

## **BROCHURE SUPPLEMENT**

**August 2012**

**This brochure supplement provides information about Anton J. Bayer, CFP® that supplements the Up Capital Management, Inc. brochure. You should have received a copy of that brochure. Please contact Anton J. Bayer 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 Anton J. Bayer is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Anton J. Bayer, CFP®**  
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### **Educational Background and Business Experience**

Date of Birth: 1957

**Education:**

Indian Valley Junior College: 1981-1983  
Golden Gate University: 1983-1984

**Professional Designations:**

Certified Financial Planner™ (CFP®)\* 1984

**Business Experience:**

Up Capital Management, Inc.: President, Chief Compliance Officer, 7/12-present; Investment Advisor Representative, 7/12-present  
LPL Financial Corporation: Registered Principal, Branch Manager 11/11-present; Investment Advisor Representative, 11/11-7/12  
Securities America Advisors, Inc.: Investment Advisor Representative, 8/09-11/11  
Securities America, Inc.: Registered Representative 8/09-11/11  
CBIZ Financial Solutions, Inc.: Senior Vice President, Registered Representative, 2/05-8/09; Investment Advisor Representative, 4/00-12/09

### **Disciplinary Information**

Anton Bayer has no disciplinary history with the U.S. Securities and Exchange Commission or state regulatory authorities.

### **Other Business Activities**

Mr. Bayer 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. Bayer 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. Bayer 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. Bayer 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. Bayer 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.

Anton J. Bayer 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. Bayer 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. Bayer spends the majority of his workweek on advisory activities but also spends time on securities and insurance activities as well as activities connected with his responsibilities as Chief Compliance Officer. In addition, he spends approximately 10% of his workweek on activities related to personally held real estate rentals and as an author. All of these activities are conducted during normal securities trading hours.

### **Additional Compensation**

Certain product sponsors may provide Anton J. Bayer 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 Anton J. Bayer 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. Bayer'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. He can be contacted at (916) 520-6420.

### **Professional Designation Disclosure**

\* The Certified Financial Planner™ (CFP®) designation is issued by the Certified Financial Planner Board of Standards, Inc. It is a voluntary certification recognized by the United States and other countries for its (1) high standard of professional education, (2) stringent code of conduct and standards of practice and (3) ethical requirements governing professional engagements with clients. A candidate for designation must first obtain a Bachelor's Degree from an accredited college or university with courses that included financial planning subject areas (e.g. insurance planning, risk management, employee benefits planning, investment planning, income tax planning, retirement planning and estate planning). Candidates must also have at least 3 years of full-time personal financial planning experience, measured as 2,000 hours per year. CFP® candidates must pass a 2-day comprehensive examination designed to test their ability to correctly diagnose financial planning issues and apply their knowledge to real world circumstances. Candidates must also agree to be bound by the Certified Financial Planner Board's Standards of Professional Conduct. Anyone earning designation as a CFP® must complete 30 hours of continuing education every two years and renew the agreement to be bound by the Standards of Professional Conduct.