

Form ADV

Part 2B – Supplemental Brochure

September 14, 2015

Jeffrey J. Young
CRD# 4712342

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This brochure supplement (“Supplement”) has been prepared by J.R. Cole & Associates, Inc. (“J.R. Cole”) to provide information about the qualifications and background of the supervised person named above, hereinafter referred to as “Mr. Young.” You should review this Supplement in conjunction with Part 2A of our Form ADV, also known as our “Brochure.” You should have already received a copy of our brochure. If you have questions about anything in this Supplement or the Brochure, please contact us at (706) 548-3422. Additional information about J.R. Cole or any of our supervised persons (who are registered under our firm) is also available on the SEC’s Investment Adviser Public Disclosure (“IAPD”) which can be found at www.adviserinfo.sec.gov.

The format/layout of this Supplement has been dictated by the SEC. The subsections appearing under each heading shall follow the mandated ordering of the items required to be addressed in this Supplement as set forth in the instructions and guidance issued by the SEC in regard to Part 2B of the Form ADV. J.R. Cole’s response to each such item shall immediately follow each numbered item. We encourage any reader of this Supplement to also refer to the SEC’s instructions and guidance related to Part 2B of the Form ADV. Throughout this Supplement, any references to “we,” “our,” “ours,” “us,” etc. are meant to refer to Cannon.

The information in this Brochure has not been approved or verified by the SEC or by any state securities authority.

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II. Educational Background and Business Experience

Name:	Jeffrey J. Young	
Year of Birth:	1967	
Formal education after high school.		
Institution	Degree / Major	Date(s)
University of Wisconsin, Center Baraboo	Undergraduate Studies	1984-1985
University of Wisconsin Madison	Bachelor of Science – Communications	1984-1989
Business background for the preceding five years.		
Entity	Position Held	Date(s)
J. R. Cole & Associates	President	05/2015-Present
Cannon Financial Strategists, Inc.	President	08/2011-Present
Cannon Securities, Inc.	Registered Representative	08/2011-Present
Lincoln Financial Advisors	Registered Representative	09/2003-08/2011

III. Disciplinary Information

This portion of this Supplement is designed to provide you any pertinent information related to any disciplinary matters involving Mr. Young. We are obligated to look back for a period of ten years. If more than ten years has elapsed since a particular disciplinary event but we deem the matter significant enough that a reasonable person would find it material in evaluating Mr. Young or our firm we have included it.

This information below is also available via the SEC's Investment Adviser Public Disclosure ("IAPD") which can be found at www.adviserinfo.sec.gov.

III.(A). Criminal or Civil Matters

Has Mr. Young been involved in a criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which Mr. Young...		
Was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was found to have been involved in a violation of an investment-related statute or regulation; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

III.(B). Administrative Proceedings

Has Mr. Young been involved in an administrative proceeding before the SEC, any other federal regulatory agency,
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any state regulatory agency, or any foreign financial regulatory authority in which Mr. Young...		
Was found to have caused an investment-related business to lose its authorization to do business; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority...		
denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
barring or suspending the supervised person's association with an investment-related business;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
otherwise significantly limiting the supervised person's investment-related activities; or imposing a civil money penalty of more than \$2,500 on the supervised person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

III.(C). Self-Regulatory Organization (“SRO”) Proceedings

Has Mr. Young been involved in a SRO proceeding in which Mr. Young...		
Was found to have caused an investment-related business to lose its authorization to do business; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was found to have been involved in a violation of the SRO’s rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

III.(D). Other Proceedings

Has Mr. Young been involved in any other proceeding in which a professional attainment, designation, or license of Mr. Young’s was revoked or suspended as a result of a violation of rules relating to professional conduct?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
In relation to the preceding item, did Mr. Young resign or otherwise relinquish a professional attainment, designation, or license in anticipation of such a proceeding?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

IV. Other Business Activities

IV.(A). Other Investment-Related¹ Activities

Mr. Young is engaged in the following investment-related business activities outside the scope of his investment advisory activities on behalf of our firm. For any activity described below, we will name the other entity and we will also describe the relationship, if any, between our advisory business and each particular activity. We will also address any conflicts of interest that may arise in relation to such outside activity(s).

