

Kevin Looby

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This Brochure Supplement provides information about Mr. Looby that supplements the National Asset Management, Inc. Brochure. You should have received a copy of that Brochure. Please contact the Compliance Department at 561-981-1000 if you did not receive National Asset Management's Brochure or if you have any questions about the contents of this supplement.

Additional information about this financial advisor is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Kevin Joseph Looby, CRD # 2821788

Year of Birth: 1968

Education: Attended Delta College, 1987-1990.

Certificate of Completion Financial Planning Program, Fairleigh Dickinson University, 2006

Business experience (for past five years):

- ❖ Investment Advisory Representative, National Asset Management, (01/2020-Present)
- ❖ Director of Financial Planning, Principle Wealth Partners, (10/2017-01/2020)
- ❖ Investment Advisor Representative and Registered Representative, Essex Financial Services, (04/2016-01/2018)
- ❖ Investment Advisor Representative, Strategic Advisers, (2/2001-04/2016)

Mr. Looby is a CFP® professional. All CFP® professionals must pass a CFP-board registered program or hold one of seven advanced degrees, designations, or professional licenses and pass the CFP exam. Prerequisites include a bachelor's degree (or higher) from an accredited college or university and three full years of full-time personal financial planning experience. Thirty hours of continuing education must be completed every two years. Areas of study include insurance and estate planning, employee benefit and tax planning, as well as investment and retirement planning. CFP practitioners are also subject to strict adherence to the CFP Board's Financial Planning Practice Standards and Professional Code of Ethics and Responsibility.

Item 3 - Disciplinary Information

Mr. Looby has no disciplinary history.

Item 4- Other Business Activities

Mr. Looby uses the business name Clapboard Hill Private Wealth. Mr. Looby uses this business name for marketing and/or tax purposes but offers securities and investment advice through the registered investment advisor described below. National Asset Management is not affiliated with Clapboard Hill Private Wealth.

Mr. Looby is an investment advisory representative ("IAR") of NAM. As a matter of procedure, NAM does not generally permit front-end or back-end load mutual funds in the advisory program, or any other class that has high trail fees. If such mutual funds are transferred into an advisory account, advisory fees will be suppressed if a front-end or back-end load has been charged or there are high trail fees. Clients have the option to purchase investment products through other broker-dealers or advisors.

Mr. Looby also offers fixed insurance products through National Insurance Corporation.

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Item 5- Additional Compensation

There is no additional compensation to report for this financial advisor.

Item 6 - Supervision

NAM provides investment advisory and supervisory services in accordance with the NAM Policies and Procedures Manual. Peter Beljakovic has primary responsibility for supervising advisory activities in accordance with NAM's Policies and Procedures Manual. Such oversight will include regular review of client communications and investment advice offered by this financial advisor. Records of all client trades placed by this financial advisor are archived and available for review. Peter Beljakovic may be contacted at 212-417-8111.