



**Part 2A of Form ADV: *Firm Brochure***

**Greatmark Investment Partners, Inc.**

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This brochure provides information about the qualifications and business practices of Greatmark Investment Partners, Inc. If you have any questions about the contents of this brochure, please contact us at (706)327-2128 or [jeff@greatmarkonline.com](mailto:jeff@greatmarkonline.com). 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 Greatmark Investment Partners, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 105267.

## Item 2 Material Changes

This Firm Brochure, dated **03/27/2012**, provides you with a summary of Greatmark Investment Partners, Inc.'s advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things. This Item is used to provide our clients with a summary of new and/or updated information; we will inform you of the revision(s) based on the nature of the information as follows.

1. Annual Update: We are required to update certain information at least annually, within 90 days of our firm's fiscal year end (FYE) of **December 31**. We will provide you with a summary of the revised information with an offer to deliver the full revised Brochure within 120 days of our FYE.
2. Material Changes: Should a material change in our operations occur, depending on its nature we will promptly communicate this change to clients (and it will be summarized in this Item). "Material changes" requiring prompt notification will include changes of ownership or control; location; disciplinary proceedings; significant changes to our advisory services or advisory affiliates – any information that is critical to a client's full understanding of who we are, how to find us, and how we do business.

The following summarizes new or revised disclosures based on information previously provided in our Firm Brochure dated **03/17/2011**:

Within the section describing our **Advisory Business (Item 4)**, our amount of managed assets has been updated. As of 12/31/2011, we were actively managing \$177,212,691 of clients' assets on a discretionary basis plus \$9,130,806 of clients' assets on a non-discretionary basis.

There have been no other material changes to our previous brochure.

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

## **Item 4    Advisory Business**

Greatmark Investment Partners, Inc. is a SEC-registered investment adviser with its principal place of business located in Columbus, Georgia. Greatmark Investment Partners, Inc. began conducting business in 1987 as Adams Investment Management, Inc. The firm changed its name in 2007.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company).

- Jeffrey G. Adams, Portfolio Manager and President
- Richard B. Illges, Portfolio Manager and Vice President

Greatmark Investment Partners, Inc. offers the following advisory service to our clients:

### **INVESTMENT SUPERVISORY SERVICES ("ISS") INDIVIDUAL PORTFOLIO MANAGEMENT**

Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment strategy and create and manage a portfolio based on that strategy. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss a client's prior investment history, as well as family composition and background.

We manage these advisory accounts on a discretionary basis, where the client grants us written authority to decide which securities to purchase and sell for the client. Account supervision is guided by the client's stated objectives (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations.

Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. In limited situations, we may agree to manage a client's account on a non-discretionary basis, where we will recommend and advise a client on portfolio management but will not execute any transactions without the prior consent of the client.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Foreign issuers
- Corporate debt securities (other than commercial paper)
- Certificates of deposit
- Municipal securities
- Mutual fund shares

- United States governmental securities

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

#### **AMOUNT OF MANAGED ASSETS**

As of 12/31/2011, we were actively managing \$177,212,691 of clients' assets on a discretionary basis plus \$9,130,806 of clients' assets on a non-discretionary basis.

## **Item 5 Fees and Compensation**

### **INVESTMENT SUPERVISORY SERVICES ("ISS") INDIVIDUAL PORTFOLIO MANAGEMENT FEES**

Our advisory fees are based on a percentage of assets under management, as reported at the end of each calendar quarter. Our basic fee schedule is:

<b>Equity Assets &amp; Securities</b>	<b>Annual Fee</b>
First \$700,000	1%
Balance over \$700,000 through \$2 million	3/4 of 1%
Balance over \$2 million	1/2 of 1%

<b>Fixed Income Assets (including Cash Equivalents) &amp; Mutual Funds</b>	<b>Annual Fee</b>
First \$2 million	1/2 of 1%
Balance over \$2 million	1/4 of 1%

**Limited Negotiability of Advisory Fees:** Although Greatmark has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, reports, among other factors. The specific annual fee schedule is identified in the contract between the adviser and each client.

Fees are calculated and billed each quarter based on the reported assets under management. Multiple accounts for an individual client will be consolidated for purposes of

the fee calculation. Extended household and affiliated accounts are subject to negotiation for consolidation.

