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Canon Capital Investment Advisory

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This brochure provides information about the qualifications and business practices of Canon Capital Investment Advisory. If you have any questions about the contents of this brochure, please contact us at the above telephone number or mailing address. 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 Canon Capital Investment Advisory is available on the SEC's website at www.adviserinfo.sec.gov

Material Changes

Since the last annual updating amendment, we have made the following material changes to the Form ADV Part 2A. Please note that this is only a highlight of material changes because non-material changes may have been made.

Revision 1 – Designations and qualifications have been updated. Address has been updated to the new location. Fee schedule has been updated to reflect new minimums.

Revision 2 – Fees and compensation wording was updated to comply with the California Custody Rate Change.

Revision 3 – Matthew Witter is no longer an advisor at Canon Capital Investment Advisory.

Revision 4 – Advisory Business dollar amounts were updated. Methods of Analysis sections were updated to reflect the renaming of our most conservative portfolio.

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Advisory Business

Canon Capital Investment Advisory, (the “firm”), was incorporated on January 12, 1989 with the purpose of serving the investment management needs of clients. The firm was initially registered with the Pennsylvania Securities Commission, and as a result of the assets under management growth, is currently registered with the federal Securities and Exchange Commission (SEC). As of December 31, 2015 the firm managed approximately \$121,881,715 on a discretionary basis and \$24,645,332 on a non-discretionary basis. The principal owner of the firm is Peter J. Roland.

The firm is responsible for managing clients’ overall investment strategy, which may include deciding on the client’s asset allocation, developing the client’s investment strategy, implementing the strategy with appropriate investment managers, and monitoring the strategy on a one-time or ongoing basis. The firms’ investment management services are tailored to clients’ unique needs and any restrictions communicated by clients.

The firms’ investment advisory services are based on a Fiduciary Quality Management System which contains steps that are consistent with the global ISO 9000 Quality Management System standard. The firm has been certified by the Center for Fiduciary Excellence (CEFEX) for adherence and conformity to investment fiduciary best practices. In addition, all management employees meet the requirements of the Employee Retirement Income Security Act of 1974 to serve in a fiduciary capacity.

Fees and Compensation

For managed accounts, Canon Capital Investment Advisory will be compensated for its investment supervising service based on a percentage of assets under management. That annual percentage is as follows.

<u>Investment Portfolio Size</u>	<u>Managed</u>	<u>Not For Profit</u>
< \$200,000	1.25%	.75%
\$200,000 - \$999,000	1.00%	.75%
\$1,000,000 - \$4,999,999	.90%	.50%
\$5,000,000 +	Negotiable	
Annual Minimum Fee	\$625	

Fees are prorated and electronically deducted from client accounts on a quarterly basis. Clients will receive an invoice quarterly itemizing the fee. Clients may elect to have all fees deducted from a specific account or be directly billed.

Although we primarily use no transaction fee mutual funds, on occasion ETF or transaction fee funds may be purchased. In addition, each mutual fund has internal administrative and management fees, as disclosed in their prospectus.

Performance Based Fees and Side by Side Management

For investment accounts as stated in the Investment Monitor Service Agreement paragraph 11, “Canon Capital Investment Advisory shall not be compensated on the basis of a share of capital gains upon, or capital appreciation of, the funds or any portion of the funds of the client.”

Types of Clients

Canon Capital Investment Advisory primarily serves retirement plans, high net worth individuals, Trustees, and Institutions (For Profit and Not-For-Profit).

Methods of Analysis, Investment Strategies, and Risk of Loss

A spectrum of investment allocations from Aggressive (higher return, higher risk) to Income (lower return, lower risk) are selected using portfolio optimization which is based on the re-sampled efficient frontier. Each allocation has an estimated average five year return and an estimated 2.5% probability worst loss. An estimated one sigma range of returns is also specified. Within each allocation is a list of diversified asset classes with a specified percentage for each type of investment.

We use a proprietary method to rate, choose, and monitor investments for each category.

While all investments have a measure of risk, Canon Capital uses mutual funds and ETF's (Exchange Traded Funds) to spread client risk. In meetings with clients, the downside risks are noted for each allocation and clients are counseled to not exceed the risk to which they can safely accommodate.

Investing in securities involves a risk of loss which clients must be prepared to bear.

