

BROCHURE SUPPLEMENT

August 2012

This brochure supplement provides information about Eric J. Savell that supplements the Up Capital Management, Inc. brochure. You should have received a copy of that brochure. Please contact Eric Savell if you did not receive the Up Capital Management, Inc. brochure or if you have any questions about the contents of this supplement.

Additional information about Eric J. Savell is available on the SEC's website at www.adviserinfo.sec.gov.

Eric J. Savell

Up Capital Management, Inc.
5905 Granite Lake Dr., Suite 150
Granite Bay, California 95746
Phone: (916) 520-6420

Educational Background and Business Experience

Date of Birth: 1971

Education:

William Jessup University: Bachelor of Arts, Business Management (Theology Minor), 2010

Business Experience:

Up Capital Management, Inc.: Investment Advisor Representative, 7/2012-present

LPL Financial: Wealth Advisor 4/12-present; Investment Advisor Representative, 4/12-7/12

Fidelity Investments: Senior Account Executive, Vice President 7/05-4/12

Disciplinary Information

Eric J. Savell has no disciplinary history with the U.S. Securities and Exchange Commission or state regulatory authorities.

Other Business Activities

Mr. Savell is a registered representative of LPL Financial Corporation. This is a separate capacity from his capacity as an investment advisor representative. In this separate capacity, he may sell securities products to clients and receive commissions. This is a potential conflict of interest since any commissions earned could be in addition to advisory fees earned in his capacity as an investment advisor representative. When acting as a registered representative, Mr. Savell could receive 12(b)-1 fees (annual marketing or distribution fees) paid by mutual funds. Receiving 12(b)-1 fees represents an incentive for him to recommend funds with 12(b)-1 fees or with higher 12(b)-1 fees than funds with no fees or lower fees. This is also a potential conflict of interest. Mr. Savell cannot earn 12(b)-1 fees as an investment advisor representative.

Clients are free to select any broker/dealer they wish to implement securities transactions and could receive comparable services from other sources at lower cost. However, if clients select Mr. Savell to implement securities transactions, he is required to use LPL Financial Corporation because of his affiliation as a registered representative. Further, as a registered representative, he is restricted to only offering those products and services that have been reviewed and approved for offering to the public by LPL Financial Corporation and for which the broker/dealer has obtained a selling agreement. Mr. Savell only recommends mutual funds and other investment products to clients if they are suitable for the client and appropriate to fulfill the client's objectives.

Eric J. Savell is also independently licensed as an insurance agent and may sell insurance products to clients and receive commissions when doing so. This is a potential conflict of interest, since commissions earned could be in addition to advisory fees earned in his capacity as an investment advisor representative. Clients are never obligated or required to purchase insurance products from or through Mr. Savell and may select any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Mr. Savell spends the majority of his workweek on advisory activities but also spends times on securities and insurance activities. These other activities are conducted during normal securities trading hours.

Additional Compensation

Certain product sponsors may provide Eric J. Savell with other economic benefits as a result of his recommending or selling the product sponsors' investments. The economic benefits he receives from product sponsors can include, but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, payment of travel expenses, and tools to assist him in providing various services to clients.

Up Capital Management, Inc. and Eric J. Savell endeavor at all times to put the interest of clients ahead of their own interests or those of the advisor's officers, directors, or representatives. However, these arrangements could affect Mr. Savell's judgment when recommending investment products and present a conflict of interest that may affect his judgment.

Supervision

Anton J. Bayer is the Chief Compliance Officer of Up Capital Management, Inc. He is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Eric J. Savell. Mr. Bayer can be contacted at (916) 520-6420.