

Firm Brochure

(Part 2A of Form ADV)

IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT

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This brochure provides information about the qualifications and business practices of IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT. If you have any questions about the contents of this brochure, please contact us at: (866) 927-5250. 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 IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT is available on the SEC's website at www.adviserinfo.sec.gov.

May 31, 2012

Material Changes

Annual Update

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

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: (866) 927-5250.

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Advisory Business

Firm Description

Kelley Wright & Company Inc., dba IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT (PRIVATE CLIENT), was founded in 1998.

IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT provides personalized confidential investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses.

PRIVATE CLIENT is strictly a fee-only investment management firm. The firm does not receive commissions for purchasing or selling annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

PRIVATE CLIENT directly compensates for client referrals. PRIVATE CLIENT has entered into sub-advisory agreement with Jackson Financial Services LLC (JFS), a registered investment advisor with the U.S. Securities and Exchange Commission. JFS introduces clients to PRIVATE CLIENT for the purpose of entering into an investment management agreement with PRIVATE CLIENT. Per requirement in the Investment Advisors Act of 1940, JFS and Private Client provide a written statement disclosing the relationship between JFS and PRIVATE CLIENT.

If a client introduced to PRIVATE CLIENT by JFS retains PRIVATE CLIENT for investment management services, the client will pay to PRIVATE CLIENT the fee specified in the investment management agreement. Twenty five percent (25%) of the investment management fee will be paid to JFS by PRIVATE CLIENT. This 25% represents a referral arrangement between JFS and PRIVATE CLIENT.

Except for the referral arrangement whereby PRIVATE CLIENT pays a cash referral fee as described above, JFS and PRIVATE CLIENT are not affiliated with each other.

PRIVATE CLIENT does not act as a custodian of client assets. The client always maintains asset control. The Custodian provides a valuation of each client's holdings, deposits and withdrawals, buy and sell transactions, interest and dividends received, and fees and commissions paid as of the end of each calendar month in a monthly statement. PRIVATE CLIENT places trades for clients under a limited power of attorney.

When other professional advice is required (e.g., lawyers, accountants, insurance agents, etc.), they must be engaged directly by the client on an as-needed basis. This policy is designed to avoid any potential conflicts of interest.

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

Principal Owners

Kelley R. Wright is a 50% stockholder. Michael T. Minney is a 50% stockholder.

Types of Advisory Services

PRIVATE CLIENT provides investment supervisory services, also known as asset management services; manages investment advisory accounts not involving investment supervisory services; furnishes investment advice through consultations; and issues, charts, graphs, or other devices which clients may use to evaluate securities.

On an occasional basis, PRIVATE CLIENT furnishes advice to clients on matters not involving securities, such as macro economics, market trends and cycles, and the potential outcomes, if any, from proposed legislation or regulations.

As of December 31, 2011, PRIVATE CLIENT manages approximately \$62,976,844 in assets for approximately 145 clients. Approximately \$43,112,844 is managed on a discretionary basis, and \$19,864,000 is managed on a non-discretionary basis.

Tailored Relationships

PRIVATE CLIENT holds the core belief that the sole purpose of investing is to realize a return on investment. PRIVATE CLIENT further believes that the most basic measure of return on investment is the receipt of income, principally in the form of the cash dividend from common stocks. As such, PRIVATE CLIENT follows a single investment strategy; investing primarily in shares of common stocks of high-quality companies with long-term histories of dividend payments and dividend increases.

There are myriad inherent risks to investing in common stocks. Common stocks can and will fluctuate in price, often dramatically, over varying periods of time. Accordingly, overall portfolio values can and will fluctuate, often substantially, over varying periods of time. Clients of PRIVATE CLIENT should therefore have a minimum investment time frame of five years, with ten years or more being preferable, to allow for any and all potentialities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

Separate Account Investment Management Agreement

PRIVATE CLIENT creates and supervises on a discretionary basis an actively managed portfolio consisting primarily of individual common stocks, chosen from the universe of **Select Blue Chips** as identified by the *Investment Quality Trends* newsletter. When conditions warrant, as determined by the investment manager at his sole discretion, high-quality, short-term debt instruments, cash and cash equivalents can be used to the extent deemed necessary to mitigate market volatility and/or to lower overall portfolio risk. The annual Separate Account management fee is

calculated on a percentage of the investable portfolio assets according to the following schedule:

1.00% on the first \$5,000,000;

0.75% on the next \$5,000,000 (from \$5,000,001 to \$10,000,000); and

Negotiable on the assets above \$10,000,001.

