

Part 2B of Form ADV: Brochure Supplement

Item 1 Cover Page

William R. Moreton

Jason M. Williams

Andrew J. Robbins

Jordan C. Hansen

Benjamin R. Sehy

Joel Johnson

Ron D. New

Dawn C. Dachenhausen

Moreton Asset Management, LLC

101 South 200 East, Ste 300

Salt Lake City, UT 84111

801-869-4200

Purpose of The Brochure Supplement:

This brochure supplement provides information about William R. Moreton, Jason M. Williams, Andrew J. Robbins, Jordan C. Hansen, Ben R. Sehy, Joel P. Johnson, Ron D. New, and Dawn C. Dachenhausen that supplements the Moreton Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact Jason, Andy, or Jordan if you did not receive Moreton Asset Management brochure or if you have any questions about the contents of the supplement. They can all be reached at 801-869-4200 or Team@MoretonAdvisors.com.

Additional information about William R. Moreton, Jason M. Williams, Andrew J. Robbins, Jordan C. Hansen, Benjamin R. Sehy, Joel P. Johnson, Ronald D. New, and Dawn C. Dachenhausen can be found on the SEC's website at www.adviserinfo.sec.gov, (the CRD number for William R. Moreton is 4475006, Jason M. Williams is 4046477, Andrew J. Robbins is 4488010, Jordan C. Hansen is 5216490, Benjamin R. Sehy is 5487918, Joel P. Johnson is 1830286, Ronald D. New is 1692877, and Dawn C. Dachenhausen is 2750173).

Note: While Moreton Asset Management, LLC (MAM) may refer to itself as a 'registered investment advisory' or "RIA", clients should be aware that registration itself does not imply any level of skill or training.

Dated Jan 15, 2019

Item 2**Education Background and Business Experience**

William R. Moreton (b. 1960) Minority Equity Owner of Moreton Asset Management, LLC

Education:

- BS, Economics, University of Utah, 1982

Business Background:

- William R. Moreton, as of March 2012, is a minority equity owner of Moreton Asset Management, LLC.
- Chairman/Member (2004 - Mar 2012) for Moreton Asset Management, LLC
- Chairman/Member (2004 – present) for Moreton Capital Markets, LLC
- President (1981 – present) for Moreton & Company
- Registered Rep/Investment Advisor (2003 – 2005) for Multi-Financial Securities Corporation

Jason M. Williams (b. 1975) President and Managing Partner of Moreton Asset Management, LLC

Education:

- BS, Political Science, Brigham Young University, 1999
- MBA, University of New Hampshire, 2003

Business Background:

- Jason Williams, as of March 2012, is President, Managing Partner and Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Registered Representative (Jan 2014 – present) for Moreton Capital Markets, LLC
- Part-time Consultant (March 2012 – present) for Mark H. Smith & Associates.
- Portfolio Manager (Jan 2007 – Feb 2012) for Contango Capital Advisors.
- Portfolio Manager (Jun 2003 – Jan 2007) for Zions First National Bank.
- Registered Representative (Nov 1999 – Jun 2003) for Fidelity Brokerage Services LLC.

Andrew J. Robbins (b. 1976) Managing Partner of Moreton Asset Management, LLC

Education:

- BS, Finance, Brigham Young University, 2001
- MBA, Finance, Brigham Young University, 2008

Business Background:

- Andrew J. Robbins, as of March 2012 is Chief Compliance Officer, Investment Adviser Representative and Qualifying Officer of Moreton Asset Management, LLC, providing investment advisory services.
- Registered Representative (Jan 2014 – present) for Moreton Capital Markets, LLC

- Portfolio Manager (Dec 2007 to February 2012) for Contango Capital Advisors
- Portfolio Manager (Jul 2001 to Dec 2007) for Zions First National Bank

Jordan C. Hansen (b. 1982) Managing Partner of Moreton Asset Management, LLC

Education:

- BS, Finance, University of Utah, 2006
- MBA, Westminster College, 2012

Business Background:

