

Item 1 – Cover Page

Focus Asset Management Company

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Virginia Beach, V A 23462

(757) 499-5000

www.focusasset.com

March 20, 2012

This Brochure provides information about the qualifications and business practices of Focus Asset Management Company (“FAMCO”). If you have any questions about the contents of this Brochure, please contact us at 757-499-5000. 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.

FAMCO is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about FAMCO also is available on the SEC’s website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. The CRD number for FAMCO is 113750.

Item 2 – Material Changes

This Item of the Brochure discusses only specific material changes that are made to the Brochure and provides clients with a summary of such changes. The most recent update of our brochure was March 20, 2012 and we did not have any material changes as part of this update.

(Brochure Date: 3/20/2012)

(Date of Most Recent Annual Updating Amendment: 3/20/2012)

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting FAMCO President Eugene McNiff at (757) 499-5000.

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Item 4 – Advisory Business

FAMCO is owned by Eugene McNiff and Lawton Baker and has been providing advisory services since 1999.

As of December 31, 2011, FAMCO managed \$33,677,667 on a discretionary basis and \$1,472,192 on a nondiscretionary basis.

Investment Management Services:

FAMCO manages investment portfolios for individuals, qualified retirement plans, trusts, charitable organizations, corporations and small businesses. FAMCO will work with a client to determine the client's investment objectives and investor risk profile and will design a written investment policy statement. FAMCO uses investment and portfolio allocation software to evaluate alternative portfolio designs. FAMCO evaluates the client's existing investments with respect to the client's investment policy statement. FAMCO works with new clients to develop a plan to transition from the client's existing portfolio to the portfolio recommended by FAMCO. FAMCO will then continuously monitor the client's portfolio holdings and the overall asset allocation strategy and hold review meetings with the client regarding the account as necessary.

FAMCO will typically create a portfolio of no-load mutual funds, and may use model portfolios if the models match the client's investment policy. FAMCO will allocate the client's assets among various investments taking into consideration the overall management style selected by the client. FAMCO primarily recommends portfolios consisting of passively managed asset class and index mutual funds. FAMCO primarily recommends mutual funds offered by Dimensional Fund Advisors (DFA). DFA sponsored mutual funds follow a passive asset class investment philosophy with low holdings turnover. Client portfolios may also include some individual equity securities in situations where disposition of these securities would present an overriding tax implication or the client specifically requests they be retained for a personal reason. These situations will be specifically identified in the client's Investment Policy Statement (IPS).

FAMCO manages mutual fund and equity portfolios on a discretionary or nondiscretionary basis. FAMCO may impose any reasonable restrictions on FAMCO's discretionary authority, including restrictions on the types of securities in which FAMCO may invest client's assets and on specific securities, which the client may believe to be appropriate.

FAMCO may also recommend fixed income portfolios to investment management clients, which consist of managed accounts of individual bonds. FAMCO will request discretionary

authority from investment management clients to manage fixed income portfolios, including the discretion to retain a third party fixed income manager. FAMCO will prepare a Fixed Income Investment Policy Statement for any client qualifying for separate fixed income portfolio services.

Pursuant to its discretionary authority, FAMCO will retain a fixed income securities manager. The fixed income securities manager will be provided with the discretionary authority to invest client assets in fixed income securities consistent with the client's Fixed Income Investment Policy Statement. The manager will also monitor the account for changes in credit ratings, security call provisions, and tax loss harvesting opportunities (to the extent that the manager is provided with cost basis information). The manager will obtain FAMCO's consent prior to the sale of any client securities.

On an ongoing basis, FAMCO will answer clients' inquiries regarding their accounts and review periodically with clients the performance of their accounts. FAMCO will periodically, and at least annually, review clients' investment policy, risk profile and discuss the re-balancing of each client's accounts to the extent appropriate. FAMCO will provide to investment manager any updated client financial information or account restrictions necessary for investment manager to provide sub-advisory services.