The minimum required investable assets are \$1,000,000. This minimum is negotiable at investment manager's discretion and current client relationships may exist where the portfolio value is less than the required minimum amount of investable assets.

Although the Separate Account Investment Management 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 thirty (30) days 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 completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

Select Blue Chip FOLIO Investment Management Agreement

PRIVATE CLIENT creates and supervises on a discretionary basis an actively managed Model portfolio, consisting primarily of individual common stocks chosen from the universe of **Select Blue Chips** as identified within the *Investment Quality Trends* newsletter.

This Model portfolio is held at FOLIOfn Investments and is available only through an account with FOLIOfn Institutional. Clients access this Model portfolio by linking their FOLIOfn account to the Select Blue Chip FOLIO, which is known within the FOLIOfn system as **Two**. When securities are bought or sold in the Model portfolio, buy and sell orders are automatically generated in the Client account to synchronize the account with the Model.

The annual Select Blue Chip FOLIO Investment Management Agreement fee is based on a percentage of the investable assets according to the following schedule:

0.050% on all investable assets. This fee is not negotiable.

0.25% on all investable assets to FOLIOfn Institutional. This is a base fee that is not negotiable. This fee covers all **online** statements, confirmations, 1099's, performance reporting, and commissions when trades are executed through the twice daily trading windows. FOLIOfn does impose additional fees for paper reporting, direct trades made outside the trading windows, wire transfers and bank checks.

The minimum base fee is therefore _0.75%_ of investable assets, billed monthly in arrears.

There is no minimum level of investable assets required for this Agreement.

Although the Select Blue Chip FOLIO Investment Management 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 thirty (30) days written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the month completed. The portfolio value at the completion of the prior full billing month is used as the basis for the fee computation, adjusted for the number of days during the billing month prior to termination.

Investment Consulting Agreement

PRIVATE CLIENT offers a Consulting Service that consists of advice and recommendations on portfolio securities to individuals, fiduciaries of qualified plans, trusts, endowments and foundations, financial advisors, investment managers, corporations and small businesses on a non-discretionary basis.

Through this Agreement buy, sell, and hold recommendations are made for the respective portfolio from the universe of **Select Blue Chip** stocks as identified by the *Investment Quality Trends* newsletter.

Client will apprise PRIVATE CLIENT as to the current portfolio composition and PRIVATE CLIENT will make recommendations as to subsequent transactions. At no time will PRIVATE CLIENT have the authority or discretion to effect transactions on the client's behalf.

Client will pay to PRIVATE CLIENT an annual fee based on a percentage of the investable assets, billed semi-annually in advance as follows:

0.35% or \$1,500, whichever is greater, up to \$5,000,000 in investable assets.

0.30% on investable assets from \$5,000,001 to \$10,000,000.

The fee for investable assets exceeding \$10,000,001 is negotiable.

PRIVATE CLIENT reserves the right to negotiate its fee schedule under any circumstance if it determines that flexibility on compensation is in its own enlightened self-interest.

Hourly Planning Engagements

PRIVATE CLIENT provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$350.

Termination of Agreement

A Client may terminate any of the aforementioned Agreements at any time by notifying PRIVATE CLIENT by thirty (30) days written notice and paying any accrued fees on a pro-rate basis. If the client made an advance payment, PRIVATE CLIENT will refund any unearned portion of the advance payment.

PRIVATE CLIENT may terminate any of the aforementioned Agreements at any time by notifying the client by thirty (30) days written notice. If the client made an advance payment, PRIVATE CLIENT will refund any unearned portion of the advance payment.

Fees and Compensation

Description

PRIVATE CLIENT bases its fees on a percentage of investable assets under management or consultation, or hourly charges.