Disciplinary Information

Canon Capital Investment Advisory maintains a compliance department which ensures adherence to all regulatory agency requirements.

Canon Capital Investment Advisory and its officers and advisors have never been the subject of a disciplinary action of either the SEC or the Pennsylvania Securities Commission.

Other Financial Industry Activities and Affiliations

Canon Capital Investment Advisory is affiliated with Canon Capital Management Group. The group is comprised of a Certified Public Accounting firm, an Investment Advisory firm, a Computer Solutions firm, a Payroll Processing firm, and an Insurance Services firm.

All of these services augment but do not conflict in any way with the management of client portfolios.

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

The firm has adopted a written Code of Ethics in compliance with SEC rule 204A-1. The code sets forth standards of conduct and requires compliance with federal securities laws. Our code also addresses personal trading and requires our personnel to report their personal securities holdings and transactions to the Chief Compliance Officer of the firm. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

It is further noted that applicant is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, applicant has adopted a firm wide policy statement outlining insider trading compliance by applicant and its associated persons and other employees of applicant and has been signed and dated by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, applicant has adopted a written supervisory procedure statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated persons and other employees of applicant, are signed, dated and filed with the insider trading compliance materials. These are provisions adopted for (1) restricting access to files, (2) providing continuing education, and (3) restricting and/or monitoring trading on those securities of which applicant's employees may have non-public information, (4) requiring all of applicant's employees to conduct their trading through a specified broker or reporting all transactions promptly to applicant, and (5) monitoring the securities trading of the firm and its employees and associated persons.

Applicant or individuals associated with applicant may buy or sell securities identical to those recommended to clients for their personal account.

It is the expressed policy of applicant that no person employed by applicant may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

Applicant or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

As these situations may represent a conflict of interest, applicant has established the following restrictions in order to ensure its fiduciary responsibilities:

- 1) A director, officer or employee of applicant shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of applicant shall prefer his or her own interest to that of the advisory client.
- 2) Applicant maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. These holdings are reviewed on a regular basis by the Chief Compliance Officer and the President.
- 3) Applicant requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
- 4) An individual not in observance of the above may be subject to termination.

Brokerage Practices

When we initially enroll the client, we determine the broker to register as account custodian based upon the need of the client and cost i.e. best execution, equities and funds available, and level of trading fees. Canon Capital Investment Advisory in no way receives any material benefit from this choice nor do we receive any soft dollar remuneration.

The following paragraph describes the standard services to all advisors of Charles Schwab. Trust Company of America provides similar services to all of their clients.

Canon Capital Investment Advisory may recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, Member SIPC/NYSE, to maintain custody of clients' assets and to effect trades for their accounts. Schwab Institutional provides Canon Capital Investment Advisory with access to its institutional trading and operations services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisors at no charge to them so long as a total of at least \$10 million of the advisor's clients' accounts assets are maintained at Schwab Institutional. Schwab Institutional services include research, brokerage, custody, access to mutual funds and other investments that are otherwise available only to institutional investors or would require a significantly higher minimum initial investment. Schwab Institutional also makes available to Canon Capital Investment Advisory other products and services that benefit Canon Capital Investment Advisory but may not benefit its clients' accounts. Some of these other products and services assist Canon Capital Investment Advisory in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution, provide research, pricing information and other market data, facilitate payment of Canon Capital Investment Advisory's fees from its clients' accounts, and assist with back-office support, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of Canon Capital Investment Advisory accounts, including accounts not maintained at Schwab Institutional. Schwab Institutional may also provide Canon Capital Investment Advisory with other services intended to help Canon Capital manage and further develop its business enterprise. These services may include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing. In addition, Schwab may make available, arrange and/or pay for these types of services to Canon Capital Investment Advisory by independent third-parties. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to Canon Capital Investment Advisory. The availability to Canon Capital Investment Advisory of the foregoing products and services is not contingent upon Canon Capital Investment Advisory committing to Schwab Institutional any specific amount of business (assets in custody or trading).]

Review of Accounts

For the managed account investment monitor service, accounts are reviewed, at a minimum, quarterly. These reviews determine if current recommended funds are in the account and if accounts are properly allocated. Inquiry calls from clients, as well as significant deposits and withdrawals, will also be cause for a review. All reviews are conducted by affiliated persons of Canon Capital Investment Advisory.