In addition to managing the client's investment portfolio, FAMCO may consult with clients on various financial areas including income and estate tax planning, business sale structures, college financial planning, retirement planning, insurance analysis, personal cash flow analysis, establishment and design of retirement plans and trust designs, among other things.

Employee Benefit Plan Services:

FAMCO also provides advisory services to participant-directed employee retirement benefit plans. FAMCO will analyze the plan's current investment platform, and assist the plan in creating an investment policy statement defining the types of investments to be offered and the restrictions that may be imposed. FAMCO will recommend investment options to achieve the plan's objectives, provide participant education meetings, and monitor the performance of the plan's investment vehicles.

FAMCO will recommend changes in the plan's investment vehicles as may be appropriate from time to time. FAMCO generally will review the plan's investment vehicles and investment policy as necessary.

Item 5 – Fees and Compensation

In certain circumstances fees and account minimums may be negotiable. Fee and account minimums and their applications to family circumstances may be negotiable.

FAMCO has contracted with BAM Advisor Services, LLC (BAM), for services including trade processing, collection of management fees, record maintenance, report preparation, marketing assistance, and research. FAMCO pays a fee for BAM services based on management fees paid to FAMCO on accounts that use BAM Advisor Services. The fee paid by FAMCO to BAM consists of a portion of the fee paid by clients to FAMCO and varies based on the total client assets participating in BAM Advisor Services through FAMCO. These fees are not separately charged to advisory clients.

The specific manner in which fees are charged by FAMCO is established in a client's written agreement with FAMCO. Investment Management and Employee Benefit Plan clients will be invoiced in advance at the beginning of each calendar quarter based upon the value (market value based on independent third party sources or fair market value in the absence of market value; client account balances on which FAMCO calculates fees may vary from account custodial statements based on independent valuations and other accounting variances, including mechanisms for including accrued interest in account statements) of the client's account at the end of the previous quarter. New accounts are charged a prorated fee for the remainder of the quarter in which the account is incepted (date of first trade).

For Investment Management and Employee Benefit Plan Services, FAMCO will request authority from the client to receive quarterly payments directly from the client's account held by an independent custodian. Clients may provide written limited authorization to FAMCO or its designated service provider, BAM, to withdraw fees from the account. Clients will receive custodial statements showing the advisory fees debited from their account(s). Certain third party administrators will calculate and debit FAMCO's fee and remit such fee to FAMCO.

A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded.

FAMCO's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees

charged by managers, custodial fees, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. These fees will generally include a management fee and other fund expenses. All fees paid to FAMCO for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and ETFs to their shareholders.

Such charges, fees and commissions are exclusive of and in addition to FAMCO's fee, and FAMCO shall not receive any portion of these commissions, fees, and costs.

Advisory Fees

Investment Management Services:

The annual fee for investment management services will be charged as a percentage of assets under management, according to the schedule below:

Assets under management	Annual Fee (%)
\$0 - \$199,999	1.85%
\$200,000 - \$499,999	1.25%
\$500,000 - \$999,999	1.00%
\$1,000,000 - \$1,999,999	0.90%
\$2,000,000 - \$2,999,999	0.80%
\$3,000,000 - \$3,999,999	0.70%
\$4,000,000 - \$4,999,999	0.60%
\$5,000,000 or greater	0.50%

All accounts for members of the client's family (husband, wife and dependent children) or related businesses may be assessed fees based on the total balance of all accounts. Stockholders and immediate family members of the stockholders of FAMCO (parents, siblings and children) and employees for Baker & McNiff, P.C. and FAMCO are charged different fees.

Employee Benefit Plan Services:

The annual fee for employee benefit retirement plan services will be charged as a percentage of assets within the plan, according to the schedule below.