With the exception of the 0.50% fee on investable assets in the Select Blue Chip FOLIO Agreement, all other fees are negotiable.

Fee Billing

The fee for the Separate Account Investment Management Agreement is billed quarterly, in arrears, meaning that we invoice you after the three-month billing period has ended.

The fee for the Select Blue Chip FOLIO Agreement is billed monthly, in arrears, meaning that we invoice you after the one-month billing period has ended.

The fee for the Investing Consulting Agreement is billed one-half (50%) in advance, meaning that we invoice you before the six-month billing period has begun.

Payment in full is expected upon invoice presentation.

Separate Account and Select Blue Chip FOLIO fees are usually deducted from a designated client account to facilitate billing.

The client must consent in advance to direct debiting of their investment account.

The fee for Investment Consulting is typically paid by check or credit card.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain stocks, bonds or other securities. Custodians may charge fees for other services that may include but are not limited to: bank wires; securities reorganization; compilation of historic price, dividend, and cost basis data, etc.

PRIVATE CLIENT, 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.).

Expense Ratios

PRIVATE CLIENT does not typically purchase shares of mutual funds. If a new client has an existing position(s) in mutual funds at the onset of a new Agreement, client should be advised that 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 PRIVATE CLIENT.

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

Past Due Accounts and Termination of Agreement

PRIVATE CLIENT reserves the right to stop work on any account that is more than thirty (30) days overdue. In addition, PRIVATE CLIENT reserves the right to terminate any engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in PRIVATE CLIENT's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within thirty (30) days.

Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

PRIVATE CLIENT does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

PRIVATE CLIENT generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, foundations and endowments, corporations and small businesses.

Client relationships vary in scope and length of service.

Account Minimums

The minimum Separate Account size is \$1,000,000 of investable assets under management, which equates to an annual fee of \$10,000.00.

There is no minimum level of investable assets for the Select Blue Chip FOLIO or Investment Consulting Agreements.

PRIVATE CLIENT has the discretion to waive any account minimums. Separate Account Agreements may be initiated with investable assets of less than \$1,000,000 when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$1,000,000 within a reasonable time. Other exceptions will apply to employees of PRIVATE CLIENT and their relatives, or relatives of existing clients.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

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

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

Other sources of information that PRIVATE CLIENT may use include Charles Schwab & Company's "SchwabLink" service, Standard & Poor's, Dow Jones & Company, Inc, Thomson-Reuters, Goldman Sachs, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is active stock selection. This means that we use common stocks identified as Select Blue Chips by the Investment Quality Trends newsletter as the core investments.

Cash, cash equivalents, and short-term, high-quality fixed income securities may be used if the investment manager believes market conditions warrant.

We attempt to diversify portfolios across industry groups to control industry risk and to capture returns from the broad economy.

This strategy is a long-term approach to investing as common stocks can and will fluctuate significantly in price over various time frames. Clients that invest in common stocks should allow for a minimum investment time frame of five years, with a ten year investment time frame being preferable.

Our primary investment objectives are: principal preservation; an immediate return on investment from cash dividends; an immediate and growing stream of income from cash dividends and cash dividend increases; and, long-term capital appreciation.

It is the investment policy of PRIVATE CLIENT to avoid short-term trading, short sales, and margin transactions.

Risk of Loss

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.

Disciplinary Information

Legal and Disciplinary

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

Other Financial Industry Activities and Affiliations

Financial Industry Activities

PRIVATE CLIENT is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

Affiliations

PRIVATE CLIENT has no arrangements that are material to its advisory business 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.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

The employees of PRIVATE CLIENT 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.

Participation or Interest in Client Transactions

Prudence dictates that the firm invests excess capital reserves and retained earnings in the normal course of business. As PRIVATE CLIENT is in the business of identifying stocks for its clients, the firm would be remiss in not using this information and expertise for its own investment purposes. PRIVATE CLIENT stipulates that a conflict of interest would appear to exist; however, the firm receives no special pricing or services for the management of its own capital and effects transactions on its behalf only after effecting transactions on behalf of its clients. Accordingly, PRIVATE Client and its employees may buy or sell securities that are also held by clients. Employees comply with the provisions of the PRIVATE CLIENT *Compliance Manual*.