¹ “Investment-related” means activities that pertain to securities, commodities, banking, insurance, or real estate (including, but not limited to, acting as or being associated with an investment adviser, broker-dealer, municipal securities dealer, government securities broker or dealer, issuer, investment company, futures sponsor, bank, or savings association).

Securities brokerage and insurance activities

Other entity: Cannon Financial Strategies, Inc.

Relationship/Conflicts/Compensation: Mr. Young is licensed to sell certain securities and investment products through Cannon Financial Strategies, Inc. (CFS) a state registered Investment Advisor. Mr. Young's activities through CFS are independent from and in addition to those of J.R. Cole. J.R. Cole is 100% owned by CFS.

Mr. Young may from time to time receive compensation in relation to the sale of securities or other investment products. Such compensation is in the form of cash. The instructions in the Form ADV require us to tell you that the receipt or potential for the receipt of other compensation gives Mr. Young an incentive to recommend investment products. However, no conflict of interest exists as the activities of J.R. Cole Securities, Inc. do not overlap into CFS.

With respect to investment advisor services described in the Brochure; financial instruments recommended by Mr. Young generally do not pay a commission. In the unlikely event that the best instrument that would help a Client most efficiently meet their financial objective pays a commission, the fee charged to the Client will be offset by the commission received.

How we Address the Conflict(s): First and foremost, we address the conflicts described in the preceding section by disclosing them to you in this Brochure Supplement as well as in J.R. Cole's separate Brochure. As a matter of general policy, we aggressively discourage activities that put your interests anywhere but first. We have designated an executive team (CEO, CCO, & CFO), as set forth on Schedule A of our Form ADV, to be the parties responsible for the overall application and oversight of our supervisory process. These individuals have the authority to delegate certain supervisory responsibilities to other supervised persons within our firm in order to ensure that our overall system of supervision is being adequately carried out and in a timely manner.

We feel that our policy of offsetting agreed upon fees with any commissions generated through the implementation of recommendations helps fully disclosure compensation and virtually eliminate conflicting interests.

Other entity: Cannon Securities, Inc.

Relationship/Conflicts/Compensation: Mr. Young is licensed to sell certain securities and investment products through J.R. Cole Securities, Inc. ("CSI"), a FINRA member broker-dealer registered with the SEC. Mr. Young's activities through CSI are independent from and in addition to those of J.R. Cole. J.R. Cole and CSI share certain members of management which makes them affiliated entities through common control.

Mr. Young may from time to time receive compensation in relation to the sale of securities or other investment products. Such compensation is in the form of cash. The instructions in the Form ADV require us to tell you that the receipt or potential for the receipt of other compensation gives Mr. Young an incentive to recommend investment products. However, it is Cannon's standard practice for advisory clients to use an unaffiliated broker-dealer for clearing transactions, thus removing mentioned conflicts.

With respect to investment advisor services described in the Brochure; financial instruments recommended by Mr. Young generally do not pay a commission. In the unlikely event that the best instrument that would help a Client most efficiently meet their financial objective pays a commission, the fee charged to the Client will be offset by the commission received.

How we Address the Conflict(s): First and foremost, we address the conflicts described in the preceding section by disclosing them to you in this Brochure Supplement as well as in J.R. Cole's separate Brochure. As a matter of general policy, we aggressively discourage activities that put your interests anywhere but first. We have designated an executive team (CEO, CCO, & CFO), as set forth on Schedule A of our Form ADV, to be the parties responsible for the overall application and oversight of our supervisory process. These individuals have the authority to delegate certain supervisory responsibilities to other supervised persons within our firm in order to ensure that our overall system of supervision is being adequately carried out and in a timely manner.

We feel that our policy of offsetting agreed upon fees with any commissions generated through the implementation of recommendations helps fully disclosure compensation and virtually eliminate conflicting interests.

Insurance-related brokerage or advisory activities

Relationship/Conflict/Compensation:

J.R. Cole is also an insurance agency registered with the state of Georgia. Mr. Young is licensed to sell insurance products through J.R. Cole. As such, Mr. Young may also offer insurance products as an insurance agent.

