

Form ADV Part 2A Brochure

Asset Management Investors, LLC

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March 31, 2011

This Brochure provides information about the qualifications and business practices of Asset Management Investors, LLC. If you have any questions about the contents of this Brochure, please contact us at 312-621-0810 or admin@assetmi.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.

Asset Management Investors, LLC is a registered investment adviser. Registration as an Investment Adviser with the United States Securities and Exchange Commission or any state securities authority does not imply any level of skill or training.

Additional information about Asset Management Investors, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Asset Management Investors, LLC

Item 2 – Material Changes

This Brochure dated March 31, 2011 is a new document prepared according to the United States Securities and Exchange Commission's new requirements and rules adopted in July 2010. In the future, Item 2 will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our Brochure.

Asset Management Investors, LLC

Item 3 – Table of Contents

Item 2 – Material Changes	ii
Item 3 – Table of Contents.....	iii
Item 4 – Advisory Business	1
Item 5 – Fees and Compensation	1
Item 6 – Performance-Based Fees and Side-By-Side Management	2
Item 7 – Types of Clients.....	2
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	2
Item 9 – Disciplinary Information	3
Item 10 – Other Financial Industry Activities and Affiliations	3
Item 11 – Code of Ethics, Participation or Interest in Client Transactions & Personal Trading	3
Item 12 – Brokerage Practices	5
Item 13 – Review of Accounts.....	5
Item 14 – Client Referrals and Other Compensation	6
Item 15 – Custody.....	6
Item 16 – Investment Discretion.....	6
Item 17 – Voting Client Securities.....	7
Item 18 – Financial Information	7

Asset Management Investors, LLC

Item 4 – Advisory Business

Asset Management Investors, LLC manages balanced and equity portfolios for high net worth individuals and families, trusts, limited partnerships, retirement plans, and charitable foundations. We provide investment advice, counseling and portfolio management on both a discretionary and non-discretionary basis through the use of separately managed accounts. Each client establishes a custodial relationship with an independent bank or brokerage firm and opens an investment account in the client's name that is managed by Asset Management Investors, LLC.

We have a value-oriented investment philosophy and conduct our own research and analysis to support our investment decisions. We invest in publically traded equity and fixed income securities, and occasionally, will invest in mutual funds. On a limited non-discretionary basis, we may recommend that our clients invest in alternative assets including hedge funds and private equity. Although the investment management agreement with our clients gives us broad investment authority, we do not anticipate investing in other security types.

In order to thoroughly understand our clients' goals and objectives, we have a comprehensive initial assessment meeting as well as ongoing, regular communication with the clients. At the onset of a client relationship, we set equity and fixed income targets with the client and typically do not fully invest the client's assets immediately. Instead, we will slowly invest a new client's assets over time as we identify investment opportunities. Clients may impose restrictions on investing in certain securities or types of securities.

Asset Management Investors, LLC was formed in 2005. The indirect beneficial owners of the firm are Sherwin A. Zuckerman and Daniel R. Zuckerman. Biographies and other information regarding Sherwin A. Zuckerman and Daniel R. Zuckerman are contained in Asset Management Investors, LLC's Form ADV Part 2B Brochure Supplement.

As of December 31, 2010, we managed \$427,030,000 in discretionary assets and \$5,790,000 in non-discretionary assets.

Item 5 – Fees and Compensation

We charge a 1% investment management fee of a client's assets under management. In limited circumstances, the investment management fee is negotiable depending on many factors including but not limited to the size of the account, the aggregate value of related accounts, the nature of the relationship, the complexity of the services provided and other factors.

Asset Management Investors, LLC

Each client executes an investment contract with Asset Management Investors, LLC which establishes the investment management fee. We generally bill clients in advance each calendar quarter and directly debit the fee from the clients' bank or brokerage custodial accounts. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be refunded promptly.

Asset Management Investors, LLC's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third-party investment managers such as private equity and hedge fund managers, and other third-parties. These charges may include but are not limited to management and performance fees charged by third-party managers, ticket charges, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds, money market funds, and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. These charges, fees and commissions are exclusive of and in addition to Asset Management Investors, LLC's management fee, and Asset Management Investors, LLC does not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Asset Management Investors, LLC considers in selecting or recommending broker-dealers for client transactions.

