablo to ensure they 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. Archetype periodically reviews the advisory activities of M. Thomas Pablo, which may include reviewing individual client accounts and correspondence (including e-mails) sent and received by M. Thomas Pablo.

Item 7. Requirements for State Registered Advisers

Archetype is required to disclose information regarding M. Thomas Pablo's involvement in certain civil, self-regulatory organization or administrative proceedings, arbitration awards or findings, or bankruptcy proceedings. Archetype has no information to disclose in relation to this Item.