



2060 The Alameda  
San Jose, CA 95126  
Tel.: 408 345 2890  
Fax: 408 345 2896  
SEC #801-133665  
[cjadvisory.com](http://cjadvisory.com)

## Wrap Program Brochure

Prepared: June 20, 2014

This wrap fee program brochure ("Brochure") provides information about the qualifications and business practices of C-J Advisory, Inc (the "Advisor"). If you have any questions about the contents of this Brochure, please contact the Advisor at (408) 345-2890.

The information in this Brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority.

The Advisor is registered as an investment advisor with the U.S. Securities and Exchange Commission. Registration of an Investment Advisor does not imply a particular level of skill or training. Additional information about the Advisor also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## FORM ADV, WRAP PROGRAM BROCHURE

### **ITEM 2: MATERIAL CHANGES**

This is the first publication of our Wrap Program Disclosure Brochure. It will be updated at least annually hereafter as material changes occur.

Please contact us at (408) 345-2890 if you would like a copy of our updated Part 2, Form ADV. Additional information about us is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 3**

**TABLE OF CONTENTS**

Item 1: Cover Sheet	
Item 2: Material Changes	
Item 3: Table of Contents	
Item 4: Services, Fees and Compensation .....	1
Advisory Services .....	1
Advisory Fees .....	2
Other Compensation .....	3
Item 5: Account Requirements and Types of Clients .....	3
Item 6: Portfolio Manager Selection and Evaluation .....	3
Item 7: Client Information Provided to Portfolio Managers .....	3
Item 8: Client Contact with Portfolio Managers .....	4
Item 9: Additional Information .....	4
Disciplinary Information .....	4
Code of Ethics .....	4
Review of Accounts .....	4
Financial Information .....	4

## **ITEM 4: SERVICES, FEES AND COMPENSATION**

### **Advisory Services**

#### **C-J Advisory Inc.**

C-J Advisory Inc. ("CJA") was founded in 1980 and incorporated in 1996. It is registered as an investment advisor with the U.S. Securities and Exchange Commission.

#### **Our Wrap Account Program**

The program is designed to cost-effectively invest and manage your assets to help deliver the income and growth necessary to support your financial life goals. Advice is provided through consultation with the client and includes: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning. As a participant in our wrap account program you do not incur commissions or other transaction charges imposed by brokers, dealers, custodians, banks, etc.

We conduct periodic meetings with each client; in person, or via the web (virtual meetings), in order to keep current with your financial situation, objectives, timeframes and tolerance for investment risk, and to report on investment portfolio performance. A written evaluation of each of these meetings is provided to you, in the form of an Executive Summary and net worth statement. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to you unless immediate changes are recommended.

Once an account is under our management and we are granted discretionary authority over its assets, we establish an initial portfolio which is then monitored on a regular basis. We may periodically re-balance or adjust those accounts. We do this when the client experiences any significant changes to their financial or personal circumstances; contributes additional funds or securities to the account; withdraws funds from the account or when market fluctuations cause an imbalanced relationship between the account's positions and/or asset classes. By continuously measuring, analyzing and tracking our performance against indices and other benchmarks, we can refine our strategies as necessary to assist in the effort to meet your financial goals.

CJA does not act as a custodian of client assets. The client always maintains asset control. CJA places trades for clients under a limited power of attorney.

A wrap account program may not be suitable for all of your investment needs, and your decision to participate in a wrap account program should be based on your individual financial circumstances and investment goals.

The benefits under a wrap account program depend, in part, upon the size of your account and the number of transactions likely to be generated in the account. For example, wrap accounts may not be suitable for accounts with little activity or accounts comprised principally of fixed income securities. Participating in a wrap account program may cost more or less than the cost of purchasing the same services separately from a broker or dealer.

### How Investments are Selected

We believe proper asset allocation is an ongoing dynamic and disciplined process.