Advisory fee invoices, showing the manner in which the fee was calculated and the basis on which the fee was calculated, will be delivered to our clients in conjunction with our quarterly reports, and are payable upon receipt. Initial and final period advisory fees will be prorated according to the actual days under management, as will significant contributions and withdrawals (greater than 10 percent of the client's total billable assets) during a period.

Clients may pay the fee by check, or at the sole discretion of the client, the client may provide written authorization to direct the account custodian to pay the advisory fee directly to Greatmark from funds held in the client's account.

Discounts, not generally available to our advisory clients, may be offered to family members and friends of associated persons of our firm.

#### **GENERAL INFORMATION**

***Fee-only Compensation:*** Greatmark's only source of compensation is the asset-based fees discussed above. Neither Greatmark nor any of its employees receive any compensation for the sale of securities or other investment products such as mutual funds.

***No Prepayment of Fees:*** We bill our advisory fees in arrears, after the end of the quarter in which we earn them. Under no circumstances will we require or solicit payment of fees in advance of services rendered.

***Termination of the Advisory Relationship:*** A client agreement may be canceled at any time, by either party, for any reason generally upon **30** days written notice. A final invoice for advisory fees may be presented to the client (prorated through the date of termination).

***Mutual Fund Fees:*** All fees paid to Greatmark Investment Partners, Inc. for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client may be able to invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to evaluate the advisory services being provided.

***Brokerage Fees and Expenses:*** In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker-dealers, including, but not limited to, any transaction commission charges imposed by a broker-dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

**Wrap Fee Programs:** If participating in a wrap fee arrangement with the broker-dealer, clients pay a single fee for brokerage and custodial services. Client's portfolio transactions may be executed without commission charge in the wrap fee arrangement. In evaluating such an arrangement, the client should also consider that, depending upon the level of the wrap fee charged by the broker-dealer, the amount of portfolio activity in the client's account, and other factors, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately. The wrap fee goes entirely to the broker-dealer to compensate that firm for its services. Greatmark does not participate directly in any wrap fee arrangements and has no financial participation. Our advisory fee will be billed and paid separately from any wrap fee.

**ERISA Accounts:** Greatmark Investment Partners, Inc. is deemed to be a fiduciary to advisory clients that are employee benefit plans or individual retirement accounts (IRAs) pursuant to the Employee Retirement Income and Securities Act ("ERISA"), and regulations under the Internal Revenue Code of 1986 (the "Code"), respectively. As such, our firm is subject to specific duties and obligations under ERISA and the Internal Revenue Code that include among other things, restrictions concerning certain forms of compensation, such as commissions or 12b-1 fees. Greatmark Investment Partners, Inc. and/or our related persons do not receive any commissions or 12b-1 fees on investment products.

**Advisory Fees in General:** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

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

Greatmark Investment Partners, Inc. does not charge performance-based fees – that is, fees based on us receiving a share of capital gains on or capital appreciation of the assets in a client account.

## **Item 7    Types of Clients**

Greatmark Investment Partners, Inc. provides advisory services to the following types of clients:

- Individuals (other than high net worth individuals)
- High net worth individuals
- Pension and profit sharing plans
- Charitable organizations

A minimum of **\$100,000** of assets under management is required for this service. Greatmark may group certain related client accounts for the purposes of achieving the minimum account size and determining the annual fee. This account size may be negotiable under certain circumstances, at the discretion of Greatmark.

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

### METHODS OF ANALYSIS

At Greatmark, we attempt to earn superior returns by investing in solid, well-managed businesses for the long-term. We want to invest with capable management teams that exhibit strong shareholder-oriented stewardship. We look for financially sound businesses which possess a sustainable competitive advantage. Having identified investment candidates that meet our criteria, we invest in the stock of a company if we believe we can purchase the shares for less than what we think they are worth. Common stock represents an ownership position in a real business, and we look upon our equity investments as owning pieces of that business. When we do invest in a business, we do so with the perspective of patient, long-term owners, not traders, and expect to remain in the investment for a period of several years, as the market will eventually recognize value as the management teams continue to create shareholder value.

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

**Asset Allocation.** As an integral step in creating and managing client portfolios, Greatmark aims to balance risk and reward for each client by apportioning a portfolio's assets according to an individual's goals, risk tolerance and investment horizon. We do this in part by identifying an appropriate blend of equities, fixed income, and cash suitable for the client. These different asset classes have different levels of risk and return, so each will behave differently over time.

