

AMERICAN MONEY MANAGEMENT, LLC

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Following is a detailed summary of the material changes made to our firm's ADV brochure as of July 1, 2019. If you would prefer a full copy of our ADV brochure, please do not hesitate to contact our office.

1. Item 4 Advisory Business:

We expanded the language related to our Advisory Business to include a section on Financial Planning. Full text is below:

Financial Planning Services

"In addition to our core investment supervisory business, AMM and our investment advisor representatives may periodically provide financial planning services to clients of the firm. In some instances these services are incidental to the investment process. For example deep discussions about a client or prospective client's financial situation, a thorough review of their retirement assets (including those not managed by AMM), providing periodic recommendations on outside 401k assets, assisting with a retirees required IRA distributions and a myriad of other items generally fall in to the "incidental to investment process" category. These services are incorporated in to the asset management fee that a client pays AMM (for more on fees see Item 5 below).

However, for those clients seeking a more robust financial or retirement plan, AMM offers a more formal financial planning arrangement via an annual Financial Planning Retainer Agreement. Under this arrangement clients will pay an annual retainer above and beyond the advisory fee paid for the management of the account. While the financial planning services offered will be highly dependent on a specific clients' circumstances, the AMM Retainer Agreement generally includes the following services:

1. Annual Financial Planning Meeting: Annual in-person meeting to review family records, budgeting, personal liability, estate information, financial goals and other related issues.
2. Plan Development: The development of a written financial plan that addresses specific areas of client concern (retirement, educational savings, budgeting, etc.).
3. Annual Plan Updates: Reviewing and updating plan annually to account for new information and/or changes in circumstances.
4. Retirement Analysis: Run scenarios to determine the likelihood of meeting specific retirement objectives."

2. Item 5 Fees and Compensation

We expanded the section under Fees and Compensation to account for the new Financial Planning Retainer Agreement outlined above. Full text below:

“In addition to our regular ongoing management fee, clients of AMM may elect to hire AMM to provide financial planning services (see Item 4 above). Fees for these services are paid via a minimum annual retainer + additional hourly charges that may apply. The annual retainer is equal to \$500/year and is debited from the client’s account quarterly in advance (ex. \$125 per quarter). The fee is assessed at the “household level” so clients with more than one account will only have the fee debited from one account. This account will be determined at the outset of the financial planning engagement. The annual retainer is automatically renewed each calendar year unless written notice of termination is received from the client. In the event a client terminates their relationship with AMM before the calendar quarter ends, AMM will provide a pro-rated refund of any advisory fees and any financial planning retainer fees not yet earned for the quarter in which the client terminated. In most circumstances our annual retainer is sufficient to cover the financial planning items detailed in Item 4 above. For more complicated situations, AMM may charge an additional hourly fee for work above the annual retainer amount. This fee equates to \$100/hour. Clients’ will be notified in advance of any work that may require the hourly fee, giving them the option to decline this service if they so choose. A separate written engagement letter will be provided at this time, requiring both parties to sign before any work is done or fees assessed.”

Item 10 Other Financial Industry Affiliations

We updated the section related to insurance licenses under other financial industry affiliations to the following language:

“AMM officers and representatives may hold state insurance licenses. Associates of AMM do not transact insurance business through AMM, and in fact, may never transact any insurance business. However, holding insurance licenses and staying current with the continuing education requirement of licensees allows representatives that hold the license to speak more knowledgeably about a client’s insurance situation in the context of the client’s overall financial picture.

However some of AMM’s investment advisor representatives, in their individual capacities, are agents for various insurance companies. As such, these individuals are able to receive separate commission compensation resulting from implementing insurance product transactions on behalf of advisory clients which may create a potential conflict of interest between the representative and the advisory client. AMM clients are never obligated to purchase any products or services offered by AMM’s investment advisor representatives in order to receive advisory services from AMM. Insurance product transactions are not done through and are in no way affiliated with AMM. Insurance transactions are regulated by the appropriate state insurance regulations. Further information about whether a specific investment advisor representative may be involved in insurance related or other outside business activities can be found in the Part 2B Brochure Supplement portion of this brochure.”