For the non investment-monitor service clients, whose investments are not in Canon Capital Investment Advisory master accounts with custodians, an ongoing review is not part of the engagement unless specifically stated in an engagement letter.

Clients participating in the investment monitoring service receive periodic reports from the independent brokerage house showing the activity in the account. Clients participating in the investment monitoring service receive quarterly performance reports prepared by Canon Capital Investment Advisory.

Client Referrals and Other Compensation

Canon Capital Investment Advisory does not use solicitors or other outside parties for acquiring client accounts.

Custody

We do not take custody of client funds. All client assets are held by nationally recognized custodians, independent of Canon Capital, who send a monthly statement to the client. Canon Capital sends a detailed statement to the client on a quarterly basis.

Clients are notified in writing to compare the Canon Capital quarterly statement with that received from the custodian, as a way to verify that everything is in order.

Investment Discretion

The primary service of Canon Capital Investment Advisory is Discretionary Asset Management. This means that the client gives Canon Capital financial Limited Power of Attorney to manage the funds entrusted to Canon Capital governed by an Investment Policy Statement which the client completed and signed. In this statement the client restricts the advisor to a definite allocation of their assets together with any other restrictions (i.e. no real estate, no mutual funds that hold tobacco stocks, etc.) that the client may specify.

Voting Proxies for Client Securities

Canon Capital accepts the authority to vote proxies for client securities and mutual funds held at Schwab and TD Ameritrade. A copy of the Canon Capital Proxy Voting Policy is given to a client when they become a client.

If a client wishes to decline this service, and vote their own proxies, the custodian of their holdings will be notified and all information will be sent directly to them for action.

It is emphasized to the client that they can obtain a record of their proxy voting history at any time upon request.

Canon Capital votes all proxies for any client in a manner solely in the interests of the client. The company considers only those factors related to the client's investment. Proxy votes generally will be cast in favor of the proposals that increase shareholder value.

Financial Information

No financial reporting is required since the firm does not receive or require fees more than six months in advance.

Peter J. Roland

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August 21, 2013

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Additional information about Peter J. Roland is available on the SEC's website at www.advisorinfo.sec.gov

Educational Background and Business Experience

Peter J. Roland

Dr. Peter J. Roland – proland@canoncapital.com

Peter founded Canon Capital Investment Advisory in 1989 and has over 30 years of experience in the accounting, wealth management, family office and retirement plan service area. Peter currently serves in the role of managing director of the Wealth Management and Family Office Service Group. He is an AIFA® Accredited Investment Fiduciary Analyst which enables him to perform analysis, reviews and ISO based investment fiduciary CEFEX certifications for retirement plans, foundations and other investment advisory firms.

Peter places a high value on education for retirement plan committees as well as individual clients and their families. This passion for education is reinforced by serving as an adjunct instructor in the graduate MBA Master of Business Administration program at DeSales University for over 25 years.

Peter earned his Bachelor of Science Degree in Business Administration from Elizabethtown College, a Master of Science in Taxation from Drexel University, and a doctorate Ph.D. degree in Business Administration with a concentration in Financial Management from Northcentral University. He has completed the Center for Fiduciary Studies Certification program offered through the Joseph Katz School of Business, University of Pittsburgh. Peter has earned the certificate in Financial Management of the Family Office offered through the Graziadio School of Business of Pepperdine University.

Peter holds the following designations: CPA Certified Public Accountant, PFS Personal Financial Specialist, AIFA® Accredited Investment Fiduciary Analyst, CFP Certified Financial Planner, ChFC Chartered Financial Consultant, CMA Certified Management Accountant. He has passed the Series 7 and the Series 66 exams administered by the NASD.

AIFA® (Accredited Investment Fiduciary Analyst) -

The AIFA® designation certifies that the recipient has advanced knowledge of fiduciary standards of care, their application to the investment management process, and procedures for assessing conformance by third parties to fiduciary standards. To be eligible to receive the AIFA® designation, individuals must have already completed the AIF® training program and passed the AIF® exam and meet a minimum prerequisite score based on the candidate's educational background and professional training and experience in investing, financial services and auditing. To receive the AIFA® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIFA® Code of Ethics. In order to maintain the AIFA® designation, the individual must annually renew their affirmation of the AIFA® Code of Ethics and complete ten hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary 360 (fi360) company).