There is no simple formula that dictates the best investment mix for every client, and there is no assurance that we will identify a mix that will lead to the desired outcome for a client. A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash will change over time due to stock and market movements and, if not adjusted, will no longer be appropriate for the client's goals. Although one goal of spreading your investments among several asset classes is to moderate portfolio risk, it is important to note that multiple asset classes can have poor years at the same time.

**Fundamental Analysis.** Our primary method of evaluating an asset attempts to measure its underlying fundamental worth and, in the case of common stocks, its potential for growth. Fundamental analysis involves a wide range of issues that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and company-specific factors (like financial condition and management). In this process, we place a major emphasis on measures such as company size, past earnings and revenue growth rates, cash flow, balance sheet debt and liquidity, price-earnings ratio, and price relative to book value. The goal is to determine, within a range of values, what the stock is worth. With that estimate in hand, we can assess if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell).

Given the wide range of factors and trends used to develop an estimate of an asset's fair value, there is a risk that we not arrive at an accurate appraisal using available information. We may not correctly anticipate a change in one or more the factors or trends that would influence our fair value estimate. Our strategy rests largely on the assumption that that the



price at which an asset is traded will eventually reflect its intrinsic value, but there can be no assurance that even if we are able to accurately arrive at a true value of an asset that the market will not continue to "misprice" that asset for an extended period of time, perhaps even years. Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

**Qualitative Analysis.** Our analysis also includes a qualitative evaluation of a company's market opportunities, product development, management capability, merger potential, and other considerations that indicate the potential for future profit, as well as possible undervaluation of its stock. We seek to invest in companies led by management teams that have demonstrated a continued commitment to serving the interest of its shareholder.

These types of factors are often non-quantifiable and rest upon our judgment. As this is a subjective process and we are limited to analyzing publicly available information and not the private knowledge of management and boards of directors, our analysis may be incomplete or impaired. Although we believe that a capable and committed management team greatly increases the odds of a successful investment in a company, the ultimate success or failure of a company, and therefore an investment in it, will in part be as a consequence of factors outside of management's control.

**Technical Analysis.** This method of evaluating securities analyzes statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's fundamental value, but instead use charts and other tools to identify patterns that can suggest future activity. At Greatmark, we use this technical analysis as a complement to our fundamental analysis, particularly when seeking entry and exit points for investments.

Technical analysts believe that the historical performance of an asset or market is indicative of future performance, but this may not be the case. Although many price movements can be interpreted within this framework in retrospect, it is often difficult to recognize the pattern as it is developing, when it is most useful to an investor. Technical analysis does not consider the underlying financial condition of a company. This presents a risk in that a poorly-managed or financially unsound company may underperform regardless of market movement.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

## INVESTMENT STRATEGIES

We use the following strategy(ies) in managing client accounts, provided that such strategy(ies) is appropriate to the needs of the client and consistent with the client's investment objectives and risk tolerance:

**Long-term purchases.** This is Greatmark's primary strategy for portfolios, and we purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

- we believe the securities to be currently undervalued, and/or
- we want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

**Short-term purchases.** This is a secondary strategy that we may employ for a client within the portfolio as a complement to the long-term investments, or as the sole strategy for a more aggressive approach. With this strategy, we purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase. Increased trading frequency will lead to higher expenses for a client, as well as potentially higher tax consequences.

**Margin transactions.** This involves purchasing and investing in stocks for your portfolio with money borrowed from your brokerage account. This allows you to purchase more stock than you would be able to with your available cash, and allows us to purchase stock without selling other holdings. We do this only in limited situations with clients trying to address a specific goal. We will discuss this strategy with you before employing it, and never without your specific consent and knowledge.

**Risk of Loss.** Securities investments are not guaranteed and you may lose money on your investments. Investing in any securities, including mutual funds, involves a risk of loss of both income and principal. We ask that you work with us to help us understand your tolerance for risk.

## **Item 9    Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no reportable disciplinary events to disclose.

## **Item 10    Other Financial Industry Activities and Affiliations**

Certain financial industry activities and relationships can create a material conflict of interest between an investment advisor and the client, or at least the potential for such. Greatmark Investment Partners, Inc. and our employees are not engaged in other financial industry

activities and have no other industry affiliations.