Assets under management	Annual Fee (%)
\$0 - \$199,999	1.25%
\$200,000 - \$499,999	1.00%
\$500,000 - \$999,999	0.90%
\$1,000,000 - \$1,999,999	0.80%
\$2,000,000 - \$2,999,999	0.70%
\$3,000,000 - \$3,999,999	0.60%
\$4,000,000 - \$4,999,999	0.50%
\$5,000,000 or greater	0.40%

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

FAMCO does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). All fees are calculated as described above and are not charged on the basis of income or capital gains or capital appreciation of the funds or any portion of the funds of an advisory client.

Item 7 – Types of Clients

FAMCO provides services to individuals, qualified retirement plans, trusts, charitable organizations, corporations and small businesses.

Account Minimums

FAMCO generally requires a minimum account size of \$1,000,000 for Investment Management Services. A separate minimum of \$400,000 is generally required for management services of portfolios of individual fixed income securities. FAMCO retains the discretion to reduce or waive these minimums based upon individual client circumstances.

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

Methods of Analysis and Investment Strategy

FAMCO's services are based on long-term investment strategies incorporating the principles of Modern Portfolio Theory. FAMCO's investment approach is firmly rooted in the belief that markets are "efficient" over periods of time and that investors' long-term returns are determined principally by asset allocation decisions, rather than market timing or stock picking. FAMCO recommends diversified portfolios, principally through the use of passively managed, asset class mutual funds. FAMCO selects or recommends to clients portfolios of securities, principally broadly-traded open end mutual funds or conservative fixed income securities to implement this investment strategy.

Although all investments involve risk, FAMCO's investment advice seeks to limit risk through broad diversification among asset classes and, as appropriate for particular clients the investment directly in conservative fixed income securities to represent the fixed income class. FAMCO's investment philosophy is designed for investors who desire a buy and hold strategy. Frequent trading of securities increases brokerage and other transaction costs that FAMCO's strategy seeks to minimize.

In the implementation of investment plans, FAMCO therefore primarily uses mutual funds and, as appropriate, portfolios of conservative fixed income securities. FAMCO may also utilize Exchange Traded Funds (ETFs) to represent a market sector.

Clients may hold or retain other types of assets as well, and FAMCO may offer advice regarding those various assets as part of its services. Advice regarding such assets will generally not involve asset management services but may help to more generally assist the client.

FAMCO's strategies do not utilize securities that we believe would be classified as having any unusual risks, and we do not recommend frequent trading, which can increase brokerage and other costs and taxes.

FAMCO receives supporting research from BAM Advisor Services and from other consultants, including economists affiliated with Dimensional Fund Advisors ("DFA"). FAMCO utilizes DFA mutual funds in client portfolios. DFA mutual funds follow a passive asset class investment philosophy with low holdings turnover. DFA provides historical market analysis, risk/return analysis, and continuing education to FAMCO.

Analysis of a Client's Financial Situation

In the development of investment plans for clients, including the recommendation of an appropriate asset allocation, FAMCO relies on an analysis of the client's financial objectives, current and estimated future resources, and tolerance for risk. To derive a recommended asset allocation, FAMCO may use a Monte Carlo simulation, a standard statistical approach for dealing with uncertainty. As with any other methods used to make projections into the future, there are several risks associated with this method, which may result in the client not being able to achieve their financial goals. They include:

- The risk that expected future cash flows will not match those used in the analysis
- The risk that future rates of return will fall short of the estimates used in the simulation
- The risk that inflation will exceed the estimates used in the simulation
- For taxable clients, the risk that tax rates will be higher than was assumed in the analysis

Risk of Loss

Investing in securities involves risk of loss that clients should be prepared to bear.

All investments present the risk of loss of principal – the risk that the value of securities (mutual funds, ETFs and individual bonds), when sold or otherwise disposed of, may be less than the price paid for the securities. Even when the value of the securities when sold is greater than the price paid, there is the risk that the appreciation will be less than inflation. In other words, the purchasing power of the proceeds may be less than the purchasing power of the original investment.