In constructing our portfolios and making recommendations, we consider the entire universe of investment opportunities and vehicles. We specialize in understanding exchange traded funds and their underlying indices. Indexing the public security portion of client portfolios is both tax efficient and cost effective. It removes manager and stock picking risk while offering clients the opportunity to invest in components of the market that traditionally have not been accessible to individual investors.

Exchange traded funds are selected based upon fund quality and performance. Mutual funds are selected based on various criteria including, for example, peer performance and management tenure.

Individual bonds are selected based upon acceptable credit quality and bond duration.

Not all accounts managed within an investment strategy will contain identical holdings. Differences occur based on capital additions/withdrawals. We may purchase different funds and/or securities within an asset class depending on availability and timing of money being deposited by the client. Also, clients may transfer in securities positions with instructions to hold these securities rather than trade them.

Even though the prime objective is to grow your assets safely, the selection of any investment strategy mentioned above does not guarantee against loss of principal. Investing in securities involves risk of loss that you should be prepared to bear.

### Proxy Voting

Unless the client designates otherwise, CJA votes proxies for securities over which it maintains discretionary authority consistent with its proxy voting policy. A copy of CJA's proxy voting policy is available upon request.

You may elect to retain the authority to vote the proxies yourself. In these cases, you will receive proxies and other related paperwork directly from your custodian.

### Advisory Fees

We receive an asset-based fee ranging from 0.60% to 1.95% of the assets under management. Management fees are calculated and paid monthly in advance based on the market value of the Account at the end of the calendar month. Exceptions may be made to the published fee schedule under certain circumstances pursuant to a negotiated fee agreement with the client, based on the scope and complexity of the portfolio. If a client withdraws funds or terminates an account, any fees or other expenses associated with liquidating the account's holdings may be assessed to the account.

We do not receive performance-based fees.

As a wrap account program participant you will not incur transaction charges.

However, you may pay charges imposed directly by mutual funds and exchange traded funds or index funds. These charges are disclosed in each fund's prospectus. CJA does not receive any compensation, in any form, from mutual fund companies.

Management fees will be automatically deducted from your account in accordance with the following process for your protection:

- Authorization is required to deduct fees directly from your account, as outlined in our investment management agreement;
- The custodian will send you a monthly statement showing all disbursements from the Account, including the amount of the management fee and a list of the Account's holdings.

You may elect to pay our management fee by check rather than having payment deducted directly from your account. You are responsible for reviewing the accuracy of the fees being billed. The custodian will not do so. Either the client or C-J Advisory Inc. may terminate the investment advisory agreement at any time by providing 30-days written notice to the other party. Full refunds will only be made in cases where cancellation occurs within five days of signing our investment advisory agreement. After five business days, clients will receive a pro-rata refund.

### Other Fees and Expenses

There is an initial one-time set up fee of \$500 per account, which in certain circumstances may be waived. This charge includes, but is not limited to, analyzing Client's current financial position, determining Client's investment objective, risk tolerance, design and selection of initial asset allocation portfolio and account set up with the custodian. Client pays no commissions or trading fees on trades initiated by the Advisor in the managed accounts (refer to #2 above).

### **ITEM 5: ACCOUNT REQUIREMENTS AND TYPES OF CLIENTS**

We provide personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. We generally require clients to maintain a minimum of \$25,000 with C-J Advisory Inc. Although we may waive this minimum on a case-by-case basis, we believe this minimum capital is required to properly and prudently diversify a client's portfolio.

### **ITEM 6: PORTFOLIO MANAGER SELECTION AND EVALUATION**

The President, CEO and CIO of C-J Advisory, Inc—Veda Cassells-Jones -- a Certified Financial Planner and an Accredited Investment Fiduciary—will coordinate all aspects of your financial picture. Ms. Cassells-Jones has 33 years of experience managing investments and managing a financial advisory firm and its employees. For the last 15 years she has generally hired specific portfolio managers to monitor and oversee the client portfolios, under her supervision. The selection criteria includes academic education (e.g. Chartered Financial Analyst, Certified Financial Planner), financial industry experience, and previous portfolio management performance.

