

This brochure supplement provides information about Arturo Hierro that supplements the Loyola Asset Management LLC brochure. You should have received a copy of that brochure. Please contact Arturo Hierro, Senior Investment Consultant if you did not receive Loyola Asset Management LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Arturo Hierro is also available on the SEC's website at www.adviserinfo.sec.gov.

Loyola Asset Management LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Arturo Hierro

Personal CRD Number: 4650461

Investment Adviser Representative

Loyola Asset Management LLC
55 Merrick Way, Suite 208
Coral Gables, Florida, 33134
(305) 377-1941
Ahierro@loyola-asset.com
www.loyola-asset.com

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Item 2: Educational Background and Business Experience

Name: Arturo Hierro

Born: 1966

Education Background and Professional Designations:

Education:

Public Accounting, Autonomous Technologic Institute of Mexico - 1990

MS Stock-Exchange Finance, Autonomous Technologic Institute of Mexico - 1994

Business Background:

2012 - Present	Senior Investment Consultant Loyola Asset Management LLC
02/2012 - Present	Registered Representaitve Western International Securities
08/2006 - 02/2012	Registered Representative Progress Investments
04/2003 - 08/2006	Registered Representative BBVA Investments
05/1990 - 04/2003	Registered Representative Casa de Bolsa BBVA

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Arturo Hierro is a registered representative of Western International Securities. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. LAM always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of LAM in their capacity as a registered representative.

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, Arturo Hierro does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Loyola Asset Management LLC.

Item 6: Supervision

As a representative of Loyola Asset Management LLC, Arturo Hierro works closely with Alvaro Castillo the supervisor. Arturo Hierro's contact information is on the cover page of this disclosure document.