The mutual funds and ETFs utilized by FAMCO may include funds invested in domestic and international equities, including real estate investment trusts (REITs), corporate and government fixed income securities and commodities. Equity securities may include large capitalization, medium capitalization and small capitalization stocks. Mutual funds and ETF shares invested in fixed income securities are subject to the same interest rate, inflation and credit risks associated with the underlying bond holdings.

Among the riskiest mutual funds used in FAMCO's investment strategies funds are the U.S. and International small capitalization and small capitalization value funds, emerging markets funds, and commodity futures funds. Conservative fixed income securities have lower risk of loss of principal, but most bonds (with the exception of Treasury Inflation Protected Securities, or TIPS) present the risk of loss of purchasing power through lower expected return. This risk is greatest for longer-term bonds.

Certain funds utilized by FAMCO may contain international securities. Investing outside the United States involves additional risks, such as currency fluctuations, periods of illiquidity and price volatility. These risks may be greater with investments in developing countries.

More information about the risks of any particular market sector can be reviewed in representative mutual fund prospectuses managing assets within each applicable sector.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of FAMCO or the integrity of FAMCO's management. FAMCO has no information applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Affiliated Accounting Firm

The principal executive officers of FAMCO are also the principal officers and owners of Baker & McNiff, P.C. CPA's ("B & M"). They divide their time approximately equally between the two companies. Lawton H. Baker and Eugene F. McNiff each own 50% of the stock in each company.

B&M may recommend FAMCO to accounting clients in need of advisory services. FAMCO may recommend B&M to advisory clients in need of accounting services. Accounting services provided by B&M are separate and distinct from the advisory services of FAMCO, and are provided for separate and typical compensation. There are no referral fee arrangements between FAMCO and B&M for these recommendations. No FAMCO client is obligated to use B & M for any accounting services as no B&M client is obligated to use FAMCO for advisory services.

BAM Advisor Services, LLC

As described above in Item 4, FAMCO may exercise discretionary authority provided by a client to select an independent third party investment manager for the management of portfolios of individual fixed income securities. FAMCO selects BAM Advisors Services, LLC for such fixed income management. FAMCO also contracts with BAM Advisor Services, LLC for back office services and assistance with portfolio modeling. FAMCO has a fiduciary duty to select qualified and appropriate managers in the client's best interest, and believes that

BAM Advisor Services, LLC effectively provides both the back office services that assist with its overall investment advisory practice and fixed income portfolio management services. The management of FAMCO continuously makes this assessment. While FAMCO has a contract with BAM Advisor Services, LLC governing a time period for back office services, FAMCO has no such fixed commitment to the selection of BAM Advisor Services, LLC for fixed income management services and may select another investment manager for clients upon reasonable notice to BAM Advisor Services, LLC.

Item 11 – Code of Ethics

FAMCO has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. FAMCO's Code of Ethics describes the firm's fiduciary duties and responsibilities to clients and sets forth FAMCO's practice of supervising the personal securities transactions of employees with access to client information. Individuals associated with FAMCO may buy or sell securities for their personal accounts identical or different than those recommended to clients. It is the expressed policy of FAMCO that no person employed by the firm shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on investment decisions of advisory clients.

To supervise compliance with its Code of Ethics, FAMCO requires that anyone associated with this advisory practice with access to advisory recommendations provide annual securities holding reports and quarterly transaction reports to the firm's principal. FAMCO also requires such access persons to receive approval from the Chief Compliance Officer prior to investing in any IPO's or private placements (limited offerings).

FAMCO's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information and protecting the confidentiality of client information. FAMCO requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline.

FAMCO will provide a complete copy of its Code of Ethics to any client or prospective client upon request.

It is FAMCO's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. FAMCO will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an advisor, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to

have occurred if a security is crossed between an affiliated private fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment advisor in relation to a transaction in which the investment advisor, or any person controlled by or under common control with the investment advisor, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an advisor is dually registered as a broker-dealer or has an affiliated broker-dealer.

