

Part 2B of Form ADV: *Brochure Supplement*

Richard Frable
3570 Hamilton Blvd.
Allentown, PA 18103
610 398-7333

Liberty Asset Management, LLC
3570 Hamilton Blvd.
Suite 301
Allentown, PA 18103

03/11/2013

This brochure supplement provides information about Richard Frable that supplements the Liberty Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact Jill Kamant 610 398-7333 if you did not receive Liberty Asset Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Richard Frable is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Educational Background and Business Experience

Full Legal Name: Richard Frable

Born: 1968

Education

- Bloomberg University; BS; 1990

Business Experience

- Comprehensive Asset Management and Servicing; Registered Representative; from 12/2006 to Present
- Liberty Asset Management; President; from 12/2006 to Present
- Liberty Wealth Management; President; from 12/2006 to Present
- FSC Securities Cop.; Registered Representative; from 1/1998 to 12/2006
- Ascend Financial Services; Registered Representative; from 4/1992 to 1/1998
- Minnesota Mutual/Navano Agency; Agent; from 4/1992 to 1/1998
- Capital Analysts; Registered Representative; from 12/1991 to 4/1992
- Fidelity Mutual; Agent; from 4/1991 to 4/1992

Designations

Richard Frable has earned the following designation(s) and is in good standing with the granting authority:

- Chartered Financial Consultant; The American College; 1995
- Certified Financial Planner; Certified Financial Planner Board of Standards; 2000

Item 3 Disciplinary Information

Richard Frable has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment and Insurance Related Activities

Richard Frable receives commissions, bonuses or other compensation on the sale of securities or other investment products as well as on the sale of insurance products.

Management personnel and other related persons of our firm are licensed as registered representatives of a broker/dealer and/or licensed as insurance agents or brokers. In their separate capacity (ies), these individuals are able to implement investment recommendations for advisory clients for separate and typical compensation (i.e., commissions, 12b-1 fees or other sales related forms of compensation). This presents a conflict of interest to the extent that these individuals recommend that a client invest in a security which results in a commission being paid to the individuals. Clients are not under any obligation to engage these individuals when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

B. Non Investment-Related Activities

Richard Frable 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

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

Item 6 Supervision

Supervisor: Richard Frable

Title: President

Phone Number: (610) 398-7333

Liberty Asset Management, LLC has adopted written policies and procedures which are designed to set standards and internal controls for the firm, its employees and its businesses and are reasonably designed to prevent, detect, and correct any violations of regulatory requirements and the firm's policies and procedures.