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

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. Greatmark Investment Partners, Inc. and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

The Code is designed to, among other things, govern personal securities trading activities in the accounts of employees. It is based upon the principle that our firm and its employees owe a duty to clients to conduct our affairs, including our personal securities transactions, in such a manner as to avoid (i) serving our own personal interests ahead of clients, (ii) taking inappropriate advantage of our position with the firm and (iii) any actual or potential conflicts of interest or any abuse of our position of trust and responsibility. Our Code of Ethics includes policies and procedures for the periodic review of securities transactions reports as well as annual securities holdings reports that must be submitted by the firm's access persons.

Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

Greatmark Investment Partners, Inc.'s Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm are allowed to buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any employee may have an interest or position in a certain security(ies) which may also be recommended to a client.

Greatmark has written policies designed to detect and prevent possible conflicts of interest with its clients, including those which may arise from employee and affiliated portfolios. Principals and employees may and typically do, however, invest in and sell positions at the same time as clients of the firm. We believe that this practice strongly aligns our investment results and interests with those of our clients, and is not inconsistent with our duty to place our clients' interests first.

Greatmark often aggregates individual client investment trades together in order to place a single, larger block trade. We may aggregate our employee trades with client transactions

where possible and when compliant with our duty to seek best execution for our clients. In these instances, participating clients and employees will receive the same average share price. Inclusion of employee accounts in the block trade may affect the average price of execution. The transaction commission that a client pays to the broker dealer is not affected by inclusion in a block trade, and would be the same if the transaction had been executed for the client separately. In the instances where there is a partial fill of a particular batched order, we will allocate all purchases pro-rata, with each account paying the average price. Our employee accounts may be included in the pro-rata allocation on the same basis as allocation of shares to client accounts. Under certain circumstances, employee accounts may be excluded from a partially filled execution in order to maximize the allocation of shares to client accounts first.

As the inclusion of employee or affiliated accounts represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. The interests of client accounts will at all times be placed first. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. All personal securities transactions of employees will be conducted in such manner as to avoid any actual or potential conflict of interest or any abuse of an individual's position of trust and responsibility.
3. Employees must not take inappropriate advantage of their positions.
4. No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
5. Our firm requires prior approval for any IPO or private placement investments by related persons of the firm.
6. No employee may profit from a short-term trading position (60 days or less) on a securities which are held in client accounts.
7. We have established procedures for the maintenance of all required books and records.
8. All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
9. We require delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.
10. We have established policies requiring the reporting of Code of Ethics violations to our chief compliance officer.

11. Any individual who violates any of the above restrictions may be subject to termination.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy at no charge by request through our office.

## **Item 12 Brokerage Practices**

Greatmark Investment Partners, Inc. does not maintain custody of client assets that we manage. Your assets must be maintained in a separate account at a "qualified custodian," generally a broker dealer or bank. Greatmark does not require that a client use a particular broker dealer firm or representative, either for execution of trades or custody of assets. The client retains the right, either upon entering an agreement with our firm or any time thereafter, to direct us to custody assets and execute transactions for the account through a certain firm and/or broker. The client will give us that instruction in our written contract.

We seek to recommend a custodian/broker who will hold your assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers and their services. We consider a wide range of factors in making a recommendation. Greatmark generally recommends that clients establish brokerage accounts with the Schwab Advisor Services division of Charles Schwab & Co., Inc. ("Schwab"), a FINRA registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. The broker dealer/custodian (whether it is Schwab or another firm) will hold your assets in a brokerage account and buy and sell securities when we instruct them to. Although we may recommend that clients establish accounts at Schwab, it is the client's decision to custody assets with Schwab. Greatmark Investment Partners, Inc. is independently owned and operated and not affiliated with Schwab.

Schwab provides Greatmark with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Schwab Institutional. Beyond that, these services are not contingent upon our firm committing to Schwab any specific amount of business (assets in custody or trading commissions). Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For our client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

Schwab Institutional also makes available to our firm other products and services that benefit Greatmark but may not directly benefit our clients' accounts. These products and services assist us in managing and administering our clients' accounts, including accounts not maintained at Schwab. They include investment research, both Schwab's own and that of

third parties. Schwab also makes available software and other technology that:

- i. provide access to client account data (such as trade confirmations and account statements);
- ii. facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- iii. provide research, pricing and other market data;
- iv. facilitate payment of our fees from clients' accounts; and
- v. assist with back-office functions, recordkeeping and client reporting.

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services may include:

- i. consulting on technology, compliance, legal and business needs;
- ii. publications and conferences on practice management and business succession; and
- iii. access to employee benefits providers, human capital consultants and insurance providers.