Item 12 – Brokerage Practices

FAMCO arranges for the execution of securities transactions with the assistance of BAM Advisor Services. Through BAM, FAMCO participates in the Schwab Advisor Services (SAS) program offered to independent investment advisers by Charles Schwab & Company, Inc., member FINRA/SIPC. Schwab is an unaffiliated SEC-registered broker dealer and FINRA member broker dealer.

The Schwab brokerage program will generally be recommended to advisory clients for the execution of mutual fund and equity securities transactions. FAMCO regularly reviews this program to ensure that its recommendation is consistent with its fiduciary duty. This trading platform is essential to FAMCO's service arrangements and capabilities, and FAMCO may not accept clients who direct the use of other brokers. As part of these programs, FAMCO receives benefits that it would not receive if it did not offer investment advice (See the disclosure under Item 14 of this Brochure).

As FAMCO will not request the discretionary authority to determine the broker dealer to be used or the commission rates to be paid for mutual fund and equity securities transactions, clients must direct FAMCO as to the broker dealer to be used. In directing the use of a particular broker or dealer, it should be understood that FAMCO will not have authority to negotiate commissions among various brokers or obtain volume discounts, and best execution may not be achieved. Not all investment advisers require clients to direct the use of specific brokers.

FAMCO will not exercise authority to arrange client transactions in fixed income securities. Clients will provide this authority to a fixed income manager retained by FAMCO on client's behalf by designating the portfolio manager with trading authority over client's brokerage account. Clients will be provided with the Disclosure Brochure (Form ADV Part 2) of portfolio manager.

SAS does not generally charge clients a custody fee and is compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through the broker or that settle into the clients' accounts at the brokers. Trading client accounts through other brokers may result in fees (including mark-ups and mark-downs) being charged by the custodial broker and an additional broker. While FAMCO will not arrange transactions through other brokers, the authority of the fixed income portfolio manager includes the ability to trade client fixed income assets through other brokers.

FAMCO does not have any arrangements to compensate any broker dealer for client referrals.

FAMCO does not maintain any client trade error gains. FAMCO makes client whole with respect to any trade error losses incurred by client caused by FAMCO.

FAMCO generally does not aggregate any client transactions in mutual fund or other securities. Client accounts are individually reviewed and managed, and transaction costs are not saved by aggregating orders in almost all circumstances in which FAMCO arranges transactions. BAM Advisor Services, LLC, in the management of fixed income portfolios, will aggregate certain transactions among client accounts that it manages, in which case an FAMCO client's orders may be aggregated with an order for another client of BAM Advisor Services, LLC who is not an FAMCO client. See BAM Advisor Services, LLC Form ADV Part 2.

Employee Benefit Plan Services:

FAMCO does not arrange for the execution of securities transactions for plans as a part of this service. Transactions are executed directly through employee plan participation.

Item 13 – Review of Accounts

Reviews: Account assets are supervised continuously and formally reviewed quarterly by the Advisory personnel assigned to each account. The review process contains each of the following elements:

- a. assessing client goals and objectives;
- b. evaluating the employed strategy(ies);
- c. monitoring the portfolio(s); and
- d. addressing the need to rebalance.

Additional account reviews may be triggered by any of the following events:

- a. a specific client request;
- b. a change in client goals and objectives;
- c. an imbalance in a portfolio asset allocation; and
- d. market/economic conditions.

For fixed income portfolios, certain account review responsibilities are delegated to a third party investment manager as described above in Item 1.D.

Employee Benefit Retirement Plan Services:

Retirement plan assets are reviewed no more than quarterly, and according to the standards and situations described above for investment management accounts.

Reports:

All investment management clients will receive quarterly performance reports, prepared by BAM and reviewed by FAMCO, that summarize the client's account and asset allocation. Clients will also receive monthly statements from their account custodian, which will outline the client's current positions and current market value. Employee benefit plan clients generally receive statements only from their account custodian.

