

**Item 1: Cover Page**

**Part 2B of Form ADV:  
Brochure Supplement**

**Dated September 2012**

**Joseph Todd Stricklin**

**iTrust Asset Management, LLC  
3320 Bates Creek Road, Suite 100  
Lexington, Kentucky 40502  
(859) 425-1222**

**Firm Contact:  
Todd Stricklin, Managing Member and Chief Compliance Officer**

**Firm Websites:  
<https://tools/lpl.com/todd.stricklin>  
<https://tools/lpl.com/bill.conner>  
<https://tools/lpl.com/john.gettler>**

**This brochure supplement provides information about Mr. Stricklin that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Stricklin, Managing Member and Chief Compliance Officer, if you did not receive iTrust Asset Management, LLC's brochure or if you have any questions about the contents of this supplement.**

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

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

### **Joseph Todd Stricklin**

**Year of Birth:** 1969

#### **Educational Background:**

- 1995; University of Kentucky; Masters Degree, MHA
- 1990; Eastern Kentucky University; BA, Political Science

#### **Business Background:**

- 05/2012 – Present; LPL Financial; Registered Representative
- 05/2012 – Present; iTrust Asset Management, LLC; Managing Member/Financial Advisor
- 03/2002 – 05/2012; Morgan Keegan and Company, Inc.; Senior Vice President
- 04/1998 – 03/2002; Unified Management Corporation; Senior Portfolio Manager
- 06/1996 – 04/1998; Commonwealth Investment Services; Financial Advisor

#### **Exams, Licenses and Other Professional Designations:**

- 2011 – Preferred Portfolio Management (PPM)
- 01/2006 – Series 31
- 04/2002 – KY Insurance License
- 05/1997 – Series 63
- 04/1997 – Series 7

### **PREFERRED PORTFOLIO MANAGEMENT**

Candidates for the Preferred Portfolio Management (PPM) course should be established producers who have shown an aptitude for managing portfolios. These brokers have achieved specific tenure and production levels and warrant inclusion into the program. The PPM course is an in-depth, seven lesson curriculum that navigates the student through all facets of portfolio management. The courses include Introduction to Portfolio Management, The Investment Process, Portfolio Restructuring, Fixed Income and Other Asset Classes, The Diversified Management Theory, The Non-Diversified Management Theory, Behavioral Finance, Case Studies: Investment Guidelines and Constraints, Asset Allocation, and Security Selection. Emphasizing the process espoused by fundamental analysis gurus Benjamin Graham and David Dodd, PPM teaches the student critical techniques needed to effectively develop and manage portfolios. Diversification, asset allocation and risk/return analysis are key concepts studied in the course and tested in the case studies.

At the end of each chapter the student completes an open book exam and submits it to Portfolio Concepts via the internet to the student's own private site on our servers. Students receive confirmation via email of the receipt of all exams and case studies and may return to their private site to obtain their grades. The results of the final case studies are reviewed for application of the key concepts taught in the course. Upon successful completion a diploma is issued to the graduate and the home office coordinator is notified. The PPM graduate has now made measurable progress toward building his book with ongoing fee income rather than unpredictable transactions.

### **Item 3. Disciplinary Information**

If there are legal or disciplinary events material to your evaluation of Mr. Stricklin, 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. Stricklin is actively engaged in any investment-related business or occupation, including if Mr. Stricklin 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.

1. If a relationship between the advisory business and Mr. Stricklin's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Mr. Stricklin is a licensed insurance agent and may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client. He devotes approximately five-percent (5%) of his professional time on this other business.

2. If Mr. Stricklin receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Mr. Stricklin receives. We must explain that this practice gives Mr. Stricklin an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Stricklin is a registered representative of LPL Financial, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. Stricklin may earn and may not necessarily be in the best interests of the client.

- B. If Mr. Stricklin 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. Stricklin's income or involve a substantial amount of Mr. Stricklin'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. Stricklin's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

### **Item 5. Additional Compensation**

If someone who is not a client provides an economic benefit to Mr. Stricklin 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. Stricklin'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. Stricklin, including how we monitor the advice Mr. Stricklin provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Stricklin's advisory activities on behalf of our firm.

Mr. Stricklin is a Managing Member and Chief Compliance Officer and as such has no internal supervision placed over him. He is however bound by our firm's Code of Ethics. If you have any questions about this brochure supplement please contact Mr. Stricklin at (859) 425-1222.

### **Item 7. Requirements for State-Registered Advisers**

- A. In addition to the events listed in Item 3 of Part 2B, if Mr. Stricklin has been involved in one of the events listed below, we disclose all material facts regarding the event.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - (a) an investment or an investment-related business or activity;
  - (b) fraud, false statement(s), or omissions;
  - (c) theft, embezzlement, or other wrongful taking of property;
  - (d) bribery, forgery, counterfeiting, or extortion; or
  - (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

B. If Mr. Stricklin has been the subject of a bankruptcy petition, we must disclose that fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.