

**Item 1: Cover Page for Part 2B of Form ADV:
Brochure Supplement
March 2024**

Joseph Todd Stricklin

**iTrust Asset Management, LLC
3320 Tate's Creek Road, Suite 100
Lexington, Kentucky 40502
(859) 425-1222**

**Firm Contact:
Todd Stricklin, Managing Member and Chief Compliance Officer**

This brochure supplement provides information about Mr. Stricklin that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Stricklin, Chief Compliance Officer if you did not receive iTrust Asset Management's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background & Business Experience

Joseph Todd Stricklin

Year of Birth: 1969

Educational Background:

- 1995; University of Kentucky; Masters Degree, MHA
- 1990; Eastern Kentucky University; BA, Political Science

Business Background:

- 05/2012 – Present; LPL Financial; Registered Representative
- 05/2012 – Present; iTrust Asset Management, LLC; Managing Member/Financial Advisor
- 03/2002 – 05/2012; Morgan Keegan and Company, Inc.; Senior Vice President
- 04/1998 – 03/2002; Unified Management Corporation; Senior Portfolio Manager
- 06/1996 – 04/1998; Commonwealth Investment Services; Financial Advisor

Exams, Licenses and Other Professional Designations:

- 2011 – Preferred Portfolio Management (PPM)
- 01/2006 – Series 31
- 04/2002 – KY Insurance License
- 05/1997 – Series 63
- 04/1997 – Series 7

PREFERRED PORTFOLIO MANAGEMENT

Candidates for the Preferred Portfolio Management (PPM) course should be established producers who have shown an aptitude for managing portfolios. These brokers have achieved specific tenure and production levels and warrant inclusion into the program. The PPM course is an in-depth, seven lesson curriculum that navigates the student through all facets of portfolio management. The courses include Introduction to Portfolio Management, The Investment Process, Portfolio Restructuring, Fixed Income and Other Asset Classes, The Diversified Management Theory, The Non-Diversified Management Theory, Behavioral Finance, Case Studies: Investment Guidelines and Constraints, Asset Allocation, and Security Selection. Emphasizing the process espoused by fundamental analysis gurus Benjamin Graham and David Dodd, PPM teaches the student critical techniques needed to effectively develop and manage portfolios. Diversification, asset allocation and risk/return analysis are key concepts studied in the course and tested in the case studies.

- At the end of each chapter the student completes an open book exam and submits it to Portfolio Concepts via the internet to the student's own private site on our servers. Students receive confirmation via email of the receipt of all exams and case studies and may return to their private site to obtain their grades. The results of the final case studies are reviewed for application of the key concepts taught in the course. Upon successful completion a diploma is issued to the graduate and the home office coordinator is notified. The PPM graduate has now made measurable progress toward building his book with ongoing fee income rather than unpredictable transactions.

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Mr. Stricklin.

Item 4: Other Business Activities

Mr. Stricklin is a licensed insurance agent. He may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation he and/or our supervised persons may earn. He devotes approximately five-percent (5%) of his professional time on this other business.

Mr. Stricklin is a registered representative of LPL Financial LLC, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. Stricklin may earn.

Item 5: Additional Compensation

Mr. Stricklin does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Mr. Stricklin is a Managing Member and Chief Compliance Officer and as such has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics. If you have any questions about this brochure supplement, please contact Mr. Stricklin at (859) 425-1222.

Item 7: Requirements for SEC-Registered Advisers

Mr. Stricklin has not been involved in any arbitration claim alleging damages more than \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.