Item 14 – *Client Referrals and Other Compensation*

As indicated under the disclosure for Item 12 SAS provides FAMCO with access to services, which are not available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis at no charge.

These services benefit FAMCO but may not benefit its clients' accounts. Many of the products and services assist FAMCO in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and other market data, facilitate payment of FAMCO's fees from its clients' accounts, and assist with back-office functions, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of FAMCO's accounts. The recommended broker also makes available to FAMCO other services intended to help FAMCO manage and further develop its business enterprise.

These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. FAMCO does not, however, enter into any commitments with the broker for transaction levels in exchange for any services or products from the broker. While as a fiduciary, FAMCO endeavors to act in its clients' best interests, FAMCO's requirement that clients maintain their assets in accounts at SI may be based in part on the benefit to FAMCO of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by the broker, which may create a potential conflict of interest.

FAMCO also receives software from DFA, which FAMCO utilizes in forming asset allocation strategies and producing performance reports. DFA also provides continuing education for FAMCO personnel. These services are designed to assist FAMCO plan and design its services for business growth.

Item 15 – Custody

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. FAMCO urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16 – Investment Discretion

FAMCO requests that it be provided with written authority to determine which securities and the amounts of securities that are bought or sold. For fixed income securities, this authority will include the discretion to retain a third party money manager for fixed income accounts. Any limitations on this discretionary authority shall be included in this written authority statement. Clients may change/amend these limitations as required. Such amendments shall be submitted in writing.

When selecting securities and determining amounts, FAMCO observes the investment policies, limitations and restrictions of the clients for which it advises. Investment guidelines and restrictions must be provided to FAMCO in writing.

Item 17 – Voting *Client* Securities

Proxy Disclosures: As a matter of firm policy and practice, FAMCO does not accept the authority to and does not vote proxies on behalf of advisory client. For any pension plan or other employee benefit plan governed by ERISA, the right and responsibility to vote proxies has been expressly reserved to the plan trustees or other plan fiduciary. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. FAMCO, however, may provide advice to clients regarding the clients' voting of proxies.

Class Actions, Bankruptcies and Other Legal Proceedings: Clients should note that FAMCO will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held or previously were held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct FAMCO to transmit copies of class action notices to the client or a third party. Upon such direction, FAMCO will make commercially reasonable efforts to forward such notices in a timely manner.

Item 18 – Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about FAMCO's financial condition. FAMCO has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

Item 19 – Requirements for State-Registered Advisers

FAMCO has two principal executive officers and management persons, Mr. Eugene McNiff and Mr. Lawton Baker. The education and business background for Mr. McNiff and Mr. Baker is supplied on the Form ADV Part 2B Brochure Supplement.

Eugene F. McNiff

Focus Asset Management Company

5101 Cleveland Street, Suite 104

Virginia Beach, VA 23462

(757) 499-5000

March 20, 2012

This Brochure Supplement provides information about Eugene F. McNiff that supplements the Focus Asset Management Company ("FAMCO") Brochure. You should have received a copy of that Brochure. Please contact Laurie Bradford, Administrative Assistant, if you did not receive FAMCO's Brochure or if you have any questions about the contents of this supplement.

Additional information about Eugene F. McNiff is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Eugene F. McNiff, CPA

Born 1947

Education:

Old Dominion University, Bachelor of Arts, June 7, 1970

Employment

Co-Founded Baker & McNiff, Certified Public Accountants, P.C. and Business Consultants in 1977

Co-Founded Focus Asset Management Company in 1998.

Additional Information about the CPA designation

Certified Public Accountant (CPA) is the title of qualified accountants in the United States who have passed the Uniform Certified Public Accountant Examination and have met additional state education and experience requirements for certification as a CPA.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. McNiff.

Item 4- Other Business Activities

Mr. Eugene McNiff is a principal officer and owner of Baker & McNiff, P.C. CPA's ("B & M"). He divides his time approximately equally between the two companies. Mr. Eugene McNiff owns 50% of the stock in each company.

