

Part 2B of Form ADV: Brochure Supplement

Item 1 Cover Page

William R. Moreton

Jason M. Williams

Andrew J. Robbins

Jordan C. Hansen

Arvel K. Richards

Garth W. Quigley

Moreton Asset Management, LLC

709 E. South Temple

Salt Lake City, UT 84102

801-869-4200

Purpose of The Brochure Supplement:

This brochure supplement provides information about William R. Moreton, Jason M. Williams, Andrew J. Robbins, Jordan C. Hansen, Arvel K. Richards, and Garth W. Quigley that supplements the Moreton Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact Jason, Andy, Jordan, or Cheryl Perkins if you did not receive Moreton Asset Management brochure or if you have any questions about the contents of the supplement. They can all be reached at 801-869-4200 or Team@MoretonAdvisors.com.

Additional information about William R. Moreton, Jason M. Williams, Andrew J. Robbins, Jordan C. Hansen, Arvel K. Richards, and Garth W. Quigley can be found on the SEC's website at www.adviserinfo.sec.gov, (the CRD numbers for William R. Moreton is 4475006, Jason M. Williams is 4046477, Andrew J. Robbins is 4488010, Jordan C. Hansen is 5216490, Arvel K. Richards is 5707313, and Garth W. Quigley is 6167834).

Note: While Moreton Asset Management, LLC (MAM) may refer to itself as a 'registered investment advisory' or "RIA", clients should be aware that registration itself does not imply any level of skill or training.

Dated February 2014

Item 2**Education Background and Business Experience**

William R. Moreton (b. 1960) Minority Equity Owner of Moreton Asset Management, LLC

Education:

- BS, Economics, University of Utah, 1982

Business Background:

- William R. Moreton, as of March 2012, is a minority equity owner of Moreton Asset Management, LLC.
- Chairman/Member (2004 - Mar 2012) for Moreton Asset Management, LLC
- Chairman/Member (2004 – present) for Moreton Brokerage Services, LLC
- President (1981 – present) for Moreton & Company
- Registered Rep/Investment Advisor (2003 – 2005) for Multi-Financial Securities Corporation

Jason M. Williams (b. 1975) President and Managing Partner of Moreton Asset Management, LLC

Education:

- BS, Political Science, Brigham Young University, 1999
- MBA, University of New Hampshire, 2003

Business Background:

- Jason Williams, as of March 2012, is President, Managing Partner and Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Part-time Consultant (March 2012 – present) for Mark H. Smith & Associates.
- Member of Strata Holdings, LLC (effective Feb 29, 2012)
- Portfolio Manager (Jan 2007 – Feb 2012) for Contango Capital Advisors.
- Portfolio Manager (Jun 2003 – Jan 2007) for Zions First National Bank.
- Registered Representative (Nov 1999 – Jun 2003) for Fidelity Brokerage Services LLC.

Andrew J. Robbins (b. 1976) Managing Partner of Moreton Asset Management, LLC

Education:

- BS, Finance, Brigham Young University, 2001
- MBA, Finance, Brigham Young University, 2008

Business Background:

- Andrew J. Robbins, as of March 2012 is Chief Compliance Officer, Investment Adviser Representative and Qualifying Officer of Moreton Asset Management, LLC, providing investment advisory services.
- Member of Strata Holdings, LLC (effective Feb 29, 2012)

- Portfolio Manager (Dec 2007 to February 2012) for Contango Capital Advisors
- Portfolio Manager (Jul 2001 to Dec 2007) for Zions First National Bank

Jordan C. Hansen (b. 1982) Managing Partner of Moreton Asset Management, LLC

Education:

- BS, Finance University of Utah 2006
- MBA, Westminster College, 2012

Business Background:

- Jordan C. Hansen, as of March 2012 is a Managing Partner and Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Member of Strata Holdings, LLC (effective Feb 29, 2012)
- Portfolio Manager (Jan 2008 to February 2012) for Contango Capital Advisors
- Portfolio Manager (Aug 2005 - Jan 2008) for Zions First National Bank

Arvel K. Richards (b. 1947) Regional Manager of Moreton Asset Management, LLC

Education:

- BS, Psychology, Brigham Young University, 1972

Business Background:

- Arvel K. Richards, as of October 2012 is a Regional Manager and Investment Adviser Representative of Moreton Asset Management, LLC.
- Regional Director, (June 2008 - present) for Integrated Builders Group
- Sales Account Executive (June 1996 - June 2008) for Harland Clarke

Garth W. Quigley (b. 1974) Regional Director of Moreton Asset Management, LLC

Education:

- BA, Russian, Brigham Young University, 2000

Business Background:

- Garth W. Quigley, as of July 2013 is a Regional Director and Investment Adviser Representative of Moreton Asset Management, LLC.
- Sales Account Executive (Feb 2003 - June 2013) for Jostens

Item 3**Disciplinary Information**

There are no disciplinary or legal events currently or in the past for any associated individuals of Moreton Asset Management, LLC (“MAM”). Clients and prospective clients can view the CRD records (registration records) for the above mentioned individuals through the SEC’s Investment adviser Public Disclosure (IAPD) website at www.adviserinfo.sec.gov or FINRA’s BrokerCheck database online at www.finra.org/brokercheck. Individual CRD numbers appear on brochure cover page.

