

Asset Allocation Services, LLC

**333 Cypress Run, Suite 290
Houston, Texas 77094**

**Telephone: (281) 661-8551
Fax: (281) 661-8552**

www.assetallocationservices.com

FORM ADV PART 2A BROCHURE

November 10, 2016

This brochure provides information about the qualifications and business practices of Asset Allocation Services, LLC. If you have any questions about the contents of this brochure, please contact us at (281) 661-8551. 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.

Additional information about Asset Allocation Services, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Asset Allocation Services, LLC is 135095.

Asset Allocation Services, LLC is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2 Summary of Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

Since the filing of our last annual updating amendment, dated March 10, 2015, we have made some minor clarifications and updates to our disclosure brochure, including the following topics:

Performance-Based Fees and Side-By-Side Management

We do not manage accounts or accept performance-based fees or participate in side-by-side management. Performance-based fees are fees that are based on a share of capital gains or capital appreciation of a client's managed account. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Our fees are calculated as described in the *Advisory Business* section above, and are not charged based on a share of capital gains upon, or capital appreciation of, the funds in your retirement account.

Code of Ethics

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. All of our Associated Persons are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Block Trading

The practice of combining multiple orders for shares of the same securities purchased for multiple accounts is commonly referred to as "block trading." We do not manage accounts or place trades for your account; therefore, we do not block trade.

Fees

Fees are not negotiable; however, in limited circumstances, fees may be waived at the sole discretion of Paul Love. You may terminate your agreement after your initial payment. Any unearned fees will be refunded. Written notification of your intent to terminate the agreement must be sent, in writing to:

Asset Allocation Services, LLC
333 Cypress Run, Suite 290
Houston TX 77094

Compensation for the Sale of Securities or Other Investment Products

Paul E. Love, Sole Owner/Manager of the firm and Elizabeth Love Morrison, Investment Adviser Representative for the firm, are registered representatives of Raymond James Financial Services, Inc. (RJFS) (Member FINRA/SIPC), and Mr. Love is a registered insurance agent with various insurance companies. Mr. Love is also dually registered as an investment adviser representative of Raymond James Financial Services Advisors, Inc. (RJFSA), an SEC-registered investment adviser. Mr. Love spends approximately 90% of his professional time as a registered representative of RJFS and as an investment adviser representative of RJFSA, serving the investment and financial needs of individual advisory clients of RJFSA. In this capacity, he continually studies the market trends and asset classes to better recommend investment strategies to individual advisory clients of RJFSA. Ms. Morrison spends approximately 90% of her professional time as a registered representative of RJFS. Our firm is making available to non-RJFSA advisory clients, through a subscription to our internet-based services, some of the market research we use in guiding RJFSA advisory clients' investments. Due to the

differences in class shares made available in retirement and insurance plans, it is unlikely RJFSA advisory clients would own the same securities as our subscribers. Mr. Love and Ms. Morrison are not compensated by any corporate retirement plan or insurance company by providing this information. While securities, insurance, brokerage, or advisory products and services through RJFS or RJFSA and their affiliates are recommended to individual advisory clients of RJFS or RJFSA, no such recommendations are issued through Asset Allocation Services and/or its website.

Neither Asset Allocation Services, LLC nor Mr. Love nor Ms. Morrison recommends the purchase of securities outside a subscriber's retirement plan. Neither Asset Allocation Services, LLC nor Mr. Love nor Ms. Morrison implements any advice given to subscribers. Subscribers' retirement plans are not serviced through and investments made are not executed by RJFS, RJFSA, or any Raymond James affiliate. Moreover, Asset Allocation Services, LLC is only compensated for the subscription service and is paid no commission or other forms of compensation, therefore, we do not consider these outside business activities with RJFS or RJFSA to be a material conflict of interest with our subscribers.

If you would like a current copy of our brochure at any time free of charge, please visit our site at www.assetallocationservices.com or contact us at 333 Cypress Run, Suite 290, Houston, Texas 77094 or phone us at (281) 661-8551.

