

Firm Brochure
(Part 2A of Form ADV)



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This brochure provides information about the qualifications and business practices of C-J ADVISORY, INC. If you have any questions about the contents of this brochure, please contact us at: 408-345-2890, or by email at: clientservice@cjadvisory.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 C-J ADVISORY, INC is available on the SEC's website at www.adviserinfo.sec.gov

August 2015

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material changes as of August 31st, 2015

Advisory Business section:

- Information has been added to define the relationship between Disciplined Wealth Strategies (DWS) and C-J Advisory.
- Clarification that if a brokerage firm charges a fee for stock and bond trades, C-J Advisory pays these fees, not the client.
- Disclosure that once an account is under C-J Advisory management, C-J Advisory is granted discretionary authority over its assets.
- Clarification of the difference between portfolio Wrap accounts and other portfolio accounts.

Fees and Compensation section:

- C-J Advisory fee schedule has been moved from Advisory Business section to the Fees and Compensation section.
- Text has been added to clarify the initial one-time set up charge per account.
- Text regarding termination of agreements and subsequent refunds was moved from Advisory Business section to Fees and Compensation section.

Code of Ethics section:

- Has been added to the document.

Participation or Interest in Client Transactions section:

- Has been updated to clarify there are no conflicts of interest.

Brokerage Practices section:

- Text regarding “most mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit” has been removed.

Review of Accounts section:

- Text regarding account statements has been added.

Custody Section:

- Text pertaining to the need for clients to review any statements they receive has been added.

Voting Clients Securities section:

- Policies and Procedures pertaining to Proxy Voting has been added.

Brochure Supplement section:

- Has been revised to remove unnecessary information regarding the education and business experience of Veda Cassells-Jones.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 408-345-2890 or by email at: clientservice@cjadvisory.com.

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Advisory Business

Firm Description

C-J ADVISORY, INC, ("CJA") was founded in 1980 and incorporated in 1996.

CJA provides personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. 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.

CJA is a fee-based financial planning and investment management firm. The firm also offers insurance products (e.g., Life and Disability, Long Term Healthcare). The firm is not affiliated with entities that sell financial products or securities.

Investment advice is an integral part of financial planning. In addition, CJA advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

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

A written evaluation of each client's initial situation is provided to the client, 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 the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial "get acquainted" appointment, by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

Principal Owners

Veda A. Cassells-Jones, CFP® is a 100% stockholder.

Types of Advisory Services

CJA provides investment supervisory services, also known as asset management services; manages investment advisory accounts; and furnishes investment advice through consultations.

On a regular basis, CJA furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of December 31, 2014, assets under management totaled \$144,752,738.00, for 337 clients.

Tailored Relationships

The goals and objectives for each client are documented in our client relationship management system. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships:

Financial Planning Agreement

A financial plan is designed to help the client with all aspects of financial planning.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and post-secondary education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided to the client. Implementation of the recommendations is at the discretion of the client.

The fee for a financial plan is predicated upon the facts known at the start of the engagement. The fee range is \$1,000 to \$10,000 depending on complexity. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of a financial plan, future face-to-face meetings may be scheduled as necessary for up to one month. Follow-on implementation work is billed separately at the rate of \$300 per hour.

Retainer Agreement

In some circumstances, a *Retainer Agreement* is executed in lieu of, or in addition to an *Advisory Service Agreement* when it is more appropriate to work on a fixed-fee basis. The annual fee will be determined based on the scope of the project.

Investment Management Agreement

An Investment Management Agreement may be executed when financial planning is not provided as part of the relationship. The annual fee for an Investment Management Agreement will be determined based on facts and circumstances.

Hourly Planning Engagements

CJA provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is tiered:

| | |
|--|-------|
| Veda Cassells-Jones, CFP [®] , AIF [®] , CLTC: | \$300 |
| Financial Planning Assistants (FPAs): | \$150 |
| Client Service Administrators (CSAs): | \$100 |

Asset Management

Assets are invested primarily in no-load (i.e. no commission) mutual funds and exchange-traded funds. Mutual Fund companies charge each shareholder an investment management fee (a.k.a. internal expense ratio) that is disclosed in the fund prospectus

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm may charge a fee for stock and bond trades and in that event CJA pays said transaction costs as part of the asset based fee CJA pays to TD Ameritrade Institutional. CJA does not receive any compensation, in any form, from mutual fund companies.