Personal Trading

The Chief Compliance Officer of PRIVATE CLIENT is Kelley R Wright. He reviews all employee trades each quarter. His trades are reviewed by Michael T Minney. 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.

Brokerage Practices

Selecting Brokerage Firms

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

PRIVATE CLIENT recommends discount brokerage firms and trust companies (qualified custodians), such as Schwab institutional and FOLIOfn Investments.

PRIVATE CLIENT does not receive fees or commissions from any of these arrangements.

Best Execution

PRIVATE CLIENT reviews the execution of trades at each custodian each quarter. Trading fees charged by the custodians is also reviewed on a quarterly basis. PRIVATE CLIENT does not receive any portion of the trading fees.

Order Aggregation

Most trades are in individual high-quality blue chip stocks where trade aggregation does not garner any client benefit.

Review of Accounts

Periodic Reviews

The firm minimally recommends an annual review. Additional review sessions can be scheduled at client request. A review nominally consists of: examining the beginning and ending portfolio values for the period; cash and/or securities deposited to or withdrawn from the Portfolio; interest and dividends received; dollar and percentage gain/(loss) for the period; time-weighted rates of return for the period and since inception.

Account reviews are performed by either Kelley R Wright or Michael T Minney; the firm's President and Vice-President respectively.

Review Triggers

Client must inform the firm of any material change which could necessitate a change in the Portfolio and the manner in which it is managed. Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in the client's personal situation.

Regular Reports

Monthly reports are provided to the client by the Custodian that holds the Portfolio's cash and securities. The monthly report will vary by Custodian as to format but will include: the Portfolio's holdings and respective value for each holding as of the close of the reporting period; the beginning and ending Portfolio value; deposits to and withdrawals from the Portfolio during the reporting period; dividends and interest received; the transaction detail for the reporting period; the date and amount of any fees and charges. PRIVATE CLIENT will provide a performance report for the Separate Account Agreement at the Annual Review or at Client request. The report will include the information above and: time-weighted returns for the reporting period and since inception; a comparison to an appropriate benchmark, e.g. the S&P 500 or Dow Jones Industrial Average.

Client Referrals and Other Compensation

Incoming Referrals

PRIVATE CLIENT has been fortunate to receive many client referrals over the years. The referrals came from current clients and centers of influence such as attorneys and accountants. Referrals are also received from employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

PRIVATE CLIENT does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Custody

Account Statements

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

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by PRIVATE CLIENT.

Investment Discretion

Discretionary Authority for Trading

PRIVATE CLIENT accepts discretionary authority to manage securities accounts on behalf of clients. PRIVATE CLIENT 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.

The client approves the custodian to be used and the commission rates paid to the custodian. PRIVATE CLIENT does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

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

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.

Voting Client Securities

Proxy Votes

Unless the client designates otherwise, PRIVATE CLIENT votes proxies for securities over which it maintains discretionary authority.

Financial Information

Financial Condition

PRIVATE CLIENT accepts discretionary authority to manage securities accounts on behalf of clients and will charge its client's management fees in arrears on a quarterly basis for the Separate Account Agreement and monthly in arrears for the Select Blue Chip FOLIO Agreement.

Based on accepting discretionary trading authority, PRIVATE CLIENT is required to meet and file financial information with the California Department of Corporations in accordance with Generally Accepted Accounting Principles (GAAP).

Information Security Program

Information Security

PRIVATE CLIENT maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

Investment management services encompass far more than selecting which investments are appropriate for a client's portfolio. At PRIVATE CLIENT we believe that our participation in assisting our clients to realize their financial goals and objectives constitute a relationship. In that context, we believe that protecting that relationship is one of our highest priorities.

To fulfill our responsibilities as your investment manager we must have access to your private financial information. It is our firm's policy to do everything we can to protect that information. The following describes our firm's privacy policy.

We do not sell your personal information to any person or entity. We do not disclose your personal information to unaffiliated third parties unless one of the following exceptions applies:

- We receive your prior consent.
- We disclose your personal information to you or persons we believe to be your authorized representative, including your legal counsel, accountant or consultant. We disclose your personal information to a broker, custodian or other service provider with whom we must share information in order to manage or service your account properly.
- We may disclose your personal information in limited circumstances where we believe we are permitted or required by law to release the information to the recipient.

