

**Item 1 : Cover Page**

**Firm Brochure**

(Part 2A of Form ADV)

**ASSET MANAGEMENT STRATEGIES, INC.**

**9465 Counselors Row, Suite 200**

**Indianapolis, IN 46240**

**317-577-6912**

**WWW.AMSRIA.COM**

**TONYF@AMSRIA.COM**

**CRD #135173**

This brochure provides information about the qualifications and business practices of ASSET MANAGEMENT STRATEGIES, INC. If you have any questions about the contents of this brochure, please contact us at: 317-577-6912, or by email at: TONYF@AMSRIA.COM. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about ASSET MANAGEMENT STRATEGIES, INC. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

March 28, 2019

## **Item 2: Material Changes**

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### **Annual Update March 31, 2019**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

### **Material Changes since the Last Update March 31, 2018**

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 317-577-6912 or by email at: [TONYF@AMSRIA.COM](mailto:TONYF@AMSRIA.COM).

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## Item 4: Advisory Business

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### A: Firm Description

ASSET MANAGEMENT STRATEGIES, INC., ("FIRM NAME") was founded in 2005.

ASSET MANAGEMENT STRATEGIES, INC. provides personalized confidential financial planning and investment management to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

ASSET MANAGEMENT STRATEGIES, INC. is strictly a fee-only financial planning and investment management firm for securities. The firm may use non-securities annuities and insurance on either a fee-only or commission basis, depending on the client needs.

Investment advice is provided, with the client making the final decision on investment selection. ASSET MANAGEMENT STRATEGIES, INC. does not act as a custodian of client assets. The client always maintains asset control. ASSET MANAGEMENT STRATEGIES, INC. places trades for clients under a limited power of attorney.

Periodic reviews are communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

### Principal Owners

Anthony Fiorillo is 100% stockholder.

### Business Office Locations and DBAs

Branch offices are located at the following locations and may use a Doing Business As name:

- 100 Saw Mill Road, Suite 2300, Lafayette, IN DBA Bluesafe Financial
- 1400 Walnut Ave., Suite A, Frankfort, IN DBA Timmons Financial LLC
- 753 E. Water Street, Pendleton, IN DBA Kemerly Financial

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**B: Description of Advisory Services Offered**

ASSET MANAGEMENT STRATEGIES, INC. provides investment supervisory services, also known as asset management services; manages investment advisory accounts not involving investment supervisory services; furnishes investment advice through consultations; issues periodicals about securities by subscription; issues special reports about securities; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

On more than an occasional basis, ASSET MANAGEMENT STRATEGIES, INC. furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of March 28, 2019, ASSET MANAGEMENT STRATEGIES, INC. manages approximately \$150,769,672 in assets for approximately 1637 client accounts. Approximately \$150,769,672 is managed on a discretionary basis, and \$0 is managed on a non-discretionary basis.

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**C: Client Tailored Relationships**

The goals and objectives for each client are documented in our client relationship management system. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

**Types of Agreements**

The following agreements define the typical client relationships.

**Advisory Service Agreement**

Most clients choose to have ASSET MANAGEMENT STRATEGIES, INC. manage their assets in order to obtain ongoing in-depth advice and life planning. All aspects of the client's financial affairs are reviewed, including those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement includes: cash flow management; insurance review; investment management (including performance reporting); education planning; retirement planning; estate planning; as well as the implementation of recommendations within each area.

The annual Advisory Service Agreement fee is based on a percentage of the investable assets per the following schedule:

- 1.50% on Total Account Values up to \$499,999;
- 1.25% on Total Account Values \$500,000 to \$999,999

1.00% on Total Account Values \$1,000,000 and over.

The minimum annual fee is \$0. Current client relationships may exist where the fees are lower than the fee schedule above. In certain circumstances, client's fees may be charged as a flat amount or per hour for specific services.

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**D: Wrap Fee Programs**

ASSET MANAGEMENT STRATEGIES, INC. does not employ a wrap fee program.

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**E: Client Assets under Management**

Assets are invested primarily in no-load or and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. ASSET MANAGEMENT STRATEGIES, INC. does not receive any compensation, in any form, from fund companies. In most client relationships, ASSET MANAGEMENT STRATEGIES, INC. does not pass the cost of brokerage charges on to their clients.

Investments may also include: equities (stocks), warrants, options, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are available through ASSET MANAGEMENT STRATEGIES, INC.