Item 3 Table Of Contents

Item 1 Cover Page	Page 1
Item 2 Summary of Material Changes	Page 2
Item 3 Table Of Contents	Page 4
Item 4 Advisory Business	Page 5
Item 5 Fees and Compensation	Page 6
Item 6 Performance-Based Fees and Side-By-Side Management	Page 7
Item 7 Types of Clients	Page 7
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss	Page 7
Item 9 Disciplinary Information	Page 9
Item 10 Other Financial Industry Activities and Affiliations	Page 10
Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	Page 10
Item 12 Brokerage Practices	Page 10
Item 13 Review of Accounts	Page 11
Item 14 Client Referrals and Other Compensation	Page 11
Item 15 Custody	Page 11
Item 16 Investment Discretion	Page 11
Item 17 Voting Client Securities	Page 11
Item 18 Financial Information	Page 11
Item 19 Requirements for State-Registered Advisers	Page 12

Item 4 Advisory Business

Asset Allocation Services, LLC is a registered investment adviser based in Houston, Texas. We are organized as a limited liability company, under the laws of the State of Texas. We have been providing internet-only asset allocation service since 2005. Paul Love is our principal owner.

The following paragraphs describe our services and fees. Please refer to the description of our services listed below. As used in this brochure, the words "we," "our" and "us" refer to Asset Allocation Services, LLC and the words "you," "your" and "subscriber" refer to you as either a subscriber or prospective subscriber of our firm. In addition, you may see the term Associated Person throughout this brochure. As used in this brochure, our Associated Persons are our firm's officers, employees, and all individuals providing asset allocation advice on behalf of our firm.

Asset Allocation Services

We provide two types of asset allocation services through our web site www.assetallocationservices.com by subscription.

The process begins with an online questionnaire that helps you to determine your risk tolerance and will suggest a model portfolio based on answers to specific questions. We will monitor market conditions and as appropriate notify you by e-mail when a change to your asset allocation is recommended.

Our services are based on the following asset allocation models:

Strategic Asset Allocation uses historical data including but not limited to (mean rates of return, standard deviation, and co-variances) to suggest an asset mix and the amount allocated to the major asset classes afforded by your retirement plan investment choices such as (Cash, Fixed Income, Equities, and Real Estate), and is based in part on your risk tolerance as suggested by our risk questionnaire. The amount allocated to the sub-asset class (High Yield, Global Income, Real Estate, Large, Mid, & Small Cap, International Equities, etc.), or underlying investments in a particular fund class available through your retirement plan is based on relative strength readings. Higher weightings will be suggested to the sub asset classes with the higher relative strength readings.

Tactical Asset Allocation uses periodic assumptions regarding the performance and characteristics of the asset classes for the underlying investments available through your retirement plan and/or the economy. This approach attempts to improve portfolio performance by making "mid-course" changes in the long-term strategy based on near term expectations.

The fee to subscribe to our service begins after a free 30-day trial. Fees are paid in advance.

Electronic payment via Paypal:

- \$50 Monthly for per Retirement Plan

Fees are not negotiable; however, in limited circumstances, fees may be waived at the sole discretion of Asset Allocation Services. You may terminate your agreement after your initial payment. Since Asset Allocation Services does not process payments, terminating subscribers will need to contact PayPal to terminate billing and notify us by email Registrations@assetallocationservices.com. There will be no partial refunds for unused time, rather each subscriber terminating before the end of their paid 30 Day period will have access to the web site until the end of their prepaid 30 day period.

Seminars

We may offer general advice regarding securities through seminars. Such seminars may be used as an introduction to our firm to prospective subscribers or to further educate our subscribers.

Types of Investments

We only offer allocation advice based on the investments available through your particular retirement plan. Most retirement plans consist primarily of mutual funds and exchange traded funds.

Assets Under Management

We only offer allocation advice through our internet-based subscription services; we do not manage assets.

Item 5 Fees and Compensation

Please refer to the "Advisory Business" section in this brochure for information on our fees, and refund policy according to each service we offer.