Once an account is under CJA management and we are granted discretionary authority over its assets, we establish an initial portfolio which is then monitored on a regular basis.

Investments may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offering (IPO) shares are sometimes available through CJA's custodian relationships.

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.

DWS provides certain investment management and related services with respect to CJA's clients and accounts, which services may include, but shall not necessarily be limited to, investment sub-advisory services as identified below.

DWS shall perform the services listed below as they relate to the daily investment management for each account. Investment decisions that are determined by DWS will be based on the account information for each client, which is provided by CJA to, and acknowledged in writing by, DWS management prior to or concurrent with account opening. Should CJA become aware of any changes to their client's account information, the information will be passed along to DWS at the time CJA receives notification from the client.

- a. Investment Management through DWS Investment Strategies
- b. Daily Investment Supervision
- c. Trade Execution
- d. Verify the accuracy of the calculation of advisory fees on sub-advisory accounts (DWS and CJA fees).
- e. Verify the accuracy of the value of the assets of each account at such times and dates in the manner specified and consistent with the valuation requirements of CJA.

Wrap Account Program

The program is designed to cost-effectively invest and manage assets to help deliver the income and growth necessary to support the clients financial life goals. If account is over \$10,000 of value the portfolio is a wrap account which generally contains exposure to nine Exchange Traded Funds (ETF) sectors. If the portfolio is less than \$10,000 of value it is invested in one or two no-load asset allocation mutual funds.

Fees and Compensation

Description

CJA bases its fees on a percentage of assets under management, hourly charges, fixed fees and/or retainer fees.

Retainer Agreements will be priced based on the complexity of work, especially when asset management is not the most significant part of the relationship.

Financial plans are priced according to the degree of complexity associated with the client's situation.

Initial Fees

There is an initial one-time set up charge 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.

Advisory Service Agreement/Retainer Fees

Most clients choose to have CJA manage their assets in order to obtain (and pay for) ongoing in-depth advice and life planning. All aspects of the client's financial affairs are reviewed, including those related to their children/grandchildren. Realistic and measurable goals are set, and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and the fee is provided to the client in writing prior to the start of the relationship. A Wealth Management Agreement (WMA) includes: cash flow management; insurance review; investment management; education planning; retirement planning; estate planning; and tax preparation reviews, as well as the implementation of recommendations within each area.

The WMA fee is based on a percentage of the investable assets according to the following schedule:

- 1.95% on the first \$250,000;
- 1.85% on the next \$250,000 (from \$250,001 to \$500,000); and
- 1.60% on the next \$250,000 (from \$500,001 to \$750,000); and
- 1.35% on the next \$250,000 (from \$750,001 to \$1,000,000); and
- 1.10% on the next \$2,000,000 (from \$1,000,001 to \$3,000,000); and
- 0.85% on the next \$2,000,000 (from \$3,000,001 to \$5,000,000); and
- 0.65% on the assets above \$5,000,001.

Current client relationships may exist where fees are higher or lower than the fee schedule above.

Although the WMA is an ongoing agreement and periodic adjustments are required, the length of service to the client is at the discretion of the client or CJA. The client or CJA may terminate an Agreement by written notice to the other party. The portfolio value at the completion of the prior full billing month is used as the basis for the fee computation, adjusted for the number of days during the billing month prior to termination.

Fee Billing

Investment management fees are billed monthly, in **advance**, meaning that we invoice you *before* the monthly billing period has begun. Payment in full is expected upon invoice presentation. Instead of invoices, fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due upon delivery of the financial plan.

Other Fees

Custodians charge transaction fees on purchases and/or sales of mutual funds and exchange-traded funds. CJA absorbs (pays) these fees for the client. Refer to page 3: "Asset Management" section.

CJA, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, etc.).

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to CJA.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying CJA in writing and paying the rate for the time spent on the investment advisory engagement prior to termination.

Past Due Accounts Termination of Agreement

CJA reserves the right to stop work on any account that is more than 45 days overdue. In addition, CJA reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in CJA's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

CJA does not use a performance-based fee structure because of the potential conflict of interest (i.e., it could create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client).

Types of Clients

Description

CJA generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, or charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is generally \$25,000.