Mr. Young may receive additional compensation in relation to the sale of insurance products. Such compensation is in the form of cash. The instructions in the Form ADV require us to tell you that the receipt or potential for the receipt of other compensation gives Mr. Young an incentive to recommend investment products. Although we are obligated to tell you this, both Mr. Young's and our objective as a firm is to place nothing before your best interests.

Mr. Young, in his capacity as an insurance agent of J.R. Cole, may recommend insurance services to clients who have or are utilizing J.R. Cole's investment advisory services. J.R. Cole's clients are free to implement advisory recommendations through any firm. There is no obligation for you to effect transactions through J.R. Cole or Mr. Young, however, if you choose to do so, commissions may be used to offset agreed upon advisory fees.

J.R. Cole may make conflicting or differing recommendations with respect to the same insurance products to different advisory clients. All such recommendations are based on each individual client's financial circumstances, needs, risk tolerances, objectives, etc.

How we Address the Conflict(s): First and foremost, we address the conflicts described in the preceding section by disclosing them to you in this Brochure Supplement as well as in J.R. Cole's separate Brochure. As a matter of general policy, we aggressively discourage activities that put your interests anywhere but first. We have designated an executive team (CEO, CCO, & CFO), as set forth on Schedule A of our Form ADV, to be the parties responsible for the overall application and oversight of our supervisory process. These individuals have the authority to delegate certain supervisory responsibilities to other supervised persons within our firm in order to ensure that our overall system of supervision is being adequately carried out and in a timely manner.

We feel that our policy of offsetting agreed upon fees with any commissions generated through the implementation of recommendations helps fully disclosure compensation and virtually eliminate conflicting interests.

IV.(B). Other Activities

Other than as described above in IV.(A), Mr. Young is not engaged in any activities outside the scope of his investment advisory activities on behalf of J.R. Cole.

V. Additional Compensation

The purpose of this Item is to describe any additional compensation (outside that which has been described above in Section IV.(B).) that Mr. Young may receive in addition to his/her normal compensation for the investment advisory services he/she performs under our firm. As applicable, such other forms of compensation are denoted in the following grid. Please note that regular bonuses paid by us as part of Mr. Young's normal and customary compensation are not considered "additional compensation" for the purpose of this Item.

	Type of Compensation
<input type="checkbox"/>	Sales awards or other prizes
<input type="checkbox"/>	Bonus based, at least in part, on the number or amount of sales/transactions
<input type="checkbox"/>	Bonus based, at least in part, on client referrals
<input type="checkbox"/>	Bonus based, at least in part, on the # or type of new accounts opened
<input checked="" type="checkbox"/>	None

VI. Supervision

As part of our overall compliance and supervisory process, we monitor the advisory activities of all of our supervised persons. In order to control advisory activities J.R. Cole has centralized the oversight of proposal construction. This ensures that initial recommendations are reviewed by a member of executive management (CEO, CCO, or CFO). If the proposal is being generated by one member of executive management another member will review prior to delivery.

Portfolio construction and maintenance for asset management services is centralized with the CEO. Initial portfolio construction and ongoing monitoring is done in a joint effort between the CEO and associate.

The following individuals are responsible for J.R. Cole supervision:

Jeffrey Young, President

Kelly Dixon, CCO/CFO

All can be reached at (706) 548-3422.

VII. Requirements for State-Registered Advisers

The information below will supplement the information previously provided in Item 3 of this Supplement.

VII.(A). Arbitration(s)

Has Mr. Young been involved in an award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following matters?		
A investment or an investment-related business or activity;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Fraud, false statement(s), or omissions;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Theft, embezzlement, or other wrongful taking of property;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Bribery, forgery, counterfeiting, or extortion; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Dishonest, unfair, or unethical practices.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

VII.(B). Civil, SRO, or Administrative Proceeding(s)

Has Mr. Young been involved in an award or otherwise been found liable in a civil, SRO, or administrative proceeding involving any of the following matters?		
A investment or an investment-related business or activity;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Fraud, false statement(s), or omissions;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Theft, embezzlement, or other wrongful taking of property;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Bribery, forgery, counterfeiting, or extortion; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Dishonest, unfair, or unethical practices.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

VII.(C). Bankruptcy-Related Matters

Mr. Young has never been the subject of a bankruptcy petition(s).