**Termination of Agreement**

Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The portfolio value at the date of notice is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

A Client may terminate any of the aforementioned agreements at any time by notifying ASSET MANAGEMENT STRATEGIES, INC. in writing and paying the rate for the time spent on the investment advisory engagement prior to

notification of termination. If the client made an advance payment, ASSET MANAGEMENT STRATEGIES, INC. will refund any unearned portion of the advance payment.

ASSET MANAGEMENT STRATEGIES, INC. may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, ASSET MANAGEMENT STRATEGIES, INC. will refund any unearned portion of the advance payment.

## **Item 5: Fees and Compensation**

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### **A: Methods of Compensation and Fee Schedule**

ASSET MANAGEMENT STRATEGIES, INC. bases its fees on a percentage of assets under management, subscription fees, or non-securities insurance commissions. In certain circumstances, client's fees may be charged as a flat amount or per hour for specific services.

Fees may be negotiable.

In Illinois, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees.

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### **B: Client Payment of Fees**

Investment management fees are billed quarterly, in arrears, meaning that we charge you after the three-month billing period has ended. Fees are usually deducted from a designated client account to facilitate billing.

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### **C: Additional Client Fees Charged**

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

ASSET MANAGEMENT STRATEGIES, INC., in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

New Advisory Service Agreement fees are calculated on a formula basis and adjusted for complexity of individual situations. The formula is based on gross income, gross assets and other financial considerations.

### **Expense Ratios**

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to ASSET MANAGEMENT STRATEGIES, INC.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

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**D: Prepayment of Client Fees**

ASSET MANAGEMENT STRATEGIES, INC. does not accept any prepayment of client fees.

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**E: External Compensation for the Sale of Securities to Clients**

ASSET MANAGEMENT STRATEGIES, INC. does not accept any external compensation for the sale of securities to clients.

## **Item 6: Performance-Based Fees**

### **Sharing of Capital Gains**

ASSET MANAGEMENT STRATEGIES, INC. does not offer performance fees as an alternative.

## **Item 7: Types of Clients**

### **Description**

ASSET MANAGEMENT STRATEGIES, INC. generally provides investment advice to individuals, banks or thrift institutions, investment companies, pension and profit-sharing plans, trusts, estates, or charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

### **Account Minimums**

There is no current minimum account size or minimum annual fee.

## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

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**A: Methods of Analysis and Investment Strategies**

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that ASSET MANAGEMENT STRATEGIES, INC. may use include mutual fund information, stock information and the World Wide Web.

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**B: Investment Strategy and Method of Analysis Material Risks**

The primary investment strategy used on client accounts is asset allocation utilizing a trend following approach. We use passively-managed index and exchange-traded funds to deliver market returns for those respective markets. For fixed income markets, we may also use open-ended mutual funds. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

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**C: Security Specific Material Risks**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **Item 9: Disciplinary Information**

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### **A: Criminal or Civil Actions**

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

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### **B: Administrative Enforcement Proceedings**

The firm and its employees have not been involved in any Administrative Enforcement Proceedings.

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### **C: Self Regulatory Organization Enforcement Proceedings**

The firm and its employees have not been involved in any Self Regulatory Organization Enforcement Proceedings.

## **Item 10: Other Financial Industry Activities and Affiliations**

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### **A: Broker-Dealer or Representative Registration**

ASSET MANAGEMENT STRATEGIES, INC. is not registered as a securities broker-dealer.

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**B: Futures or Commodity Registration**

ASSET MANAGEMENT STRATEGIES, INC. is not registered as a futures commission merchant, commodity pool operator or commodity trading advisor.

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**C: Material Relationships Maintained by this Advisory Business & Conflicts of Interest**

ASSET MANAGEMENT STRATEGIES, INC. maintains no other material relationships.

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**D: Recommendation or Selection of Other Investment Advisers & Conflicts of Interest**

ASSET MANAGEMENT STRATEGIES, INC. does not recommend other investment advisers.

**Affiliations**

ASSET MANAGEMENT STRATEGIES, INC. has arrangements that are material to its advisory or its clients with a related person who is a broker-dealer, investment company, other investment advisor, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

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

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**A: Code of Ethics**

The employees of ASSET MANAGEMENT STRATEGIES, INC. have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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**B: Investment Recommendations Involving a Material Financial Interest & Conflicts of Interest**

ASSET MANAGEMENT STRATEGIES, INC. does not recommend investments involving a Material Financial Interest or Conflict of Interest.

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**C: Advisory Firm Purchase of Same Securities Recommended to Clients & Conflicts of Interest**

ASSET MANAGEMENT STRATEGIES, INC. and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the ASSET MANAGEMENT STRATEGIES, INC. *Compliance Manual*.