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

Asset Management Investors, LLC does not charge any performance-based fees.

Item 7 – Types of Clients

Asset Management Investors, LLC provides investment advice, counseling, and portfolio management to high net worth individuals and families, trusts, limited partnerships, retirement plans, and charitable foundations. Typically Asset Management Investors, LLC provides investment management services to clients with investable assets of at least \$1 million. We may adjust the minimum depending on the nature of the relationship.

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

Asset Management Investors, LLC manages balanced and equity portfolios and we conduct our own research and analysis to support our investment decisions. We talk directly with companies,

Asset Management Investors, LLC

competitors, suppliers and industry contacts. We generally look for businesses that are both understandable and predictable and that have high returns on capital, sustainable competitive advantages, strong balance sheets and reliable management teams. We follow a value-oriented investment approach and buy companies that trade at a discount to our estimate of intrinsic value. Investing in securities, like all investments, involves the risk of loss of principal that clients should be prepared to bear.

We have a long term investment horizon. Our investment theses typically play out in years, not months. We have a disciplined process and sell an investment if its value reaches our estimate of intrinsic value or if there is an unexpected change that negatively impacts the investment. It is common that we will establish a new position at the low end of its target weight and then increase the position size over time. We are mindful of tax implications and generally manage holding periods to minimize taxes at the individual account level.

Our approach has many risks. There is the potential that we can lose all or part of any investment. There is both market risk that macro factors will negatively impact equities in general and security risk that specific company factors could negatively impact the investments in our clients' portfolios. We generally manage concentrated portfolios and therefore, there could be times that our performance can vary from the overall market.

Item 9 – Disciplinary Information

Neither Asset Management Investors, LLC, nor any of its personnel has been the subject of any legal or disciplinary events.

Item 10 – Other Financial Industry Activities and Affiliations

Neither Asset Management Investors, LLC, nor any of its personnel has any other material affiliation to other financial industry activities.

Item 11 – Code of Ethics, Participation or Interest in Client Transactions & Personal Trading

Asset Management Investors, LLC has adopted a Code of Ethics for all supervised persons of the adviser, describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition against spreading rumors, restrictions on accepting significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading

Asset Management Investors, LLC

procedures, among other things. All supervised persons at Asset Management Investors, LLC must acknowledge the terms of the Code of Ethics annually, or as amended.

Subject to satisfying the Code of Ethics and applicable laws, employees of Asset Management Investors, LLC or affiliated accounts may trade for their own accounts in securities which are purchased or recommended for Asset Management Investors, LLC's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Asset Management Investors, LLC will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would not interfere materially with the best interest of Asset Management Investors, LLC's clients. In addition, the Code requires that each employee receive either written or verbal pre-clearance before any personal transactions are executed. Nonetheless, because the Code of Ethics permits employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics to reasonably prevent and mitigate conflicts of interest between Asset Management Investors, LLC and its clients.

As a general matter, neither the adviser nor its personnel will cause employee accounts to trade in the same securities as client accounts on the same day. Rather, such orders for employee accounts will be entered on the first day following the last trade of that security in client accounts. However, from time to time, when circumstances exist such that a client's execution price is unaffected, employee accounts may trade in the same securities on the same day as client accounts on an aggregated basis consistent with the adviser's obligation of best execution.

Partially executed orders will be allocated either on a pro-rata basis or random basis depending on the execution quantity. From time to time, we will use discretion based on the share price of the security to round the allocation amounts and ensure that smaller allocations are completely filled. In all cases of partial execution, employees or affiliated accounts do not participate in a trade order until all client allocations are filled.

Asset Management Investors, LLC's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting us at 312-621-0810 or admin@assetmi.com.

Asset Management Investors, LLC

Item 12 – Brokerage Practices

Asset Management Investors, LLC has the authority and discretion to choose the executing broker-dealer for client transactions. We consider several factors in selecting the broker-dealer, including but not limited to, the nature of the security being traded, the size of the transaction, the commissions charged by the broker, particular expertise in the type of security or transaction, and access to relevant markets.