CJA has the discretion to waive the account minimum. Accounts of less than \$25,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$25,000 within a reasonable time. Other exceptions apply to employees of CJA and their relatives, or relatives of existing clients.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The sources of information include electronic financial data streams, financial newsletters and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Investment Strategies

The primary investment strategy used for client accounts is *Strategic Asset Allocation*. This strategy utilizes a core and satellite approach. This means that we use passively-managed index and exchange-traded funds as the core investments, and then add actively-managed funds where there are greater opportunities to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- Market Risk: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- Inflation Risk: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- Currency Risk: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- Reinvestment Risk: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of

return (i.e. interest rate). This primarily relates to fixed income securities.

- **Business Risk**: These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk**: Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk**: Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

Legal and Disciplinary

CJA and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Financial Industry Relationships

Not applicable.

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

Code of Ethics

Per SEC rule 204A-1 CJA has adopted the definition of “access person” to include an employee who is in a position to exploit information about client securities transactions or holdings, and this definition thus provides the advisor with a tool to protect its clients. Administrative, technical, and clerical personnel may also be access persons if their functions or duties give them access to nonpublic information. There are three access persons at CJA who could potentially receive nonpublic information.

CJA requires a complete report of each access person’s securities holdings, at the time the person becomes an access person and at least once a year thereafter. In addition CJA requires quarterly reports of all personal securities transactions by access persons, which are due no later than 30 days after the close of the calendar quarter. Access persons who had no personal securities transactions during the quarter are not required to submit a report confirming the *absence* of transactions.

Rule 204A-1 treats all securities as reportable securities, with five exceptions:

1. Transactions and holdings in direct obligations of the Government of the United States.
2. Money market instruments – bankers’ acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments.
3. Shares of money market funds.
4. Transactions and holdings in shares of other types of mutual funds, unless the advisor or a control affiliate acts as the investment advisor or principal underwriter for the fund.
5. Transactions in units of a unit investment trust if the unit investment trust is invested exclusively in unaffiliated mutual funds.

CJA requires that access persons obtain the advisor’s approval before investing in an initial public offering (“IPO”) or private placement.

Employee acknowledgements of the ethics code will be kept for five years after the individual ceases to be a supervised person. Similarly, the list of access persons will include every person who was an access person at any time within the past five years, even if some of them are no longer access persons of the advisor.

This Code of Ethics will also assist the advisor in meeting her obligations under Advisors Act rule 206(4)-7 to adopt policies and procedures reasonably designed to prevent supervised persons from violating the Advisors Act.

Participation or Interest in Client Transactions

CJA and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades.

There is no conflict of interest because neither the advisor nor related person has a “material financial interest including pooled investment vehicles”.

Personal Trading

The Chief Compliance Officer of CJA is Veda A. Cassells-Jones, CFP®. She reviews all employee trades each month. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, those transactions do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

CJA does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. CJA recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable rates.

CJA recommends discount brokerage firms and trust companies (qualified custodians).

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 on page 12: “TD Ameritrade Institutional Customer Program”).

Order Aggregation

CJA participates in the trading aggregation program. Clients participating in aggregated transactions will receive an average share price and there are no commissions or transaction costs borne by clients.

Review of Accounts

Periodic Reviews

Account reviews are performed monthly by Veda A. Cassells-Jones, CFP®; also by John Blood, CFA®, CFP® at Disciplined Wealth Strategies. Account reviews are performed more frequently when market conditions dictate.

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record or their email address, monthly.

Net Worth Statements

Clients are periodically provided with net worth statements, which contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate in addition to securities portfolio values. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's personal or financial situation.

Client Referrals and Other Compensation

Incoming Referrals

CJA has been fortunate to receive client referrals over the years. The referrals come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

CJA does not accept referral fees from other professionals when a client is referred to them.

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.

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.

Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record or their email address, monthly.

Clients should review the account statements received from the qualified custodian.

Net Worth Statements

Clients are periodically provided with net worth statements, which contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate in addition to securities portfolio values. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Clients should compare the account statements they receive from the qualified custodian with those they receive from CJA.

Investment Discretion

Discretionary Authority for Trading

CJA accepts discretionary authority to manage securities accounts on behalf of clients. CJA has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

The client approves the custodian to be used. A limited power of attorney is a trading authorization for this purpose, which clients sign.

Voting Client Securities

Proxy Votes

Unless the client designates otherwise, CJA votes proxies for securities over which it maintains discretionary authority consistent with its proxy voting policy.