Schwab may provide some of these services itself. In other cases, Schwab will arrange for third-party vendors to provide the services rendered to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third-party's fees. Schwab may also provide other benefits such as educational events or occasional business entertainment of our personnel. The availability of these services from Schwab benefits us because we do not have to produce or purchase them.

In evaluating whether to recommend that clients custody their assets at Schwab, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interest of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services and not Schwab's services that benefit only us.

Greatmark will block trades where possible and when advantageous to clients. This blocking of trades permits the trading of aggregate blocks of securities composed of assets from multiple client accounts. Block trading may allow us to execute equity trades in a timelier, more equitable manner, at an average share price. Greatmark will typically aggregate trades among clients whose accounts can be traded at a given broker, and generally will rotate or vary the order of brokers through which it places trades for clients on any particular day. Greatmark Investment Partners, Inc.'s block trading policy and procedures are as follows:

- 1) Transactions for any client account may not be aggregated for execution if the practice is prohibited by or inconsistent with the client's advisory agreement with Greatmark Investment Partners, Inc., or our firm's order allocation policy.
- 2) The portfolio manager must determine that the purchase or sale of the particular security involved is appropriate for the client and consistent with the client's investment objectives and

with any investment guidelines or restrictions applicable to the client's account.

3) The portfolio manager must reasonably believe that the order aggregation will benefit, and will enable Greatmark to seek best execution for each client participating in the aggregated order. This requires a good faith judgment at the time the order is placed for the execution. It does not mean that the determination made in advance of the transaction must always prove to have been correct in the light of a "20-20 hindsight" perspective. Best execution includes the duty to seek the best quality of execution, as well as the best net price.

4) Prior to entry of an aggregated order, a written order ticket must be completed which identifies each client account participating in the order and the proposed allocation of the order, upon completion, to those clients.

5) If the order cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated pro rata among the participating client accounts in accordance with the initial order ticket or other written statement of allocation. However, adjustments to this pro rata allocation may be made to participating client accounts in accordance with the initial order ticket or other written statement of allocation. Furthermore, adjustments to this pro rata allocation may be made to avoid having odd amounts of shares held in any client account, or to avoid excessive ticket charges in smaller accounts.

6) Generally, each client that participates in the aggregated order must do so at the average price for all separate transactions made to fill the order. The client will also pay a transaction commission fee to the broker dealer, which will normally be the same amount on the client trade had it not been included in a block. Transaction costs may be based on the number of shares traded for each client, and is established under the client's agreement with the custodian/broker.

7) Funds and securities for aggregated orders are clearly identified on Greatmark Investment Partners, Inc.'s records and to the broker-dealers or other intermediaries handling the transactions, by the appropriate account numbers for each participating client.

8) No client or account will be favored over another. Also, if the portfolio manager believes that the client would be unreasonable disadvantaged by the inclusion of employee accounts, then the employee accounts will be removed from the allocation and will not participate.

### **Item 13    Review of Accounts**

#### **INVESTMENT SUPERVISORY SERVICES ("ISS") INDIVIDUAL PORTFOLIO MANAGEMENT**

Greatmark manages client investment portfolios on an individual basis, and considers: (i) the client's investment objective and strategy, (ii) the size of the portfolio, and (iii) other factors. Jeff Adams and Richard Illges comprise the Investment Committee of the firm and review potential investment positions; however, one of these individuals may be designated as the primary Portfolio Manager for a client to serve that client's account(s). Portfolio holdings may be similar to, but not identical to, other client portfolios designed by the advisor. Holdings will differ from other portfolios of similar objective and strategy due to: (i) asset allocation and

location, (ii) tax status, (iii) cash requirements, and (iv) other factors.

**REVIEWS:** Portfolio reviews are designed to monitor adherence to client objectives and strategy, asset allocation, and investment holdings. These reviews occur no less frequently than quarterly, and at additional times of anticipated or experienced portfolio activity. Individual securities are monitored on a continual basis by the portfolio managers in terms of investment potential and appropriateness for the specific portfolio objectives. In addition, proposed investment transactions will be reviewed by the portfolio manager before execution to ensure conformity to client objectives and restrictions. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment. The accounts are reviewed by one or a combination of Portfolio Managers, Jeff Adams and Richard Illges.

**REPORTS:** In addition to the monthly statements and confirmations of transactions that clients receive from their broker-dealer, Greatmark provides quarterly reports summarizing account performance, balances, holdings, and performance.