Our current portfolio management firm is Disciplined Wealth Strategies (DWS) in Austin, Texas headed by John Blood, a CFA® charterholder and a CFP® practitioner.. His experience of more than 20 years includes Analyst and Director positions at Morningstar Inc, Commonwealth Financial Network, and Dimensional Fund Advisors.

### **ITEM 7: CLIENT INFORMATION PROVIDED TO PORTFOLIO MANAGERS**

When you establish an investment advisory account with us, Ms. Cassells-Jones will discuss with you your current financial situation, return objectives, risk tolerance, investment restrictions and other relevant information.

It is your responsibility to provide accurate and complete information. The failure to do so could affect the services we provide. We enter into an investment advisory agreement with each client which discloses the investment style we will use to manage your account.

We do not share or disclose client information to nonaffiliated third parties except as permitted or required by law or as necessary to open and service your account. We are committed to safeguarding the confidential information we receive from clients.

**ITEM 8: CLIENT CONTACT WITH CJA**

You may contact and consult directly with us during regular business hours, which are Monday through Friday, 8:00 a.m. to 5:00 p.m., Pacific time. Clients may contact us as often as is necessary to discuss their account and other financial needs. We contact clients periodically for the purpose of reviewing their investor profile to ensure accuracy, and to schedule portfolio reviews. Ongoing, it is your obligation to notify us promptly of any material changes in financial circumstances, investment objectives or restrictions that might affect account management.

**ITEM 9: ADDITIONAL INFORMATION****Disciplinary Information**

Neither C-J Advisory Inc. nor Veda Cassells-Jones has been involved in legal or disciplinary events related to past or present investment clients.

**Code of Ethics**

We have adopted a code of ethics for all of our employees describing our high standard of business conduct and fiduciary duties to our clients. As a fiduciary, we have a responsibility to act solely in the best interest of each of our clients at all times. This fiduciary duty is considered the core principle for our Code of Ethics. Summarized, this Code of Ethics prohibits us from:

- placing our interests before yours,
- using non-public information gathered when providing services to you for our own gains, or
- engaging in any act, practice or course of business that is, or might be considered, fraudulent, deceptive, manipulative, or in violation of any applicable law, rule or regulation of a governmental agency.

You may request a free copy of our Code of Ethics by contacting us.

**Review of Accounts*****Review Cycle.***

Accounts are reviewed daily and weekly. Reviews can be done on demand or as agreed upon in advance. Account reviews cover asset allocation, portfolio performance vs. agreed upon benchmark(s) and tax analysis, including a statement of net worth.

Financial goals are reviewed at least annually or when there is a life changing financial event.

All reviews are performed by Veda Cassells-Jones, President, CIO, and CEO.

***Portfolio Reports Provided to Clients.***

Monthly statements from the account custodian(s) are sent to each client directly. These statements disclose the assets held by the custodian.

We strongly encourage you to review the account statements you receive from custodians and from C-J Advisory, Inc.

**Financial Information**

We do not charge or solicit pre-payment of more than \$1,200 in fees per client six months or more in advance. We have never filed for bankruptcy and are not aware of any financial conditions that are likely to impair our ability to meet our contractual obligations to clients.

### Brokerage Practices

CJA participates in the TD Ameritrade Institutional program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. ("TD Ameritrade") member FINRA/SIPC/NFA. TD Ameritrade is an independent [and unaffiliated] SEC-registered broker-dealer. TD Ameritrade offers to independent investment Advisors services which include custody of securities, trade execution, clearance and settlement of transactions. Advisor receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under "Client Referrals and Other Compensation" below.)

