

Brochure Supplement

OCTOBER 15, 2012

WILLIAM J. LAHR, IV, CFP®

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This Brochure Supplement provides information about William J. Lahr 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 William J. Lahr 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 1969

Post-Secondary Education

The Catholic University of America | Architectural Engineering | 1987 – 1990

Delaware Valley College | Ornamental Horticulture | 1990 – 1991

Recent Business Background

Archetype Advisors, LLC | President | October 2010 – Present

Forte Investment Solutions, LLC | President | October 2010 – Present

First Dominion Capital Corp. | Registered Representative & Mutual Fund Associate | March 2008 – February 2009

United Planners Financial Services | Registered Representative | November 2011 – Present

Lahr Consulting | Consultant | March 2006 – Present

Family Office Group LLC | Founder & Managing Member | June 2008 – January 2009

Merrill Lynch, Pierce, Fenner & Smith, Inc. | Vice President & Registered Representative | March 1998 – March 2006

Professional Designations

William J. Lahr 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 required to have either five years of work experience in the financial planning industry or, in the alternative, three years of related experience and 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 10-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 each these credentials, please refer directly to the website of the issuing organization.

Item 3. Disciplinary Information

Archetype is required to disclose the pertinent facts regarding any legal or disciplinary events material to a client's evaluation of William J. Lahr.

Item 4. Other Business Activities

Registered Representative of Broker-Dealer

William J. Lahr is a registered representative of United Planners Financial Services ("*United Planners*"), an SEC registered broker-dealer and member of FINRA. In this capacity, William J. Lahr may provide securities brokerage services and implement securities transactions under a commission based arrangement. William J. Lahr 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 William J. Lahr recommends the purchase of securities where he receives commissions or other additional compensation as a result. This practice gives 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 William J. Lahr in his individual capacity as a registered representative of *United Planners*.

Business Consulting

In his individual capacity, William J. Lahr provides business executives with various consulting and training services focusing on management strategy and implementation. Generally, these services are not rendered to Archetype's investment advisory clients. In the unlikely event the firm recommends clients engage William J. Lahr in this capacity and he charges an additional fee, a conflict of interest exists due the underlying financial incentive to make such a recommendation. Archetype seeks to ensure that all recommendations are made in its clients' best interests.

Item 5. Additional Compensation

Archetype is required to describe any arrangement under which William J. Lahr receives an economic benefit for providing advisory services from someone that is not a client of Archetype. Archetype has no information to disclose in relation to this Item.

Item 6. Supervision

William J. Lahr, as the President of Archetype, is generally responsible for his own supervision. William J. Lahr monitors his advice in an effort to ensure that investments are suitable for his individual clients and consistent with their individual needs, goals, objectives and risk tolerance, as well as any restrictions requested by Archetype's clients.

Item 7. Requirements for State Registered Advisers

Archetype is required to disclose information regarding William J. Lahr'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.