



Brochure Supplement

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This brochure supplement provides information about Aaron Moore that supplements the LPL Financial disclosure brochure. You should have received a copy of that brochure that describes the investment advisory services offered through LPL Financial, an investment advisor firm. Please contact LPL Financial at the telephone number above or at LPLFinancial.ADV@lpl.com if you did not receive LPL Financial's brochure or if you have any questions about the contents of the supplement. Additional information about Aaron Moore is available on the SEC's website at www.adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Aaron T. Moore

Year of birth: 1981

Education

University of Toledo; BBA, Finance/Business

06/01/2000 - 06/01/2004

Business Experience

The Genoa Banking Company; Vice President

02/2011 - PRESENT

LPL Financial LLC; Registered Principal

10/2009 - PRESENT

Commodore Perry Federal Credit Union; Financial Advisor

08/2010 - 02/2011

Prudential Insurance Company Of America; Financial Planner

06/2004 - 10/2009

Pruco Securities LLC; Financial Planner

06/2004 - 10/2009

Professional Designations

Chartered Financial Consultant - ChFC 09/2008

Designation: Chartered Financial Consultant (ChFC). Issuing Organization: The American College. Prerequisites/Experience: Required: 3 years of full-time business experience within the five years preceding the awarding of the designation. Educational Requirements: 6 core and 2 elective courses. Continuing Education: 30 CE credits every 2 years.

Certified Financial Planner - CFP 03/2008

Designation: Certified Financial Planner (CFP®). Issuing Organization: Certified Financial Planner Board of Standards, Inc (CFPBS). Prerequisites/Experience Required: Must have a bachelor's degree (or higher) from an accredited college or university, and three years of full-time personal financial planning experience. Educational Requirements: Must complete a CFP®-board registered program or hold another designation authorized by the CFPBS. Continuing Education: 30 hours every two years

DISCIPLINARY INFORMATION

I have no legal or disciplinary events required to be disclosed in response to this item. There may be items that are contained on brokercheck.finra.org or www.adviserinfo.sec.gov that you may wish to review and consider in your evaluation of my background.

OTHER BUSINESS ACTIVITIES

I am also a registered representative with LPL Financial, a registered broker/dealer and member of FINRA. In such capacity, I may sell securities through LPL Financial and receive normal and customary commissions as a result of such purchases and sales. The client is under no obligation to purchase or sell securities through me on a commissionable basis. In addition, I may receive other compensation such as mutual fund or money market 12b-1 fees and variable annuity trails. The potential for receipt of commissions and other compensation gives me an incentive to recommend investment products based on the compensation received, rather than on the client's needs. To address this, disclosure is made to the client at the time a brokerage account is opened through LPL Financial, identifying the nature of the transaction or relationship, the role to be played by LPL Financial and me, and any compensation (e.g., commissions, 12b-1 fees) to be paid by the client and/or received by the registered representative.

I am also an employee of GenoaBank, whereby the availability of brokerage and advisory services is provided to customers of GenoaBank through LPL Financial. These services are offered pursuant to an agreement with LPL Financial and GenoaBank. I receive normal and customary commissions and fees as a result of purchases and sales. I may also receive compensation in my role as an employee of GenoaBank that is distinct from my services with LPL Financial. Investment products and services offered through LPL Financial are not FDIC insured, are not obligations of GenoaBank are not endorsed, recommended or guaranteed by GenoaBank.

I am also an insurance agent. In such capacity, I may offer fixed and variable life insurance products and receive normal and customary commissions as a result of any purchases made by clients. The client is under no obligation to purchase fixed or variable life insurance through me on a commissionable basis. In addition, I may receive other compensation such as fixed or variable life trails. The potential for receipt of commissions and other compensation gives me an incentive to recommend insurance products based on the compensation received, rather than on the client's needs. To address this, disclosure is made to the client at the time purchase is made, identifying the nature of the transaction or relationship, the role to be played by me, and any compensation(e.g., commissions, trails) to be paid by the client and/or received by the insurance agent.

ADDITIONAL COMPENSATION

I may receive economic benefits from persons other than clients in connection with my advisory services. Please ask me directly about whether I receive any of the forms of additional compensation outlined below.

If I provide services to you in a Strategic Asset Management (SAM) or Strategic Asset Management II (SAM II) non-retirement account, I will recommend securities to be purchased in your account, including mutual funds. Although LPL makes available to be purchased in SAM and SAM II accounts only no-load and load-waived mutual funds, certain of these mutual funds pays asset based sales charges or service fees (e.g., 12b-1 fees) and I can receive a portion of such fees in connection with your investment in a non-retirement account. The receipt of 12b-1 fees presents a conflict of interest because it gives me an incentive to recommend mutual funds for non-retirement SAM and SAM II accounts based on the compensation received rather than on a client's needs. For retirement accounts, 12b-1 fees paid by mutual funds held in the account are credited to the account.

I may receive non-cash compensation from product sponsors. Such compensation may not be tied to the sales of any products. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that I may attend.

I may receive from LPL bonuses based on my production, awards of stock options to purchase shares of LPL's parent company, LPL Investment Holdings Inc., reimbursement of fees I pay to LPL for items such as administrative services, and other things of value such as free or reduced-cost marketing materials, payments in connection with the transition of my association from another broker-dealer or investment advisor firm to LPL, or attendance at LPL's national conference or top producer forums and events. These types of compensation from LPL may be based on my overall business production and/or on the amount of assets serviced by me in LPL advisory programs. This means that I may have a financial incentive to recommend an advisory program over other programs and services.

To the extent I act as a referral agent to third party investment advisor firms, I will receive referral compensation from such investment advisor firms. In some cases, I may also serve as registered representative of record on the underlying assets managed by the third party investment advisors and receive normal and customary compensation (e.g., commissions, 12b-1 fees, trails) from the sale of mutual funds or variable annuities in such accounts. This compensation is in addition to the referral fee paid by the third party investment advisor. I disclose to the client at the time of the solicitation the arrangement and the compensation to be received by me.

SUPERVISION

My advisory activities are supervised by either an on-site or an off-site supervisor that is responsible for review of transactions, account suitability, and written correspondence including email, among other activities. In addition, all SAM or SAM II advisory accounts that are managed by me are subject to surveillance reporting implemented by LPL Financial using various criteria designed to monitor such things as account activities, potential concentration levels of holdings, and performance of the account versus LPL Financial defined benchmarks. Paul Middlemiss, Chief Compliance Officer-Advisory, is responsible for administering the LPL Financial policies and procedures for investment advisory activities. Contact (800) 558-7567 for the name and phone number of my immediate supervisor or contact Advisory Compliance directly at LPLFinancial.ADV@lpl.com.