

**Item 1: Cover Page for
Part 2B of Form ADV:
Brochure Supplement**

Dated September 2012

John Francis Gettler, Jr.

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

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

This brochure supplement provides information about Mr. Gettler 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. Gettler is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational Background and Business Experience

John Francis Gettler, Jr.

Year of Birth: 1953

Educational Background:

- 1975; University of Kentucky; BA

Business Background:

- 06/2012 – Present; LPL Financial; Registered Representative
- 06/2012 – Present; iTrust Asset Management, LLC; Managing Member/Financial Advisor
- 04/1994 – 06/2012; Morgan Keegan and Company, Inc.; Senior Vice President

Exams and Licenses:

- 06/2001 – Series 31
- 06/1996 – Series 65
- 10/1981 – Series 7
- 1981 – KY Insurance License

Item 3. Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Mr. Gettler, 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. Gettler is actively engaged in any investment-related business or occupation, including if Mr. Gettler 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. Gettler’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. Gettler 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 three-percent (3%) of his professional time on this other business.

2. If Mr. Gettler 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. Gettler receives. We must explain that this practice gives Mr. Gettler an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Gettler 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. Gettler may earn and may not necessarily be in the best interests of the client.

- B. If Mr. Gettler 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. Gettler's income or involve a substantial amount of Mr. Gettler'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. Gettler'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. Gettler 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. Gettler'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. Gettler, including how we monitor the advice Mr. Gettler provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Gettler's advisory activities on behalf of our firm.

Todd Stricklin, Chief Compliance Officer of iTrust Asset Management, LLC, supervises and monitors Mr. Gettler's activities on a regular basis. Mr. Stricklin reviews all outgoing correspondence for written financial advice that Mr. Gettler provides to his clients. Please contact Mr. Stricklin if you have any questions about Mr. Gettler's brochure supplement 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. Gettler 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. Gettler 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.