

## **Item 1 - Coversheet**

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

Fred Columbus Dent III  
Zaheer Poptani  
Mawuena Kwame Takyi

Dent Asset Management  
301 Main St Suite 1502  
  
Baton Rouge, LA 70801

225-922-9955

12/31/2012

This brochure supplement provides information about the individual(s) listed above that supplements the Dent Asset Management brochure. You should have received a copy of that brochure. Please contact Fred Dent at the number above if you did not receive Dent Asset Management's brochure or if you have any questions about the contents of this supplement.

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

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

**Full Legal Name:** Fred Columbus Dent III      **Born:** 1963

**Education:** Louisiana State University; Bachelor of General Studies; 1987

**Business Experience:**

Dent Group LLC dba Dent Asset Management; Principal; from 7/1/1997 to present

**Professional Designations:**

Fred Columbus Dent III has earned the following designation(s) and is in good standing with the granting authority:

Chartered Financial Analyst; 9/16/1999

This designation is offered by the CFA Institute (formerly the Association for Investment Management and Research [AIMR]). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity, and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management, and security analysis.

## **Item 3 - Disciplinary Information**

Fred Columbus Dent III has no reportable disciplinary history.

## **Item 4 - Other Business Activities**

**Investment-Related Activities:**

1. Fred Columbus Dent III is not engaged in any other investment related activities.

2. Fred Columbus Dent III does not receive commissions, bonuses, or other compensation on the sale of securities or other investment products.

**Non Investment-Related Activities:**

Fred Columbus Dent III is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

## **Item 5 - Additional Compensation**

Fred Columbus Dent III does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 - Supervision**

**Supervisor:** Zaheer Poptani

**Title:** Chief Compliance Officer

**Phone Number:** 225-922-9955

### **Responsibility**

Every employee has a responsibility for knowing and following the firm's policies and procedures. Every person in a supervisory role is also responsible for those individuals under his/her supervision. The Principal has overall supervisory responsibility for the firm. Zaheer Poptani, as the Compliance Officer, has the overall responsibility for administering, monitoring, and testing compliance with Dent Asset Management's policies and procedures. Possible violations of these policies or procedures will be documented and reported for remedial action.

### **Procedure**

Dent Asset Management has adopted various procedures to implement the firm's policy, conducts reviews of internal controls to monitor and ensure the firm's supervision policy is observed, implemented properly and amended or updated, as appropriate which including the following:

- Designation of a Chief Compliance Officer as responsible for implementing and monitoring the firm's compliance policies and procedures.
- An Annual Compliance Meeting and on-going and targeted compliance training.
- Procedures for screening the background of potential new employees.
- Initial training of newly hired employees about the firm's compliance policies.
- Adoption of these written policies and procedures with statements of policy, designated persons responsible for the policy and procedures designed to implement and monitor the firm's policy.
- Annual review of the firm's policies and procedures by the Compliance Officer and senior management.
- Periodic reviews of employees' activities, e.g., personal trading.
- Annual written representations by employees as to understanding and abiding by the firm's policies.
- Supervisory reviews and sanctions for violations of the firm's policies or regulatory requirements.

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

**Full Legal Name:** Zaheer Poptani

**Born:** 1977

### **Education:**

- University of Exeter; LLB, Law; 1998
- Louisiana State University; MA, Political Science; 2000
- Louisiana State University; MBA, Business Administration; 2002

### **Business Experience:**

- Dent Asset Management; Chief Compliance Officer; from 5/1/2000 to Present

## **Item 3 - Disciplinary Information**

Zaheer Poptani has no reportable disciplinary history.

## **Item 4 - Other Business Activities**

### **Investment-Related Activities**

Zaheer Poptani is not engaged in any other investment-related activities.

Zaheer Poptani does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### **Non Investment-Related Activities**

Zaheer Poptani is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

## **Item 5 - Additional Compensation**

Zaheer Poptani does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 - Supervision**

**Supervisor:** Fred Dent

**Title:** Principal

**Phone Number:** 225-922-9955

### **Responsibility**

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- Supervisory reviews and sanctions for violations of the firm's policies or regulatory requirements.

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

**Full Legal Name:** Mawuena Kwame Takyi

**Born:** 1980

### **Education:**

- Louisiana State University; BA, Economics; 2004

### **Business Experience:**

- Dent Asset Management; Financial Advisor; from 9/1/2004 to Present

### **Designations:**

Mawuena Kwame Takyi has earned the following designation(s) and is in good standing with the granting authority:

Certified Financial Planner, 5/1/2009

The CFP program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

## **Item 3 - Disciplinary Information**

Mawuena Kwame Takyi has no reportable disciplinary history.

## **Item 4 - Other Business Activities**

### **Investment-Related Activities**

Mawuena Kwame Takyi is not engaged in any other investment-related activities.

Mawuena Kwame Takyi does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### **Non Investment-Related Activities**

Mawuena Kwame Takyi is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

## **Item 5 - Additional Compensation**

Mawuena Kwame Takyi does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 - Supervision**

**Supervisor:** Zaheer Poptani

**Title:** Chief Compliance Officer

**Phone Number:** 225-922-9955

### **Responsibility**

Every employee has a responsibility for knowing and following the firm's policies and procedures. Every person in a supervisory role is also responsible for those individuals under his/her supervision. The Principal has overall supervisory responsibility for the firm. Zaheer Poptani, as the Compliance Officer, has the overall responsibility for administering, monitoring and testing compliance with Dent Asset Management's policies and procedures. Possible violations of these policies or procedures will be documented and reported for remedial action.

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