### TD Ameritrade Institutional Customer Program

As disclosed under "Brokerage Practices" above, CJA participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to Clients for custody and brokerage services. There is no direct link between CJA's participation in the program and the investment advice it gives to Clients, although CJA receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to CJA by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by CJA's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit CJA but may not benefit Client accounts. These products or services may assist Advisor in managing and administering Client accounts. Other services made available by TD Ameritrade are intended to help Advisor manage and further develop its business enterprise. The benefits received by Advisor or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, CJA endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by CJA or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the CJA's choice of TD Ameritrade for custody and brokerage services.

CJA also receives from TD Ameritrade certain additional economic benefits ("Additional Services") that may or may not be offered to any other independent investment Advisors participating in the program. Specifically, the Additional Services include services from Tango Consulting for the migration of client data from a previous CRM.

TD Ameritrade provides the Additional Services to CJA in its sole discretion and at its own expense, and CJA does not pay any fees to TD Ameritrade for the Additional Services. CJA and TD Ameritrade have entered into a separate agreement ("Additional Services Addendum") to govern the terms of the provision of the Additional Services. CJA's receipt of Additional Services raises potential conflicts of interest. In providing Additional Services to CJA, TD Ameritrade most likely considers the amount and profitability to TD Ameritrade of the assets in, and trades placed for, CJA's Client accounts maintained with TD Ameritrade. TD Ameritrade has the right to terminate the Additional Services Addendum with CJA, in its sole discretion, provided certain conditions are met. Consequently, in order to continue to obtain the Additional Services from TD Ameritrade, CJA may have an incentive to recommend to its Clients that the



assets under management by CJA be held in custody with TD Ameritrade and to place transactions for Client accounts with TD Ameritrade. CJA's receipt of Additional Services does not diminish its duty to act in the best interests of its Clients, including to seek best execution of trades for Client accounts

## ITEM 1: COVER SHEET

### Part 2B

Prepared: June 20, 2014

Veda A. Cassells-Jones, CFP®, AIF®, CLTC

**C-J Advisory, Inc**  
2060 The Alameda  
San Jose, CA 95126  
(408) 345- 2890

This Brochure *Supplement* provides information about Veda Cassells-Jones, President and CEO/CIO of C-J Advisory, Inc that supplements the Wrap Program Brochure. Please contact us at (408) 345-2890 or email [clientservice@cjadvisory.com](mailto:clientservice@cjadvisory.com) if you did not receive a copy of that Brochure or if you have any questions about the content of this supplement.

## ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Veda Cassells-Jones was born in 1947. She received a Bachelor of Arts degree in Sociology (1971) from Sonoma State University in Rohnert Park, California. She spent several years in the silicon manufacturing industry as a production manager before starting a career in the financial services industry in 1980. C-J Advisory, Inc was incorporated in 1996 as an independent financial advisory firm. She has been a holistic financial life planner since 1980, believing that money management/investment is only *part* of a client's financial plan, and should be integrated with taxes and estate planning and cash flow and education and financial history and behavior. She believes that financial professionals should work directly for their clients, providing unbiased investment advice, and has acted in the capacity of a fiduciary long before becoming accredited as an investment fiduciary.

## ITEM 3: DISCIPLINARY INFORMATION

C-J Advisory Inc and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

## ITEM 4: OTHER BUSINESS ACTIVITIES

Veda Cassells-Jones is a licensed life insurance agent affiliated with various insurance agencies. In this capacity she offers life insurance, long-term health care insurance, disability insurance and annuity products to clients. If you elect to implement insurance recommendations through Veda Cassells-Jones, she will receive the normal and customary commissions.

## ITEM 5: ADDITIONAL COMPENSATION

Veda Cassells-Jones does not receive any economic benefit from any non-client for providing advisory services, other than those listed in Item 4 above.

## ITEM 6: SUPERVISION

Veda Cassells-Jones, President and 100% shareholder of C-J Advisory, Inc, is the sole person providing investment advice, with the assistance and support of nine employees. Her telephone number is (408) 345-2890, x 123.