Asset Allocation Services LLC is compensated solely from fees paid by subscribers to our website. No fees are paid from any retirement plan sponsor or retirement plan investments. All fees are paid directly by subscribers through PayPal. There is no option for billing through your retirement plan. Recurring monthly is the only payment option. After a 30-Day free trial, a subscriber will be billed in advance for the next billing period. Asset Allocation Services reserves the right to modify the terms of its free trial and/or monthly fee to any subscriber.

After the 30-Day free trial, a subscriber may terminate their agreement after their initial payment by notifying Paypal and Asset Allocation Services, LLC via phone or by email: registrations@assetallocationservices.com. There will be no partial refunds for unused time. Each person terminating before the expiration of their paid 30-Day period will have access to the website until the end of their 30-Day period.

Additional Fees and Expenses

Asset Allocation Services, LLC offers subscription asset allocation services through our web site. Each subscriber should check his retirement plan for all trading costs, custodian fees, and expenses associated with their retirement plan.

Since Asset Allocation Services, LLC is only compensated for the subscription and is paid no commission or other forms of compensation, there are no conflicts of interest. Asset Allocation Services, LLC does not recommend the purchase of securities outside a subscriber's retirement plan.

Compensation for the Sale of Securities or Other Investment Products

Paul E. Love, Sole Owner/Manager of the firm and Elizabeth Love Morrison, Investment Adviser Representative for the firm, are registered representatives of Raymond James Financial Services, Inc. (RJFS) (Member FINRA/SIPC), and Mr. Love is a registered insurance agent with various insurance companies. Mr. Love is also dually registered as an investment adviser representative of Raymond James Financial Services Advisors, Inc. (RJFSA), an SEC-registered investment adviser. Mr. Love

spends approximately 90% of his professional time as a registered representative of RJFS and as an investment adviser representative of RJFSA, serving the investment and financial needs of individual advisory clients of RJFSA. In this capacity, he continually studies the market trends and asset classes to better recommend investment strategies to individual advisory clients of RJFSA. Ms. Morrison spends approximately 90% of her professional time as a registered representative of RJFS. Our firm is making available to non-RJFSA advisory clients, through a subscription to our internet-based services, some of the market research we use in guiding RJFSA advisory clients' investments. Due to the differences in class shares made available in retirement and insurance plans, it is unlikely RJFSA advisory clients would own the same securities as our subscribers. Mr. Love and Ms. Morrison are not compensated by any corporate retirement plan or insurance company by providing this information. While securities, insurance, brokerage, or advisory products and services through RJFS or RJFSA and their affiliates are recommended to individual advisory clients of RJFS or RJFSA, no such recommendations are issued through Asset Allocation Services and/or its website.

Neither Asset Allocation Services, LLC nor Mr. Love nor Ms. Morrison recommends the purchase of securities outside a subscriber's retirement plan. Neither Asset Allocation Services, LLC nor Mr. Love nor Ms. Morrison implements any advice given to subscribers. Subscribers' retirement plans are not serviced through and investments made are not executed by RJFS, RJFSA, or any Raymond James affiliate. Moreover, Asset Allocation Services, LLC is only compensated for the subscription service and is paid no commission or other forms of compensation, therefore, we do not consider these outside business activities with RJFS or RJFSA to be a material conflict of interest with our subscribers.

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

We do not manage accounts or accept performance-based fees or participate in side-by-side management. Performance-based fees are fees that are based on a share of capital gains or capital appreciation of a client's managed account. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Our fees are calculated as described in the *Advisory Business* section above, and are not charged based on a share of capital gains upon, or capital appreciation of, the funds in your retirement account.

Item 7 Types of Clients

We offer investment asset allocation services to individual participants of 401(k) and other retirement plans through our website. We do not require a minimum dollar amount to subscribe to our services. Fees are not negotiable; however, in limited circumstances, fees may be waived at the sole discretion of Paul Love.

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

Our investment strategies and advice may vary depending upon each subscriber's specific financial situation and the investments available in each subscriber's retirement plan. As such, we recommend based upon your predefined objectives, risk tolerance, time horizon, financial information, liquidity needs, and other various suitability factors. Your restrictions and guidelines may affect the composition of the allocation recommendations.