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**D: Client Securities Recommendations or Trades & Concurrent Advisory Firm Securities Transactions & Conflicts of Interest**

ASSET MANAGEMENT STRATEGIES, INC. and its employees engage in the same investment management strategies concurrently with its clients.

**Personal Trading**

The Chief Compliance Officer of ASSET MANAGEMENT STRATEGIES, INC. is Anthony Fiorillo. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

**Item 12: Brokerage Practices**

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**A: Factors used to select Brokerage Dealers for Client Transactions**

ASSET MANAGEMENT STRATEGIES, INC. does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. ASSET MANAGEMENT STRATEGIES, INC. recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

ASSET MANAGEMENT STRATEGIES, INC. recommends discount brokerage firms and trust companies (qualified custodians), such as Fidelity Investments.

ASSET MANAGEMENT STRATEGIES, INC. does not receive fees or commissions from any of these arrangements.

**Best Execution**

ASSET MANAGEMENT STRATEGIES, INC. reviews the execution of trades at each custodian each quarter. The review is documented in the ASSET MANAGEMENT STRATEGIES, INC. *Compliance Manual*. Trading fees charged by the custodians is also reviewed on a quarterly basis. ASSET MANAGEMENT STRATEGIES, INC. does not receive any portion of the trading fees.

**Soft Dollars**

ASSET MANAGEMENT STRATEGIES, INC. has an arrangement with National Financial Services LLC and Fidelity Brokerage Services LLC and TD Ameritrade (collectively, and together with all affiliates, "Custodians") through which Custodians provide ASSET MANAGEMENT STRATEGIES, INC. with "institutional platform services." The institutional platform services include, among others, brokerage, custody, and other related services. Custodians institutional platform services that assist ASSET MANAGEMENT STRATEGIES, INC. in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

Custodians also offer other services intended to help ASSET MANAGEMENT STRATEGIES, INC. manage and further develop its advisory practice. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom ASSET MANAGEMENT STRATEGIES, INC. may contract directly.

ASSET MANAGEMENT STRATEGIES, INC. is independently operated and owned and is not affiliated with Custodians.

Custodians generally do not charge its advisor clients separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Custodians or that settle into Custodians accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Custodians provide access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

Custodians are providing ASSET MANAGEMENT STRATEGIES, INC. with certain brokerage and research products and services that qualify as "brokerage or research services" under Section 28(e) of the Securities Exchange Act of 1934 ("Exchange Act").

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**B: Order Aggregation**

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

## Item 13: Review of Accounts

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### **A: Periodic Reviews Schedule for Periodic Review of Client Accounts or Financial Plans & Advisory Persons Involved.**

Account reviews are performed quarterly by Anthony Fiorillo, President. Account reviews are performed more frequently when market conditions dictate.

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### **B: Review of Client Accounts on Non-Periodic Basis**

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

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### **C: Content of Client Provided Reports and Frequency**

Account reviewers are members of the firm's Investment Committee. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis. Advisory Service Agreement clients receive written monthly statements directly from Custodians.

## Item 14: Client Referrals and Other Compensation

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### **A: Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest**

ASSET MANAGEMENT STRATEGIES, INC. has been fortunate to receive many client referrals over the years. The referrals come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm may compensate referring parties for these referrals in certain circumstances.

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### **B: Advisory Firm Payments for Client Referrals**

ASSET MANAGEMENT STRATEGIES, INC. does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

## Item 15: Custody

### **Account Statements**

All assets are held at qualified custodians, which mean the custodians provide account statements directly to clients at their address of record monthly.

### **Performance Reports**

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by Fidelity Investments or TDAmeritrade.

### **Net Worth Statements**

Clients may be provided net worth statements and net worth graphs that are generated from our client relationship management system. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

## **Item 16: Investment Discretion**

### **Discretionary Authority for Trading**

ASSET MANAGEMENT STRATEGIES, INC. accepts discretionary authority to manage securities accounts on behalf of clients. ASSET MANAGEMENT STRATEGIES, INC. has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, ASSET MANAGEMENT STRATEGIES, INC. consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment strategy that you have approved.

### **Limited Power of Attorney**

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

## **Item 17: Voting Client Securities**

### **Proxy Votes**

Unless the client designates otherwise, ASSET MANAGEMENT STRATEGIES, INC. votes proxies for securities over which it maintains

discretionary authority consistent with its proxy voting policy. A copy of ASSET MANAGEMENT STRATEGIES, INC. proxy voting policy is available upon request.