- Jordan C. Hansen, as of March 2012 is a Managing Partner and Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Registered Representative (Jan 2014 – present) for Moreton Capital Markets, LLC
- Portfolio Manager (Jan 2008 to February 2012) for Contango Capital Advisors
- Portfolio Manager (Aug 2005 - Jan 2008) for Zions First National Bank

Benjamin R. Sehy (b. 1983) Managing Director of Moreton Asset Management, LLC

Education:

- BS, Finance, Westminster University, 2006
- MBA, University of Utah, 2012

Business Background:

- Ben R. Sehy, as of June 2015 is a Managing Director and Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Assistant VP (Sep 2012 to June 2015) for Zions Bank Capital Markets
- Registered Representative (Feb 2008 – Sep 2012) for Zions Direct

Joel P. Johnson (b. 1950) Sales Representative of Moreton Asset Management, LLC

Education:

- BA, Economics, Denver University, 1975

Business Background:

- Joel P. Johnson, as of March 2017 is an Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Registered Representative (Mar 2017 to present) for Moreton Capital Markets
- Registered Representative (Mar 1991 to Dec 2016) for Wells Fargo

Ronald R. New (b. 1968) Sales Representative of Moreton Asset Management, LLC

Business Background:

- Ron R. New, as of March 2017 is an Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Registered Representative (Mar 2017 to present) for Moreton Capital Markets
- Registered Representative (Sep 2000 to June 2013) for Stifel Nicolaus
- Registered Representative (Oct 1998 – Sep 2000) for Hanifen, Imhoff Inc.

Dawn C. Dachenhausen (b. 1973) Sales Representative of Moreton Asset Management, LLC

Business Background:

- Dawn Dachenhausen, as of Sept 2018 is an Investment Adviser Representative of Moreton Asset Management, LLC providing investment advisory services.
- Retirement Planning Advisor (Mar 2015 to Sept 2018) for Utah Retirement Systems
- Registered Representative (May 2013 to Mar 2015) for MetLife Securities
- Registered Representative (Jun 1996 – Mar 1999) for Amex Financial Advisors

Item 3**Disciplinary Information**

There are no disciplinary or legal events currently or in the past for any associated individuals of Moreton Asset Management, LLC (“MAM”). Clients and prospective clients can view the CRD records (registration records) for the above mentioned individuals through the SEC’s Investment adviser Public Disclosure (IAPD) website at www.adviserinfo.sec.gov or FINRA’s BrokerCheck database online at www.finra.org/brokercheck. Individual CRD numbers appear on brochure cover page.

Item 4**Other Business Activities**

Jason M. Williams, Andrew J. Robbins, and Jordan C. Hansen are all owners and members of Cache Reserves, LLC. Cache Reserves, LLC is a holding company whose ownership is as follows: Jason Williams (1/3), Andrew Robbins (1/3), and Jordan Hansen (1/3).

William R. Moreton is a Managing Member of Moreton Capital Markets, LLC, a related broker dealer under common ownership and control, as well as the President of Moreton & Co. an insurance broker, Town & Country Holding Co., a life insurance holding company and Hampton Soules, an insurance company. These activities combined are estimated to utilize approximately ninety (90%) percent of Mr. Moreton's time.

William R. Moreton is a broker/dealer agent with Moreton Capital Markets, LLC. Jason Williams, Andrew Robbins, Jordan Hansen, Ben Sehy, Ron New, Joel, Johnson, and Dawn Dachenhausen are registered representatives of Moreton Capital Markets, LLC, each working in administrative capacities. William Moreton utilizes less than 3 hours per week in his capacity with Moreton Capital Markets, LLC. Williams, Robbins, Hansen, Sehy, and Dachenhausen utilize between 1 and 5 hours per week in their capacities with Moreton Capital Markets.

Both Joel Johnson and Ron New are registered representatives for Moreton Capital Markets. This activity utilizes the bulk of time (30+ hours) per week.

