

Value Architects Asset Management LLC
50 Harrison Street, Suite 312, Hoboken, NJ 07030

Brochure Supplement (Part 2B of Form ADV)

March 7, 2014

Professional Certifications

Employees have earned the following certifications and credentials:

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. Current CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
 - Successful completion of all three exam levels of the CFA Program.
 - Have 48 months of acceptable professional work experience in the investment decision-making process.
 - Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
 - Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.
-

Richard Harold Konrad, Certifications

Year of birth: 1952

Education Background:

- The University of Western Ontario, BA, Science, 1975
- Chartered Financial Analyst (CFA), 1989
- Certificate of Financial Planning, New York University, 2005
- CERTIFIED FINANCIAL PLANNER™, 2005
- Northeastern University, MSF, 2012

Business Experience:

- 12/2001 - Present: Managing Partner, Chief Investment Officer, Value Architects Asset Management LLC
- 09/2008 - Present: Partner, Blueprint Financial Planning LLC
- 05/1989 – 02/2001 Partner, Lincluden Management Inc.
- 07/1983 – 06/1989 Director of Foreign Equities, Sceptre Investment Counsel
- 10/1980 – 07/ 1983 Portfolio Manager, Equities, Dominion Life Assurance

Disciplinary Information: None

Other Business Activities: Richard Konrad is on the investment committee of The University of Western Ontario. He is also a member of the Association of Chartered Financial Analysts.

Additional Compensation: Richard Konrad received no additional compensation for all the business activities mentioned above.

Victoria Larson Fillet, Certifications

Year of Birth: 1947

Educational Background:

- Fordham University, BS in Economics and Finance, 1988
- New York University, Certificate in Financial Planning, 2007
- CERTIFIED FINANCIAL PLANNER™, 2007

Business Experience:

- 2001 - Present - Partner, Value Architects Asset Management LLC
- 2009 - Present - Managing Partner, Blueprint Financial Planning LLC
- 1981 - 1993 - Managing Director, Furman Selz, Mager, Dietz & Birney Inc.
- 1968 - 1981 - Vice President, The First Boston Corporation

Disciplinary Information: None

Other Business Activities: Victoria Fillet is President-Elect of the Financial Planning Association of New York. She is also a member of the Women's Financial Association in NY and volunteers teaching Financial Literacy.

Additional Compensation: Victoria Fillet received no additional compensation for the other business activities mentioned above.

Mark Gareth Harding, Certifications

Year of Birth: 1972

Educational Background:

- Chartered Financial Analyst (CFA), 2001
- University of Miami Florida, MBA, 1996 - Concentrating in Finance (Investment Analysis and Portfolio Management
- University of Miami Florida, BBA, 1995

Business Experience:

- | | |
|------------------|--|
| ▪ 2013 - Present | Value Architects Asset Management LLC, Portfolio Manager |
| ▪ 2011 - 2012 | JMP Securities, Managing Director |
| ▪ 2011 | Merriman Capital, Managing Director |
| ▪ 2005 - 2011 | Maxim Group, Senior Analyst |
| ▪ 2004 - 2005 | Smith Barney, Junior Analyst |
| ▪ 2000 - 2004 | Ryan Beck & Co., Research Associate |
| ▪ 1997 - 2000 | Merrill Lynch & Company, Inc. |

Other Business Activities: None

Additional Compensation: None

Supervision:

Richard Harold Konrad is responsible for all supervision and monitoring of investment advice offered to clients. While the underlying securities within accounts are continually monitored, Mr. Konrad reviews these accounts at least quarterly. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

Mr. Konrad can be reached at: email: rkonrad@valuearchitects.com
telephone: 201 222 - 9930

Raymond Michael McDonough

Year of Birth: 1988

Education Background:

- Loyola University Maryland (Formerly Loyola College), BBA - Finance, minor American Studies 2010

Business Experience:

- 07/2011 - Present Value Architects Asset Management LLC, Research Analyst
- 06/2010 - 07/2011 Raymond James Financial Services, Jr. Research Analyst

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Richard Harold Konrad is responsible for all supervision and monitoring of investment advice offered to clients. While the underlying securities within accounts are continually monitored, Mr. Konrad reviews these accounts at least quarterly. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

Mr. Konrad can be reached at: email: rkonrad@valuearchitects.com
telephone: 201 222 - 9930