## **Item 18: Financial Information**

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### **A: Balance Sheet**

A balance sheet is not required to be provided as ASSET MANAGEMENT STRATEGIES, INC. does not serve as a custodian for client funds or securities and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

### **B: Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients**

ASSET MANAGEMENT STRATEGIES, INC. does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

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### **C: Bankruptcy Petitions During the Past Ten years**

ASSET MANAGEMENT STRATEGIES, INC. nor Anthony Fiorillo have ever filed Bankruptcy Petitions.

## **Item 19: Requirements for Registered Advisors**

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### **A: Principal Executive Officers and Management Persons**

Anthony Fiorillo is the Principal Executive Officer and Management Person.

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### **B: Other Business Activities Engaged In**

ASSET MANAGEMENT STRATEGIES, INC. engages in no other business activities. As an individual, Anthony Fiorillo holds an insurance license and owns various real estate properties.

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### **C: Performance Based Fee Description**

ASSET MANAGEMENT STRATEGIES, INC. does not offer performance fees as an alternative.

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### **D: Disclosure of Material Facts Related to Arbitration or Disciplinary Actions Involving Management Persons**

ASSET MANAGEMENT STRATEGIES, INC. has had no history of Arbitration or Disciplinary Actions.

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**E: Material Relationships Maintained by this Advisory Business or  
Management Persons with Issuers of Securities**

ASSET MANAGEMENT STRATEGIES, INC. maintains no relationships with Issuers of Securities.

## **Information Security Program**

### **Information Security**

ASSET MANAGEMENT STRATEGIES, INC. maintains an information security program to reduce the risk that your personal and confidential information may be breached.

### **Privacy Notice**

ASSET MANAGEMENT STRATEGIES, INC. is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be

maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

## Brochure Supplement (Part 2B of Form ADV)

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### COVER Page

1. Item A. Education and Business Standards
2. Item B. Individual Certifications

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### A: Education and Business Standards

ASSET MANAGEMENT STRATEGIES, INC. requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

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### B: Anthony Fiorillo, CERTIFICATIONS

#### Educational Background:

- Born: 1960
- Eastern Illinois University – Bachelor's Degree - Economics
- University of London – Certificate program - International Business
- Harvard University – Executive Education program – Investment Decisions and Behavioral Finance

#### Business Experience:

- Fiorillo & Associates (1976-1991)
- Commercial Federal (1991-1993)
- National City Bank (1993-1995)
- Traub & Company (1995-1997)
- Raymond James Financial Services (1997-2005)
- Asset Management Strategies, Inc. (2005-Present)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Passive investor in residential real estate properties; life insurance product sales

Item 5 Additional Compensation: Life insurance product sales  
Arbitration Claims: None  
Self-Regulatory Organization or Administrative Proceeding: None  
Bankruptcy Petition: None

## **B: MATTHEW J. LUX, CERTIFICATIONS**

### Educational Background:

- Born: 1964
- Butler University – Bachelor's Degree – Business Administration, Minor—Economics
- Attained CMFC Designation (Chartered Mutual Fund Counselor) 2009

### Business Experience:

- TAP Pharmaceuticals (1990-1998)
- ML Medical (1998-2000)
- R.P. Lux Company (2000-2005)
- TMFS Columbus, LLC. dba The Mutual Fund Store (2005-2012)
- Asset Management Strategies, Inc. (2013-Present)

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Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Owner of residential rental property.

Item 5 Additional Compensation: None

Bankruptcy Petition: None

### Item 6 Supervision

Matthew Lux is supervised by Anthony Fiorillo, President. He reviews Matthew Lux's work through frequent office interactions as well as remote interactions. He also reviews Matthew Lux's activities through our client relationship management system.

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## **B: Jeffrey Gasaway, CERTIFICATIONS**

### Educational Background:

- Born: 1976
- Marylhurst University – MBA – Finance

### Business Experience:

- Financial Advisor – Guggenheim Partners (2008-2012)
- Financial Advisor – Edward Jones (2012-2015)

- CEO - Bluesafe Financial LL (2015-Present)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Life insurance product sales.

Item 5 Additional Compensation: Life insurance product sales.

Bankruptcy Petition: Yes, 2006 – Discharged, out of work for 18 months due to cancer.

Item 6 Supervision

Jeffrey Gasaway is supervised by Anthony Fiorillo, President. He reviews Jeffrey Gasaway's work through frequent office interactions as well as remote interactions. He also reviews Jeffrey Gasaway's activities through our client relationship management system.

## **B: Loyd Alan Timmons, CERTIFICATIONS**

Educational Background:

- Born: 1965
- Financial Advisor graduated high school. In lieu of pursuing formal education after high school, advisor pursued the business experience set forth below.