Certain other reports are available to our clients upon request, either on an occasional basis or as a regular component of the quarterly package. Clients may also request particular written reports at any time that additional information is needed.

As discussed in the section Brokerage Practices, Greatmark does not serve as the custodian for any investment account, and so our clients will also receive regular reports from the account custodian, typically on a monthly schedule but at least quarterly. Custodial reports typically include a detail activity report reflecting any purchase or sale, contribution or withdrawal, and portfolio income. In addition, the custodian will deliver to the client a confirmation notice soon after each investment transaction (unless the client has elected by arrangement with the custodian to receive such confirmation notices as a bundled package on a periodic basis). All such custodial reporting may be delivered to the client in electronic format.

## **Item 14 Client Referrals and Other Compensation**

Some advisory firms directly or indirectly compensate a third-party for client referrals. It is Greatmark's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm. If a broker-dealer firm or one of its representatives recommends to one of its clients to engage the services of our firm, Greatmark will consider that client to have directed us to use that broker-dealer for custody and execution.

Some advisory firms receive compensation or some other economic benefit from someone who is not the client for providing investment advice to their clients. These arrangements can lead to potential conflicts of interest if it influences the advice given or investment products used. It is Greatmark's policy to not accept or allow our employees to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.



## **Item 15 Custody**

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm will directly debit advisory fees from client accounts, *if* the client elects this method of payment.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period, including all payments from the account made to Greatmark.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review the invoice which Greatmark provides along with their brokerage statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

In addition to the periodic statements that clients receive directly from their custodians, we also send account statements directly to our clients on a quarterly basis. We urge our clients to carefully compare the information provided on these statements to ensure that all account transactions, holdings and values are correct and current.

Our firm does not have actual or constructive custody of client accounts.

## **Item 16 Investment Discretion**

Clients may hire us to provide discretionary portfolio management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell

Clients give us this discretionary authority when they sign an investment management agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

## **Item 17 Voting Client Securities**

Greatmark will vote proxies for all client accounts; however, you always have the right to vote proxies yourself. You can exercise this right by instructing us in writing to not vote proxies in your account.

We will vote proxies in the best interests of its clients and in accordance with our established policies and procedures. Our firm will retain all proxy voting books and records for the requisite period of time, including a copy of each proxy statement received, a record of each

vote cast, and a copy of each written client request for information on how the adviser voted proxies. If our firm has a conflict of interest in voting a particular action, we will notify the client of the conflict and allow the client to vote his/her own proxy.

Clients may obtain a copy of our complete proxy voting policies and procedures by contacting Richard Illges by telephone, email, or in writing. Clients may request, in writing, information on how proxies for his/her shares were voted. If any client requests a copy of our complete proxy policies and procedures or how we voted proxies for his/her account(s), we will promptly provide such information to the client.

Greatmark will be not be required to act on behalf of the client in legal proceedings involving companies whose securities are held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. However, we will advise a client, at the client's request, on those matters. If desired, clients may direct us to transmit copies of class action notices to the client or a third party. Upon such direction, we will make reasonable efforts to forward such notices in a timely manner.

If you wish to instruct us to vote proxies according to particular criteria (for example, to always vote with management, or to vote for or against a proposal to allow a so-called "poison pill" defense against a possible takeover), we may be willing and able to do so. These requests must be made in writing. You can also instruct us on how to cast your vote in a particular proxy contest by contacting Richard Illges by telephone, email, or in writing.

## **Item 18 Financial Information**

If an investment advisory firm requires or solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, then the firm must provide a balance sheet to clients and prospective clients. As discussed in the earlier section Fees and Compensation, Greatmark always bills after the end of the period in which the fee is earned. Therefore, we are not required to include a financial statement.

As an advisory firm that maintains discretionary authority over client funds and securities, we are required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. Greatmark has no such financial circumstances to report.

Greatmark Investment Partners, Inc. has not been the subject of a bankruptcy petition at any time during the past ten years.

