Part 2A of Form ADV: Firm *Brochure*

Item 1 Cover Page

Amazz Investment Management, Inc.
Private Wealth Management

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Item 4 Advisory Business

Our investment philosophy essentially involves buying the stocks of companies that we believe are currently trading below the price where a competitor or other interested third party would buy the entire company. This is generally a value philosophy. We try to capitalize on those situations where we believe the stock market is inefficient in the short-term and more efficient in the long-term pricing of a particular stock. We believe that over time, the stock market will re-price the company's stock to properly reflect the company's value, or another company will do so for us.

We prefer, but are not wedded to certain financial attributes. We prefer well capitalized balance sheets that provide some floor to the value of the company. We also prefer companies that have a history of profitability, even if profits occasionally fall (few businesses avoid this over many years, but the better ones recover). Finally, we don't like businesses that require consistently high capital reinvestment. This leaves the company always borrowing money (increasing its debt outstanding) or issuing more shares to cover its negative cash flow, neither of which is good for us as a shareholder. It also makes the company vulnerable to falling prices or weak demand for its products.

We invest in all size companies, from very small to very large. Our style is to invest in companies, regardless of size, that we believe are undervalued. We especially like situations where some temporary bad news has hit the whole industry, which also hurts the stock prices of the better companies. This offers a good opportunity to purchase shares that may be temporarily undervalued.

We prefer managements that act in a fiduciary capacity and that are shareholders with us in the company. They are rewarded by increasing their company's stock price as an owner, just like us.

For clients that do not seek an individually directed stock program, we can assist them in establishing a mutual fund oriented asset allocation, based on their objectives. We will not use a fund that has a sales charge or "load" fee for which we would be paid.

Lastly, we invest our client's money as if it were our own. We don't take the trust they have given us lightly. We view our role as that of preserving and growing the resources, regardless of their size, that they have entrusted to us by researching and buying undervalued stocks. We don't guarantee performance results, but you can be assured we will work hard to earn your trust.

Item 5 Fees and Compensation

We are compensated based on the assets we are managing on your behalf. Our typical client pays a 1% fee for our investment management services, plus any incidental trading costs. The fee may be charged quarterly or annually, as preferred by the client. The fee may be reduced for larger client accounts, or accounts where we do not manage the entire account. For clients using a mutual fund asset allocation program, the fee may also be reduced.

For new clients, the fee may be prorated based on the time when they became a client and the actual management of their account.

Item 6 *Performance-Based Fees* and Side-By-Side Management

None

Item 7 Types of *Clients*

We do not have a typical client. We likely have a typical client desire - to outperform the requisite equity benchmark index over time (i.e. to outperform the overall stock market over time), given their objectives.

Our clients are mostly individuals that are looking for a long term relationship with an investment manager that offers a simple investment approach and hands on access to the client if needed.

We also have corporate, trusts, and retirement related organizations as clients.

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

As outlined in our investment approach above, we perform research on numerous companies on a regular basis using a proprietary valuation approach to identify companies that appear to be undervalued in relation to how the stocks of publicly traded companies are typically valued, based on factors such as the strength of their balance sheet, cash flows, growth, profitability etc.

Stated simply, our investment strategy in to find and invest our clients money in companies that our research shows to be undervalued.

For mutual fund oriented clients, our goal is to assist the client in meeting their objective.

Item 9 Disciplinary Information

None

Item 10 Other Financial Industry Activities and Affiliations

None

Item 11 Code of Ethics, Participation or Interest in *Client* Transactions and Personal Trading

Our Code of Ethics is to simply always do what is right for the client.

We do not have an interest in client transactions or trades directly. Indirectly we benefit if our investment choices perform well as our clients assets under management rise and thus so would our fees based on our 1% base fee, which may be lower as client assets under management increase.

Our approach is to personally invest in the same companies (equity or debt) or funds as our clients so they know our interest in long term performance that exceeds market benchmarks are aligned with theirs. We do not trade in front of our clients, but along side them.

Item 12 Brokerage Practices

Not applicable

Item 13 Review of Accounts

Client accounts are reviewed periodically as a function of buying and selling securities for the client.

Item 14 *Client* Referrals and Other Compensation

We do not pay anyone for client referrals. The best referrals are those from existing clients who can speak directly to another possible client about their experience with Amazz. At present, our firm does virtually no marketing or advertising, so most of our growth has come from such referrals.

Item 15 *Custody*

We do not have custody over client accounts. We use Charles Schwab and Company for custody, trading, client bill paying or money movement and monthly client statements.

Item 16 Investment Discretion

Our clients typically give us a limited power of attorney to manage their accounts and move money as they direct. That investment discretion is limited to stocks, bonds, mutual funds, money market accounts, municipal securities and certain covered options.

Item 17 Voting *Client* Securities

We typically vote securities on behalf of our clients, depending on how their account paperwork is initially set up and signed by the client. Where we vote such stock, we keep a copy of each proxy form vote in our files and vote based on what we believe is in the best interest of the longer term value of the company.

Item 18 Financial Information

Amazz is a New York State incorporated subchapter S corporation, with a calender year end.
Amazz is compliant with all tax and regulatory flings.

Item 19 Requirements for State-Registered Advisers

Mr. Pearson is a Certified Public Accountant (CPA) and a Personal Financial Specialist (PFS). Below is a brief overview of these designations:

Descriptions for CPA and PFS - Part 2B of Form ADV (*Brochure Supplement)*

Certified Public Accountant (CPA) CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members1. This description represents the requirements as of 1/1/2011. It is the responsibility of the adviser to disclose the qualifications in place when he or she attained the credential. are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

Personal Financial Specialist (PFS) The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

Mr. Pearson hold both credentials, as well as the AIPCA's Accredited in Business Valuation (ABV) and Certified in Financial Forensics (CFF) designations.