Business Experience:

- Financial Advisor- Asset Management Strategies (8/17-Present)
- Registered Representative- Integrity Brokerage Services (8/17-12/17)
- Registered Representative- LPL Financial LLC (7/16-7/17)
- Financial Advisor-Center for Wealth Planning Advisors, Inc. (7/16-6/17)
- Financial Advisor- Edward Jones (1/12-7/16)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Life insurance product sales.

Item 5 Additional Compensation: Life insurance product sales.

Bankruptcy Petition: None

Item 6 Supervision

Alan Timmons is supervised by Anthony Fiorillo, President. He reviews Alan Timmons' work through frequent office interactions as well as remote interactions. He also reviews Alan Timmons' activities through our client relationship management system

**B: Jason Gregory, CERTIFICATIONS**

Educational Background:

- Born: 1973
- Vincennes University – AS – Chemical Engineering
- Purdue University – BS – Chemical Engineering

Business Experience:

- Manager – Perry Foam Products (1997-2007)
- Financial Advisor – Edward Jones (2007-2011)
- Financial Advisor – Waddell & Reed (2012-2017)
- CEO – FROG Wealth Management (2017-Present)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Life insurance product sales.

Item 5 Additional Compensation: Life insurance product sales.

Bankruptcy Petition: None

Item 6 Supervision

Jason Gregory is supervised by Anthony Fiorillo, President. He reviews Jason Gregory's work through frequent office interactions as well as remote interactions. He also reviews Jason Gregory's activities through our client relationship management system.

**B: Yadi Garcia, CERTIFICATIONS**

Educational Background:

- Born: 1970
- Indiana University – BA – Finance

Business Experience:

- Financial Advisor – Fifth Third Bank (2006-2013)
- Financial Advisor – Raymond James & Assoc (2013-2017)
- Financial Advisor – Asset Management Strategies, Inc (2017-Present)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Life insurance product sales and rental real estate.

Item 5 Additional Compensation: Life insurance product sales.

Bankruptcy Petition: None

Item 6 Supervision

Yadi Garcia is supervised by Anthony Fiorillo, President. He reviews Yadi Garcia's work through frequent office interactions as well as remote interactions. He also reviews Yadi Garcia's activities through our client relationship management system.

## **B: John Benjamin Horner, CERTIFICATIONS**

Educational Background:

- Born: 1980
- University of Indianapolis – MBA – PhD Candidate

Business Experience:

- Dean and Instructor – Harrison College (2006-2012)
- Financial Advisor – Edward Jones (2013-2017)
- Financial Advisor – Asset Management Strategies, Inc.(2018-Present)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Adjunct Professor at Univ of Indlps; Life insurance product sales.

Item 5 Additional Compensation: Adjunct Professor and life insurance product sales.

Bankruptcy Petition: None

Item 6 Supervision

Ben Horner is supervised by Anthony Fiorillo, President. He reviews Ben Horner's work through frequent office interactions as well as remote interactions. He also reviews Ben Horner's activities through our client relationship management system.

## **B: Casey James Kemerly, CERTIFICATIONS**

Educational Background:

- Born: 1982
- Studied at Indiana University and majored in Business Administration

Business Experience:

- Kemerly Financial Group LLC (2002-2011)
- Edward Jones (2012-2015)
- LPL (2016-2017)
- Park Avenue Securities (2017-2019)
- Asset Management Strategies, Inc. DBA Kemerly Financial LLC (2019-Present)

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Passive investor in residential real estate properties; Insurance sales and management life and health agents

Item 5 Additional Compensation: Life and health insurance product sales

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Item 6 Supervision

Casey Kemerly is supervised by Anthony Fiorillo, President. He reviews Casey Kemerly's work through frequent office interactions as well as remote interactions. He also reviews Casey Kemerly's activities through our client relationship management system.

## **B: James Donald Compton, CERTIFICATIONS**

Educational Background:

- Born: 1950
- Ball State University

Business Experience:

- Signator Investors, Inc. 2016-2018
- Transamerica Financial Advisors, Inc. 2001-2016

- ProEquities, Inc. 1998-2000
- Advantage Capital Corporation 1974-1998

Item 3 Disciplinary Information: None

Item 4 Other Business Activities: Insurance sales

Item 5 Additional Compensation: Life insurance product sales

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

#### Item 6 Supervision

James Compton is supervised by Anthony Fiorillo, President. He reviews James Compton's work through frequent office interactions as well as remote interactions. He also reviews James Compton's activities through our client relationship management system.