Item 4**Other Business Activities**

Jason M. Williams, Andrew J. Robbins, and Jordan C. Hansen are all owners and members of Strata Holdings, LLC. Strata Holdings, LLC is a holding company whose ownership is as follows: Andy Robbins and Jason Williams each have a 32.5% ownership, Jordan Hansen has a 15% ownership and Cache Asset Management has a 20% ownership.

Strata Holdings, LLC is an investment holding company.

William R. Moreton is the President/Managing Member of Moreton Brokerage Services, LLC, a related broker dealer under common ownership and control, as well as the President of Moreton & Co. an insurance broker, Town & Country Holding Co., a life insurance holding company and Hampton Soules, an insurance company. These activities combined are estimated to utilize approximately ninety (90%) percent of Mr. Moreton's time.

William R. Moreton is a broker/dealer agent with Moreton Brokerage Services, LLC. Jason Williams, Andrew Robbins, and Jordan Hansen are registered representatives of Moreton Brokerage Services, LLC, each working in administrative capacities. Each of the four aforementioned individuals utilize less than 3 hours per week in their capacities with Moreton Brokerage Services, LLC.

Moreton Brokerage Services, LLC, (MBS) is an affiliated broker/dealer and member of the Financial Industry Regulatory Authority (FINRA) and SIPC, as well as various state jurisdictions. MBS is a limited purpose broker/dealer that shares commissions with other broker/dealers on accounts referred to them by MBS or its affiliates.*

MBS has commission sharing agreements with broker/dealers that can also be a RIA that MAM has referral agreements with. In the event securities accounts are opened or securities transactions are placed by a client's Investment Advisor Representative and MBS has a commission sharing agreement with that broker/dealer, MBS would receive a portion of the commission received by the broker/dealer, this commission sharing arrangement would not increase the amount of commission normally charged by the broker/dealer. This commission sharing arrangement would present a conflict of interest.

MAM does not refer clients to MBS, but MBS and MAM could have the same client referrals depending upon the type of services the client requires. MAM could receive advisory referral fees for advisory services and MBS could share in security commissions for securities, mutual funds and variable contracts. This would also present a conflict of interest.

William R. Moreton is the president of Moreton & Company, an insurance broker, through which commercial insurance products and employee benefit plans are offered. This activity utilizes the bulk of Mr. Moreton's time, over 30 hours per week.

Town & Country Life Insurance Co. is a related insurance carrier whose primary products are deferred annuities and group dental insurance, in business since 1955. William R. Moreton is the chairman and President of Town & Country Life. Town & Country is owned 100% by Town & Country Holding Co. This activity utilizes approximately (2%) of Mr. Moreton's time.

Jason M. Williams is a part-time consultant for Mark H. Smith & Associates, which is an asset/liability management consulting firm, specializing in helping credit unions to manage their interest rate risk and liquidity risk. This activity utilizes approximately 6 hours per week of Mr. Williams' time.

Jason M. Williams is an adjunct professor at Webster University, teaching a course in economics to MBA students. This activity utilizes approximately 6 hours per week of Mr. Williams' time.

Arvel K. Richards is a Regional Director for Integrated Builders Group. This activity utilizes less than 20 hours per week.

Garth Quigley is a sales representative for Visalus, a diet and wellness firm. This activity utilizes less than 5 hours per week.

Item 5**Additional Compensation**

Aside from the advisory fees received from MAM, Williams, Robbins and Hansen each receive a salary and share in earnings from Moreton Asset Management, LLC operations according to their percentage ownership. Ownership percentages are roughly as follows: Robbins and Williams at 32.5% each, and Hansen at 15%.

As a 5% equity owner of MAM, Mr. Moreton is entitled to a 5% share of earnings from MAM operations.

There is no compensation paid by Strata Holdings, Inc.

Jason M. Williams receives compensation from Mark H. Smith & Associates in his capacity as a part-time consultant and from Webster University in his capacity as an adjunct professor.

Arvel K. Richards receives compensation from Integrated Builders Group in his capacity as a regional director and from Moreton Asset Management in his capacity as a Regional Director.

Garth W. Quigley receives compensation from Visalus in his capacity as a sales representative and from Moreton Asset Management in his capacity as a Regional Director.

Item 6**Supervision**

Andrew Robbins is the acting Chief Compliance officer for the Investment Advisory Activities (IA) of MAM. Robbins will be responsible for supervising the activities of Jason Williams, Jordan Hansen, Garth Quigley, and Arvel Richards. Because Andrew Robbins is himself an IAR and will also be active in the IA activities of the firm, Jason Williams will supervise the activities of Andrew Robbins.

All financial recommendations will be reviewed by at least two of: Andrew Robbins, Jason Williams, and Jordan Hansen.

Portfolio recommendations and transactions, along with account reviews will be the responsibility of Jordan Hansen, Andrew Robbins and Jason Williams.

Account review for investment activity, updated objectives, and any changes in risk tolerance or liquidity needs will be done at least annually, unless it is determined that reviews are required on a more frequent basis.

Andrew Robbins or Jason Williams may be contacted at 801-869-4200 as shown on the cover page.

Mr. Moreton does not advise clients or participate in the Investment Advisory activities of the company.

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

MAM would be required to disclose additional information for William Moreton, Jason Williams, Andrew Robbins, Jordan Hansen, Garth Quigley, and Arvel Richards if they are subject to a bankruptcy petition or ever are found liable in either: (a) an arbitration Or (b) a civil, self-regulatory organization, or administrative proceeding. As none of these apply to any associated person of MAM there is no information to disclose in this regard.