

Brochure Supplement

November 14, 2011

LFS Asset Management, LLC

SEC File No. 801-71610

John Lau
Managing Member

181 Second Avenue, Suite 600
San Mateo, CA 94401

phone: 650-344-1700
email: onkwok2006@yahoo.com
website: www.lafinancial.com

This brochure supplement provides information about John Lau that supplements the LFS Asset Management, LLC, brochure. You should have received a copy of that brochure. If you did not receive an LFS brochure or if you have any questions about the contents of this supplement, please contact us at onkwok2006@yahoo.com.

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

Item 2: Educational Background and Business Experience

John Lau (b. 1951) is the Managing Member of LFS Asset Management, LLC. Mr. Lau is a Certified Public Accountant ("CPA") and Personal Financial Specialist ("PFS").

A. Educational Background

B.S., Accounting, California State University, Fresno	1974
M.S., Taxation, Golden Gate University	1975

B. Business Background

Managing Member, Lau Financial Services, Inc.	01/2005–Present
Managing Member, LFS Asset Management, LLC	01/2005–Present
Managing Member, LFS Tax Services	01/2005–Present
Managing Member, LFS Brokerage and Insurance Services	01/2005–Present
Registered Representative, Girard Securities, Inc.	05/2011–Present

C. Qualifications for Certified Public Accountant (CPA)

Licensing The licensing authority and requirements for CPAs falls under the jurisdiction of the Board of Accountancy for the state, district or country in which a CPA practices. In adherence to the AICPA mission, the Institute seeks the highest possible level of uniform certification and licensing standards while promoting and protecting the CPA designation. The national organization representing the state boards is the National Association of State Boards of Accountancy (NASBA).

Requirements The requirements, which are set by each state board of accountancy, include:

1. Completing a program of study in accounting at a college or university.
2. Passing the Uniform CPA Exam.
3. Obtaining a specific amount of professional work experience in public accounting (the required amount and type of experience varies according to licensing jurisdiction).

D. Qualifications for Personal Financial Specialist (PFS)

The requirements for the Personal Financial Specialist ("PFS") credential is established by the Personal Financial Planning ("PFP") staff at the AICPA, the National Accreditation Commission, along with the PFS Credential Committee. The requirements accurately reflect the depth and breadth of experience and technical expertise required to obtain this credential. The five major requirements are:

1. Obtain a CPA License
2. Complete comprehensive Personal Financial Planning (PFP) Education
3. Obtain a specified level of PFP Experience
4. Pass the PFP Examination
5. Every three years, all CPA/PFS must meet reaccreditation requirements to maintain their right to use the accreditation.

Item 3: Disciplinary Information

John Lau does not have any disciplinary action to report. Public information concerning Mr. Lau's registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

John Lau is the San Mateo, CA, manager for Girard Securities, Inc., a registered broker/dealer, investment advisor and member FINRA / SIPC and receives commissions and overriding commissions from the sales of such investment and insurance products from all sales representatives within the San Mateo office. Approximately 60% of Mr. Lau's time and effort is attributable to the functions of LFS. Approximately 25% of Mr. Lau's time and effort is attributable to tax practitioner activities discussed below, while 10% of time is allocated to the function of securities commission sales and sales supervision of registered representatives of GSI's San Mateo, CA, office. The remaining 5% of Mr. Lau's time is allocated to insurance sales.

Certain managers, members and registered employees of LFS, including Mr. Lau, are agents for certain insurance carriers. With respect to the provision of financial planning services, LFS professionals may recommend insurance products offered by such carriers for whom they function as agents and receive a commission for doing so. Clients are advised of a potential conflict of interest in that there is an economic incentive to recommend insurance and other investment products of such carriers. Clients are also advised that LFS professionals strive to put their clients' interests first and foremost. Other than for insurance products that require a securities license, such as variable insurance products, clients may utilize any insurance carrier or insurance agency they desire. For products requiring a securities and insurance license, clients may be limited to those insurance carriers that have a selling agreement with LFS' professionals' employing broker-dealer.

LFS' Managing Member, John Lau, is a licensed tax practitioner. Mr. Lau spends approximately 25% of his time devoted to such accounting activities.

Item 5: Additional Compensation

Other than as described in Item 4 above Mr. lau does not receive any additional compensation.

Item 6: Supervision

John Lau is the Managing Member of LFS Asset Management, LLC. Supervision of Mr. Lau is performed by himself in his capacity as Chief Compliance Officer, through reviews of internal transaction and security holdings reports, electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Mr. Lau can be reached at 650-344-1700.