**Part 2B of Form ADV: *Brochure Supplement***

Jeffrey Guy Adams  
6001 River Rd Suite 300  
Columbus, GA 31904  
(706)327-2128

Greatmark Investment Partners, Inc.  
6001 River Rd Suite 300  
Columbus, GA 31904-4556

03/27/2012

This brochure supplement provides information about Jeffrey G. Adams that supplements the Greatmark Investment Partners, Inc. brochure. You should have received a copy of that brochure. Please contact Jeff Adams (706)327-2128 if you did not receive Greatmark Investment Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Adams is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational Background and Business Experience

**Full Legal Name:** Jeffrey Guy Adams      **Born:** 1961

### Education

- Georgia State University, Atlanta, GA; MBA, Finance; 1986
- Vanderbilt University, Nashville, TN; BS, Psychology; 1984

### Business Experience

- Greatmark Investment Partners, Inc.; Portfolio Manager and President, member of the Investment Committee; from 03/2002 to Present
- Adams Investment Management, Inc. (successor name of Greatmark Investment Partners, Inc.); Vice President and one of the founding principals of the firm; from 05/1987 to 03/2002
- Cyrus M. Adams; Financial Analyst; from 09/1986 to 04/1987

### Designations

Mr. Adams has earned the following designation(s) and is in good standing with the granting authority:

- **Chartered Financial Analyst (CFA®)**; CFA Institute; 1990

This designation is offered by the CFA Institute (formerly the Association for Investment Management and Research [AIMR]). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

- **Certified Financial Planner® (CFP®)**; Certified Financial Planner Board of Standards Inc.; 1997

The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

### Item 3 Disciplinary Information

Mr. Adams has no reportable disciplinary history.

### Item 4 Other Business Activities

#### A. Investment-Related Activities

1. Mr. Adams is not engaged in any other investment-related activities.
2. Mr. Adams does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

#### B. Non Investment-Related Activities

Mr. Adams is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

### Item 5 Additional Compensation

Mr. Adams does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### Item 6 Supervision

**Supervisor:** Mr. Adams serves as Chief Compliance Officer for the firm

**Title:** President and CCO

**Phone Number:** (706)327-2128 local (877)327-2128 free

Greatmark Investment Partners, Inc. has adopted written policies and procedures which are designed to set standards and internal controls for the firm, its employees, and its business and are also reasonably designed to detect and prevent any violations of regulatory requirements and the firm's policies and procedures. Every employee has a responsibility to know and follow those policies and procedures. Every person in a supervisory role is also responsible for those individuals under his or her supervision. Mr. Adams, as Chief Compliance Officer, has overall supervisory responsibility for the firm.

**Part 2B of Form ADV: *Brochure Supplement***

Richard Barnett Illges  
6001 River Rd Suite 300  
Columbus, GA 31904  
(706)327-2128

Greatmark Investment Partners, Inc.  
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Columbus, GA 31904-4556

03/27/2012

This brochure supplement provides information about Richard B. Illges that supplements the Greatmark Investment Partners, Inc. brochure. You should have received a copy of that brochure. Please contact Jeff Adams (706)327-2128 if you did not receive Greatmark Investment Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Illges is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Educational Background and Business Experience**

**Full Legal Name:** Richard Barnett Illges      **Born:** 1964

### **Education**

- Mercer University, Macon, GA; BBA, Finance; 1986

### **Business Experience**

- Greatmark Investment Partners, Inc.; Portfolio Manager and Vice President, member of the Investment Committee; from 09/2007 to Present
- Smith Barney; Senior Vice President - Wealth Management and Senior Portfolio Manager; from 11/1994 to 09/2007
- Synovus Financial Corp.; Vice President & Director of Investor Relations; from 08/1986 to 11/1994

## **Item 3 Disciplinary Information**

Mr. Illges has no reportable disciplinary history.

## **Item 4 Other Business Activities**

### **A. Investment-Related Activities**

1. Mr. Illges is not engaged in any other investment-related activities.
2. Mr. Illges does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### **B. Non Investment-Related Activities**

Mr. Illges is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

## **Item 5 Additional Compensation**

Mr. Illges does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

**Supervisor:** Jeffrey G. Adams

**Title:** President and Chief Compliance Officer

**Phone Number:** (706)327-2128 local    (877)327-2128 free

Greatmark Investment Partners, Inc. has adopted written policies and procedures which are designed to set standards and internal controls for the firm, its employees, and its business and are also reasonably designed to detect and prevent any violations of regulatory requirements and the firm's policies and procedures. Every employee has a responsibility to know and follow those policies and procedures. Every person in a supervisory role is also responsible for those individuals under his or her supervision. Mr. Adams, as Chief Compliance Officer, has overall supervisory responsibility for the firm.