Moreton Capital Markets, LLC, (MCM) is an affiliated broker/dealer and member of the Financial Industry Regulatory Authority (FINRA) and SIPC, as well as various state jurisdictions. MCM is a broker/dealer that trades securities and shares commissions with other broker/dealers on accounts referred to them by MCM or its affiliates.*

MCM has commission sharing agreements with broker/dealers that can also be a RIA that MAM has referral agreements with. In the event securities accounts are opened or securities transactions are placed by a client's Investment Advisor Representative and MCM has a commission sharing agreement with that broker/dealer, MCM would receive a portion of the commission received by the broker/dealer, this commission sharing arrangement would not increase the amount of commission normally charged by the broker/dealer. This commission sharing arrangement would present a conflict of interest.

MAM does not refer clients to MCM, but in some instances, MCM and MAM have the same clients depending upon the type of services the client requires. In these instances, MAM receives advisory and/or referral fees for advisory services and MCM receives security commissions for securities, mutual funds and variable contracts. This also presents a conflict of interest.

William R. Moreton is the president of Moreton & Company, an insurance broker, through which commercial insurance products and employee benefit plans are offered. This activity utilizes the bulk of Mr. Moreton's time, over 30 hours per week.

Town & Country Life Insurance Co. is a related insurance carrier whose primary products are deferred annuities and group dental insurance, in business since 1955. William R. Moreton is the chairman and President of Town & Country Life. Town & Country is owned 100% by Town & Country Holding Co. This activity utilizes approximately (2%) of Mr. Moreton's time.

Item 5**Additional Compensation**

Aside from the advisory fees received from MAM, Williams, Robbins and Hansen each receive a salary and share in earnings from Moreton Asset Management, LLC operations according to their percentage ownership. Ownership percentages are as follows: Williams at 30.875%, Robbins at 29.875%, and Hansen at 14.25%.

As a 25% equity owner of MAM, Mr. Moreton is entitled to a 25% share of earnings from MAM operations.

Some profits from Moreton Asset Management operations paid by Moreton Asset Management, LLC to Cache Holdings, which is in turn distributed to the owners in proportion to their ownership percentages.

William Moreton, Jason Williams, Andrew Robbins, and Jordan Hansen each receive compensation from Moreton Capital Markets in the form of salary and/or dividends from ownership.

William Moreton, Jason Williams, Andrew Robbins, Jordan Hansen, Ben Sehy, Joel Johnson Ron New, and Dawn Dachenhausen each receive compensation from Moreton Capital Markets in the form of salary and/or commissions from sales and other services performed.

Item 6**Supervision**

Andrew Robbins is the Chief Compliance officer for the Investment Advisory Activities (IA) of MAM. Robbins will be responsible for supervising the activities of Jason Williams, Jordan Hansen, Benjamin Sehy, Joel Johnson, Ron New, and Dawn Dachenhausen. Because Andrew Robbins is himself an IAR and will also be active in the IA activities of the firm, Jason Williams will supervise the activities of Andrew Robbins.

All financial recommendations will be reviewed by at least two of: Andrew Robbins, Jason Williams, Ben Sehy, Dawn Dachenhausen, and Jordan Hansen.

Portfolio recommendations and transactions, along with account reviews will be the responsibility of Jordan Hansen, Andrew Robbins, Ben Sehy, Dawn Dachenhausen, and Jason Williams.

Account review for investment activity, updated objectives, and any changes in risk tolerance or liquidity needs will be done at least annually, unless it is determined that reviews are required on a more frequent basis.

Andrew Robbins or Jason Williams may be contacted at 801-869-4200 as shown on the cover page.

Mr. Moreton does not advise clients or participate in the Investment Advisory activities of the company.

Item 7**Requirements for State-Registered Advisers**

MAM would be required to disclose additional information for William Moreton, Jason Williams, Andrew Robbins, Jordan Hansen, Ben Sehy, Joel Johnson, Ron New, and Dawn Dachenhausen if they are subject to a bankruptcy petition or ever are found liable in either: (a) an arbitration Or (b) a civil, self-regulatory organization, or administrative proceeding. As none of these apply to any associated person of MAM there is no information to disclose in this regard.