B & M may recommend FAMCO to accounting clients in need of advisory services. FAMCO may recommend B & M to advisory clients in need of accounting services. Accounting services provided by B & M are separate and distinct from the advisory services of FAMCO, and are provided for separate and typical compensation. There are no referral fee arrangements between FAMCO and B & M for these recommendations. No FAMCO client is obligated to use B & M for any accounting services as no B&M client is obligated to use FAMCO for advisory services.

Item 5- Additional Compensation

Mr. McNiff is compensated as an employee and owner of Focus Asset Management Company and Baker & McNiff, P.C. CPA's.

Item 6 - Supervision

Mr. Eugene McNiff and Mr. Lawton Baker are the sole owners and officers of Focus Asset Management Company. There are no other officers or supervised persons at Focus Asset Management Company. As such, Mr. Eugene McNiff and Mr. Lawton Baker are responsible for supervision of all advisory activities. They may be reached at 5101 Cleveland Street, Suite 104, Virginia Beach, VA 23462. The telephone number is (757) 499-5000.

Item 7- Requirements for State-Registered Advisers

State registered advisers are required to disclose all material facts regarding certain arbitration events, proceedings, or bankruptcy petitions. No information is applicable to this Item for Mr. McNiff.

Lawton H. Baker

Focus Asset Management Company

5101 Cleveland Street, Suite 104

Virginia Beach, VA 23462

(757) 499-5000

March 20, 2012

This Brochure Supplement provides information about Lawton H. Baker that supplements the Focus Asset Management Company ("FAMCO") Brochure. You should have received a copy of that Brochure. Please contact Laurie Bradford, Administrative Assistant, if you did not receive FAMCO's Brochure or if you have any questions about the contents of this supplement.

Additional information about Lawton H. Baker is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Lawton H. Baker, CPA

Born: 1943

Education:

Old Dominion University, Bachelor of Science, June 5, 1966

Employment

Co-Founded Baker & McNiff, Certified Public Accountants, P.C. and Business Consultants in 1977

Co-Founded Focus Asset Management Company in 1998

Additional Information about the CPA designation

Certified Public Accountant (CPA) is the title of qualified accountants in the United States who have passed the Uniform Certified Public Accountant Examination and have met additional state education and experience requirements for certification as a CPA.

Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Lawton Baker.

Item 4- Other Business Activities

Mr. Lawton Baker is a principal officer and owner of Baker & McNiff, P.C. CPA's ("B & M"). He divides his time approximately equally between the two companies. Lawton H. Baker owns 50% of the stock in each company.

B & M may recommend FAMCO to accounting clients in need of advisory services. FAMCO may recommend B & M to advisory clients in need of accounting services. Accounting services provided by B & M are separate and distinct from the advisory services of FAMCO, and are provided for separate and typical compensation. There are no referral fee arrangements between FAMCO and B & M for these recommendations. No FAMCO client is obligated to use B & M for any accounting services as no B&M client is obligated to use FAMCO for advisory services.

Item 5- Additional Compensation

Mr. Baker is compensated as an employee and owner of Focus Asset Management Company and Baker & McNiff, P.C. CPA's.

Item 6 - Supervision

Mr. Eugene McNiff and Mr. Lawton Baker are the sole owners and officers of Focus Asset Management Company. There are no other officers or supervised persons at Focus Asset Management Company. As such, Mr. Eugene McNiff and Mr. Lawton Baker are responsible for supervision of all advisory activities. They may be reached at 5101 Cleveland Street, Suite 104, Virginia Beach, VA 23462. The telephone number is (757) 499-5000.

Item 7- Requirements for State-Registered Advisers

State registered advisers are required to disclose all material facts regarding certain arbitration events, proceedings, or bankruptcy petitions. No information is applicable to this Item for Mr. Baker.