

**Item 1: Cover Page for Part 2B of
Form ADV: Brochure Supplement
October 2012**

**BRUCE WILLIAM DOOLE
CHIEF COMPLIANCE OFFICER**

**PERMANENT VALUE, INC.
2221 CAMINO DEL RIO SOUTH #308
SAN DIEGO, CA 92108**

WWW.PERMANENTVALUE.COM

This brochure supplement provides information about Bruce Doole that supplements our brochure. You should have received a copy of that brochure. Please contact us at (619) 682-3834 or e-mail bdoole@permanentvalue.com if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

Bruce William Doole

Born in 1966

Educational Background

1988; Virginia Tech. BA Business / History.

1991; Monmouth University. MBA Finance.

Business Background

12/1996 – Present; Permanent Value, Inc. – Registered Investment Advisor; President

Item 3: Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Bruce Doole, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

Item 4: Other Business Activities

A. If Bruce Doole is actively engaged in any investment-related business or occupation, including if Bruce Doole is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Bruce Doole’s other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Representatives of our firm are insurance agents/brokers. They may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

2. If Bruce Doole receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service (“trail”) fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Bruce Doole receives. We must explain that this practice gives Bruce Doole an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

- B. If Bruce Doole is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Bruce Doole's income or involve a substantial amount of Bruce Doole's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Bruce Doole's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

Item 5: Additional Compensation

If someone who is not a client provides an economic benefit to Bruce Doole for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Bruce Doole's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

As part of its fiduciary duties to clients, PVI endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by PVI (or its related persons) in and of itself creates a potential conflict of interest.

Schwab also makes available to PVI other products and services that benefit PVI but may not benefit its clients' accounts. Some of these other products and services assist PVI 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 PVI fees from its clients' accounts; and assist with back-office functions, record-keeping and client reporting. Many of these services generally may be used to service all or a substantial number of PVI accounts, including accounts not maintained at Schwab Institutional. Schwab Institutional also makes available to PVI other services intended to help PVI 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. In addition, Schwab may make available, arrange and/or pay for these types of services rendered to PVI by independent third parties. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to PVI. While as a fiduciary, PVI endeavors to act in its clients' best interests, and PVI recommendation that clients maintain their assets in accounts at Schwab may be based in part on the benefit to PVI 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 Schwab, which may create a potential conflict of interest.

Item 6: Supervision

We are required to explain how we supervise Bruce Doole, including how we monitor the advice Bruce Doole provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Bruce Doole's advisory activities on behalf of our firm.

Bruce William Doole is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over him. He is however bound by our firm's Code of Ethics and can be contacted by telephone at (619) 682-3834 or e-mail at bdoole@permanentvalue.com.

Item 7. Requirements for State-Registered Advisers

A. In addition to the events listed in Item 3 of Part 2B, if Bruce Doole has been involved in one of the events listed below, we disclose all material facts regarding the event.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

B. If Bruce Doole has been the subject of a bankruptcy petition, we must disclose that fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.