We collect personal information from the following sources in the normal course of business to serve you better:

- ***Account Applications and other Forms***, which may include your name, address, telephone number, social security number, email address and information about your investment goals and risk tolerance.
- ***Your Professional Advisors such as consultants, attorneys and accountants***, who may provide financial, investment history and tax information about you.
- ***Account History***, including information about the transactions we have ordered for you and balances in your account.
- ***Correspondence***, written, electronic or telephonic between you and us or your broker or custodian and us.

We use your personal information to help us better serve your investment and financial needs and to fulfill our fiduciary or regulatory obligations. We may also use your personal information to:

- Administer our business, and
- Suggest services that may be of interest to you.

PRIVATE CLIENT is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. 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 maintain this policy whether you are a current or former client. Due to the nature of changing federal or state regulations we may need to revise our privacy policy in the future. If you would like a current copy of our privacy policy you may request it by calling (866) 927-5250, ext. 202.

Brochure Supplement (Part 2B of Form ADV)

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This brochure provides information about the qualifications of the principals, shareholders, officers and employees of IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT. If you have any questions about the contents of this brochure, please contact us at: (866) 927-5250. 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 IQ TRENDS PRIVATE CLIENT ASSET MANAGEMENT is available on the SEC's website at www.adviserinfo.sec.gov.

May 31, 2012

Education and Business Standards

PRIVATE CLIENT is a small, closely held firm. The principals, sole shareholders and officers are Kelley R Wright and Michael T Minney. Their personal and professional relationship spans over twenty years.

All the functions that affect the firm's clients are conducted by either Kelley or Michael. These functions include but are not limited to: Client relationship management; securities research and analysis; security selection; trading; compliance; performance reporting; and, marketing.

Due to the unique ownership and management structure of the firm, there is an intimate knowledge of and a reliance on the core capabilities and experience between Kelley and Michael. As such, the above referenced functions of the firm will always remain solely with Kelley and Michael.

In the event the firm retains employees to perform any of the core functions that affect the firm's clients, Kelley and Michael will require those employees to meet certain academic achievements, such as a bachelor's degree and further coursework or professional certifications demonstrating knowledge of investment management. Additionally, any employees must have work experience that demonstrates their aptitude for financial planning and investment management.

Examples of professional certifications are:

Professional Certifications

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.

- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Kelley R Wright

Educational Background:

- Date of birth: July 3, 1959
- Institutions. Ashland Community College (1977), University of Kentucky, Business Administration (1977-1979).

Business Experience:

- IQ Trends Private Client Asset Management, President and Chief Investment Officer (December 2002 to present).
- *Investment Quality Trends*. Managing Editor (December 2002 to present).
- Kelley Wright & Company, Inc. President and Chief Investment Officer (April 1998 to December 2002).

Disciplinary Information: None

Other Business Activities: Managing Editor, *Investment Quality Trends*. Outside Contributor, *TheStreet.com*.

Additional Compensation: *Investment Quality Trends*; *TheStreet.com*

Supervision:

Kelley R Wright is a shareholder, officer and principal of the firm. As such he is self-supervised but his work is peer reviewed by Michael T Minney in his capacity as Vice-President and Director of Investment Management.

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Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Michael T Minney

Educational Background:

- Date of birth: December 21, 1964
- Institutions: University of San Diego, Business Administration (1983 – 1987).

Business Experience:

- IQ Trends Private Client Asset Management. Vice President and Director of Investment Management (July 2005 to present).
- *Investment Quality Trends*. Publisher (July 2005 to present).
- Advantage Asset Management, Inc. President/CEO (April 1996 to July 2005).

Disciplinary Information: None

Other Business Activities: Publisher, *Investment Quality Trends*.

Additional Compensation: *Investment Quality Trends*.

Supervision:

Michael T Minney is a shareholder, officer and principal of the firm. As such he is self-supervised but his work is peer reviewed by Kelley R Wright in his capacity as President and Chief Investment Officer.

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Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None