We may use one or more of the following methods of analysis or investment strategies when providing allocation recommendations to you:

- Charting and Technical Analysis - Charting involves the gathering and processing of price and volume information for a particular security. This price and volume information is analyzed using mathematical equations. The resulting data is then applied to graphing charts, which is used to predict future price movements based on price patterns and trends. Technical Analysis - involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks. The risk of charting and technical analysis is that charts may not accurately predict future price movements. Current prices of securities may reflect all information known about the security and day-to-day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy.
- Fundamental Analysis - involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.
- Cyclical Analysis - a type of technical analysis that involves evaluating recurring price patterns and trends. Economic/business cycles may not be predictable and may have many fluctuations between long-term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.
- Relative Strength Analysis - the rate at which a stock falls relative to other stocks in a falling market or rises relative to other stocks in a rising market. Analysts reason that a stock that holds value on the downside will be a strong performer on the upside and vice versa. Comparative relative strength, as the concept is more accurately called, compares a security's price performance with that of a "base security," which is often a market index. The security price is divided by the base security's prices to get the ratio between the two, which is called the comparative relative strength indicator. When the indicator is moving up, the security is outperforming the base security and vice versa. Comparative relative strength analysis should not be confused with what technical analysts call the Relative Stock Index (RSI). The analysis of relative strength is based on past performance; therefore, one should be cautioned that past performance is not indicative of future results. We also perform our own market studies, using real time quote services and current relative strength studies, along with moving averages of major market indexes to validate the analysis of the services and studies we reference.
- Tactical Asset Allocation - uses technical analysis regarding the performance and characteristics of the assets and/or the economy to make "mid-course" changes in the long-term strategy based on near term expectations.
- Strategic Asset Allocation - uses technical analysis regarding the performance and characteristics of the assets and/or the economy to make "mid-course" changes in the long-term strategy based on near term expectations.

Risk of Loss

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate subscribers from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

Recommendation of Particular Types of Securities

As disclosed under the "Advisory Business" section in this Brochure, we make allocation recommendations for the investment choices available to you through your retirement plan. Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with it. Typically, your retirement plan is limited to investments in mutual funds and exchange traded funds (ETFs).

Mutual funds and exchange traded funds are professionally managed collective investment systems that pool money from many investors and invest in stocks, bonds, short-term money market instruments, other mutual funds, other securities, or any combination thereof. The fund will have a manager that trades the fund's investments in accordance with the fund's investment objective. While mutual funds and ETFs generally provide diversification, risks can be significantly increased if the fund is concentrated in a particular sector of the market, primarily invests in small cap or speculative companies, uses leverage (i.e., borrows money) to a significant degree, or concentrates in a particular type of security (i.e., equities) rather than balancing the fund with different types of securities. Exchange traded funds differ from mutual funds since they can be bought and sold throughout the day like stock and their price can fluctuate throughout the day. The returns on mutual funds and ETFs can be reduced by the costs to manage the funds. In addition, while some mutual funds are "no load" and charge no fee to buy into, or sell out of, the fund, other types of mutual funds charge such fees which can also reduce returns. Mutual funds can also be "closed end" or "open end." So-called "open end" mutual funds continue to allow in new investors indefinitely, which can dilute other investors' interests.

Exchange traded funds differ from mutual funds since they can be bought and sold throughout the day like stock and their price can fluctuate throughout the day. During times of extreme market volatility, ETF pricing may lag in comparison with the actual underlying asset values. This lag usually resolves itself in a short period of time (usually less than one day) however there is no guarantee this relationship will always occur.

Item 9 Disciplinary Information

Asset Allocation Services, LLC has been registered and providing asset allocation since 2005. Neither our firm nor any of our Associated Persons has any reportable disciplinary information.