Asset Management Investors, LLC typically does not receive research or other products or services (“soft dollar benefits”) other than execution from a broker-dealer in connection with transactions on behalf of clients. However, in selecting a broker-dealer, the adviser may take into consideration such soft dollar benefits. As a result, the commissions paid to broker-dealers could exceed the lowest possible commissions available and clients could be deemed to be paying for such services with “soft” or commission dollars. In this event, Asset Management Investors, LLC would determine in good faith that commissions charged are reasonable in relation to the value of services received in view of the terms of the particular transaction or the adviser’s overall responsibilities to all of its clients. In all cases, “soft dollar” arrangements will comply with the so-called “safe harbor” provisions of Section 28(e) of the Securities Exchange Act of 1934. In addition, while Asset Management Investors, LLC does not generally intentionally pay up for soft dollar benefits, it may receive incidental research-related products or services from brokers outside of formal soft dollar arrangements that may nonetheless be considered a “soft dollar benefit” under applicable law.

Clients may request us to direct brokerage to a certain broker-dealer. If a client chooses to direct brokerage, the agreement between the client and broker must be provided to us in writing. Asset Management Investors, LLC’s ability to achieve best execution may be partially or wholly limited by the nature of the directed brokerage agreement that the client has instructed us to follow. For example, the commissions charged in directed brokerage arrangements are typically higher than what Asset Management Investors, LLC would pay for similar transactions. Additionally, the client may incur a higher cost because we may be unable to obtain the most favorable execution and/or we will not be able to aggregate the order to reduce transaction costs. We generally aggregate orders to obtain a more advantageous execution price and a lower commission rate.

Item 13 – Review of Accounts

Asset Management Investors, LLC investment professionals, on a regular and on-going basis, review all client accounts to ensure the accounts are consistent with the client’s stated objectives and identify accounts that warrant a more detailed review. Client accounts are also reviewed based on market conditions and changes to a client’s financial situation. The account reviews include but

Asset Management Investors, LLC

are not limited to assessing the client's objectives, evaluating the asset class weightings against targets, analyzing the composition of the individual securities in the portfolio, and reviewing any stated restrictions by the client.

On a quarterly basis, all clients receive a package that contains written reports including a current account summary, portfolio appraisal, and the quarterly invoice. Clients may request that additional reports be added to their quarterly package.

Item 14 – Client Referrals and Other Compensation

Asset Management Investors, LLC does not pay third parties for client referrals nor do we receive any other compensation for client referrals.

Item 15 – Custody

Asset Management Investors, LLC does not have custody of client funds or securities. All client accounts are held at an independent brokerage firm or a bank custodian.

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

Item 16 – Investment Discretion

Asset Management Investors, LLC's standard investment contract provides us with full discretionary authority to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

Clients execute an Investment Management Agreement which appoints Asset Management Investors, LLC as investment adviser for their investment accounts. Clients are responsible for informing us in writing of any investment guidelines or restrictions and any changes to their investment objectives.

Asset Management Investors, LLC

When selecting securities and determining amounts, Asset Management Investors, LLC observes the investment policies, limitations and restrictions of the clients for which it advises.

Item 17 – Voting Client Securities

Asset Management Investors, LLC has the authority to vote proxies on clients' behalf and we vote proxies in the best interest of clients. This policy also applies to consents and other solicitations requested by various private funds, and proxies relating to securities held directly by clients but managed by us. Because solicited votes with respect to private funds often raise unique questions, we review, evaluate and vote these on a case by case basis. When a consent or other solicited vote or proxy relates to a routine matter, we generally vote in accordance with the objective of encouraging action that enhances client value. Clients who wish to vote their own proxies should notify us at 312-621-0810 or admin@assetmi.com.

When we identify a potential conflict of interest, we will determine whether the conflict is material. If we determine the conflict is material, we will take one or some of the following steps:

- Inform the client of the material conflict and our voting decision
- Discuss the proxy vote with the client
- Fully disclose the material facts regarding the conflict and seek the client's consent to vote the proxy as intended
- Seek the recommendation of an independent third party

In all cases, we will document the steps we took to address the conflict.

Clients may obtain a copy of Asset Management Investors, LLC's complete proxy voting policies and procedures upon request. Clients may also obtain information from Asset Management Investors, LLC about how Asset Management Investors, LLC voted any proxies on behalf of their account(s).

Item 18 – Financial Information

Asset Management Investors, LLC 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.