Proxy Voting Policy

In our capacity as an SEC registered investment advisory firm, CJA votes all proxies submitted on behalf of our clients. It is our policy to generally vote proxies in accordance with the recommendations of Glass Lewis*, unless there are overriding circumstances that CJA is aware of. We will not vote any proxy that causes a material conflict of interest between CJA and the security whose proxy is being voted. These will be referred to the specific beneficial holders of the securities when need be. We retain a record of each proxy voted, which can be viewed at our corporate office.

[*Glass Lewis is the leading, independent, governance analysis and proxy voting firm, serving institutional investors (like C-J Advisory) that collectively manage more than \$15 trillion in assets. With research focused on the long-term financial impact of investment and proxy vote decisions, they empower said institutional investors to make sound decisions by uncovering and assessing governance, business, legal, political and accounting risks at more than 23,000 public companies in 100+ countries.]

C-J Advisory reviews, no less frequently than annually, the adequacy of its proxy voting policies and procedures to make sure they have been implemented effectively, including whether these policies and procedures continue to be reasonably designed to ensure that proxies are voted in the best interest of its clients.

Clients can send an email to CJA if they have a particular vote they want done in a particular solicitation.

Financial Information

Financial Condition

CJA does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because CJA does not serve as a custodian for client funds or securities, and does not charge or solicit pre-payment of more than \$1,200 in fees (per client) six months or more in advance.

Business Continuity Plan

General

CJA has a Business Continuity Plan in process that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as fire and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up weekly and archived offsite. Additionally, all files are backed up daily by an outside vender (i.e. Carbonite).

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

CJA is in process of creating a Business Continuation Agreement with another financial advisory firm to support CJA in the event of serious disability or death of the principal(s) of CJA.

Information Security Program

Information Security

CJA maintains an information security program to reduce the risk of Client's personal and confidential information being breached.

Privacy Notice

"CJA is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed (shredded).

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing, which we do in April of each year."

Brochure Supplement (Part 2B of Form ADV)

Education and Business

Veda Cassells-Jones holds a Bachelors of Arts degree in Sociology obtained from Sonoma State University in Rohnert Park, California.

Post-graduate work in Psychology and Counseling

Business Experience

Ms. Cassells-Jones has owned and operated a full service financial life planning practice since 1980. She has been a CFP® since 1989, and was a Registered Principal with Commonwealth Financial Network from 1992 to 2008.

Discipline History

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

Professional Certifications

Certified Financial Planner (CFP®): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- Satisfy the Code of Ethics and Conduct Standards.

Accredited Investment Fiduciary (AIF®): Accredited Investment Fiduciaries are licensed by the AIF Institute to use the AIF mark. AIF certification requirements:

- Complete the AIF® training.
- Pass the AIF® examination.
- Meet the experience requirement.
 - Minimum of two (2) years of relevant experience; a bachelor's degree (or higher) and a professional credential.
- Satisfy the Code of Ethics and Conduct Standards.

Registered Investment Advisor (RIA): RIA certification requirements:

- Pass the Series 65 (Uniform Investment Advisor Law) exam.
- Register with the SEC and/or the states in which the RIA intends to do business.
- Create an account with Investment Advisor Registration Depository (IARD), which is managed by FINRA on behalf of the SEC and states.
 - Once the account is open, FINRA will supply the advisor with a CRD number and account ID information.
- The RIA files Form ADV and the U4 forms with the SEC and/or states.
- RIAs are required to file an annual amendment to Schedule 1 of the ADV, which updates all of the firm's relevant information

Corporation for Long Term Care (CLTC): CLTC certification requirements:

- Submit proof of on-going training in the field of long-term care planning.
- Complete Designee Renewal Course, or NAIC Partnership (8 hour) training annually, and other state-mandated LTC/Partnership training.

VEDA CASSELLS-JONES is a:

- CFP® (Certified Financial Planner)
- AIF® (Accredited Investment Fiduciary)
- IAR (Investment Advisor Representative) of C-J Advisory, Inc. which is a RIA (Registered Investment Advisor)
- Life Insurance agent
- CLTC (Certified, Long Term Care Insurance) agent
- Disability Insurance agent
- Health Insurance agent
- Stock and Bond brokerage advisor
- Qualified Retirement Plan (Pension) consultant

Business Standards

CJA requires that Advisors in its employ have a Bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA®, a ChFC®, JD, CTFA, EA or CPA. Additionally, Advisors must have work experience that demonstrates their aptitude for financial planning and investment management.