Item 10 Other Financial Industry Activities and Affiliations

Mr. Love does not recommend any securities, advisory, or insurance products or services through any particular service provider in connection with services offered through Asset Allocation Services, LLC. However, persons associated with our firm, including Mr. Love, are registered representatives with Raymond James Financial Services, Inc. ("RJFS"). RJFS is a diversified financial services company engaged in the sale of specialized investment products. In this capacity, such persons are eligible for fees and/or commissions in his separate capacity as registered representatives of RJFS. Additionally, they could be eligible to receive incentive awards such as RJFS may offer. They may also receive 12b-1 fees from mutual funds that pay such fees. Mr. Love is also an investment adviser representative of Raymond James Financial Services Advisors, Inc. ("RJFSA"), an unaffiliated registered investment adviser. In this capacity, he earns advisory fees for advisory services offered through RJFSA. Mr. Love is also separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his insurance clients and earn commissions for these activities. Neither our firm nor any person associated with our firm is compensated by any corporate retirement plan or insurance company by providing allocation advice through Asset Allocation Services, LLC. Moreover, such persons do not recommend securities, insurance, brokerage, or advisory products or services through RJFS or RJFSA or any of their affiliates to subscribers of Asset Allocation Services, LLC. Therefore, we do not consider these other financial industry activities and affiliations to conflict with services or advice provided to you through our firm.

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

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. All of our Associated Persons are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Subscribers or prospective Subscribers may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure.

Participation or Interest in Subscriber Transactions

Neither our firm nor any of our Associated Persons has any material financial interest in subscriber transactions.

Personal Trading Practices

Our firm or persons associated with our firm may buy or sell the same securities available to you in your retirement plan(s). Since we do not select the funds available to you through your retirement plan and because we do not implement trades on your behalf, we do not consider this a conflict of interest.

Item 12 Brokerage Practices

We do not recommend or direct the brokerage and custodial services of any broker/dealer or custodian. Your retirement plan assets are held with a qualified custodian as determined by your retirement plan sponsor and/or other retirement plan fiduciaries.

Brokerage for subscriber Referrals

We do not receive subscriber referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

Block Trades

The practice of combining multiple orders for shares of the same securities purchased for multiple accounts is commonly referred to as "block trading." We do not manage accounts or place trades for your account; therefore, we do not block trade.

Item 13 Review of Accounts

We will monitor market conditions and as appropriate notify you by e-mail when a change to your asset allocation is recommended. We do not monitor or review individual accounts.

From time to time, we may issue special reports, charts, graphs, etc. to you. We will perform our own market studies, using real time quote services and current relative strength studies as described above in the *Methods of Analysis, Investment Strategies and Risk of Loss* section of this brochure.

Item 14 Client Referrals and Other Compensation

We do not receive any compensation from any third party in connection with providing investment advice to you nor do we compensate any individual or firm for subscriber referrals.

As disclosed under the *Fees and Compensation* section in this brochure, certain persons providing allocation advice on behalf of our firm are licensed insurance agents, and are registered representatives with RJFS, a registered broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation, and are investment adviser representatives with RJFSA, a registered investment adviser with the SEC. Please refer to the *Fees and Compensation* section for additional information regarding these activities.

Item 15 Custody

We do not directly debit advisory fees from your retirement plan account and we do not exercise custody over your funds or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian as determined by your retirement plan sponsor and/or other retirement plan fiduciaries. If you have a question regarding your account statement or if you did not receive a statement from your custodian, please contact your custodian or retirement plan sponsor or administrator directly.

Item 16 Investment Discretion

We do not manage accounts; therefore, we do not take discretion over any subscribers' accounts.

Item 17 Voting Client Securities

We do not manage accounts or vote proxies.

Item 18 Financial Information

We are not required to provide financial information about our firm to our subscribers because we do not:

- require the prepayment of more than \$500 in fees and six or more months in advance, or
- take custody of subscriber funds or securities, or
- have a financial condition that is reasonably likely to impair our ability to meet our commitments to you.

Item 19 Requirements for State-Registered Advisers

Neither our firm, nor any of our Associated Persons are compensated for advisory services with performance-based fees. Please refer to the "Performance-Based Fees and Side-By-Side Management" section above for additional information on this topic.

Neither our firm, nor any of our Associated Persons have any arbitration claims, civil, self-regulatory organization proceeding or administrative proceeding.

Neither our firm, nor any of our Associated Persons have a material relationship or arrangement with any issuer of securities.

Refer to the Part(s) 2B for background information about management personnel and other individuals providing services on behalf of our firm.