CPA (Certified Public Accountant) –

The CPA designation is awarded by the American Institute of Certified Public Accountants (AICPA) to accountants who pass the AICPA's Uniform CPA examination and satisfy the work experience and statutory and licensing requirements of the state(s) in which they practice. CPAs are independent auditors, financial consultants, and tax advisors who serve a diverse client list, including individuals, businesses, financial firms, non-profit organizations and government agencies. CPAs handle a wide variety of responsibilities regarding financial affairs, such as taxes and financial planning for personal and business customers.

PFS (Personal Financial Specialist) –

The PFS credential is a financial planning designation awarded by the American Institute of Certified Public Accountants (AICPA). CPAs who have earned the PFS designation have demonstrated their ability to guide their clients through the confusing financial environment. These highly individualized professional services will help clients to manage cash flow, build retirement savings, develop an estate plan, minimize tax liability, maximize the return on investments, manage financial risk, determine insurance needs, build education funds, plan for the care of elderly parents, purchase a vacation home, and make the most of real estate investments.

CFP (Certified Financial Planner) –

The CFP certification is a financial planning credential awarded by the Certified Financial Planner Board of Standards Inc. to individuals who meet education, examination, experience and ethics requirements. The CFP professional is able to provide value to clients in major planning areas, such as insurance planning, employee benefits planning, investment and securities planning, state and federal income tax planning, estate tax, gift tax, and transfer tax planning, asset protection planning, retirement planning and estate planning.

ChFC (Chartered Financial Consultant) –

The ChFC credential is a financial planning designation awarded by the American College. ChFCs gain in-depth coverage of the key financial planning disciplines, including insurance, income taxation, retirement planning, investments and estate planning. The ChFC designation focuses on the comprehensive financial planning process as an organized way to collect and analyze information on a client's total financial situation; to identify and establish specific financial goals; and to formulate, implement, and monitor comprehensive plan to achieve those goals. The ChFC program provides financial planners and others in the financial services industry with in-depth knowledge of the skills needed to perform comprehensive financial planning for their clients.

CMA (Certified Management Accountant) -

CMA The Certified Management Accountant credential demonstrates a command of critical accounting and financial management skills. The CMA program is known as the gold standard certification for accountants and financial professionals in business.

Patricia A. Webb

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Additional information about Patricia A. Webb is available on the SEC's website at www.advisorinfo.sec.gov

Educational Background and Business Experience

Patricia A. Webb

Patricia A. Webb – pwebb@canoncapital.com

Patricia has been with Canon Capital Investment Advisory since 1997. She is an Investment Advisor and Director of the Wealth Management department who provides individuals and business clients with solutions to their retirement and investment needs. Patricia specializes in managing retirement assets for individuals and ERISA retirement plans. Patricia has completed formal education and training in fiduciary studies and is an AIF® Accredited Investment Fiduciary. She has passed the series 7 and series 66 exams administered by the NASD. She also holds the designations of AAMS Accredited Asset Management Specialist and C(k)P® Certified 401(k) Professional.

AIF® (Accredited Investment Fiduciary) -

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF® Code of Ethics and complete six hours of continuing education credits. The certificate is administered by the Center for Fiduciary Studies, LLC (a Fiduciary 360 (fi360) company).

C(k)P® (Certified 401(k) Professional) –

The C(k)P® is a rigorous educational program provided by The Retirement Advisor University in collaboration with the UCLA Anderson School of Management Executive Education. This program is exclusively for financial professionals who have the knowledge and experience to favorably affect the outcome of corporate retirement plans, particularly as it relates to investment monitoring, plan compliance, and employee education.

AAMS® (Accredited Asset Management Specialist) –

This designation is awarded by the College for Financial Planning to investment professionals who complete its 12-module AAMS® Professional Education Program, pass an examination, commit to a code of ethics and agree to pursue continuing education. The program covers the asset management process; investors, policy and change; risk, return and investment performance; asset allocation and selection; investment strategies; taxation of investment products; investment opportunities for individual retirement; investment considerations for small business owners; executive compensation and benefit plans; insurance products for investment clients; estate planning; and regulatory and ethical issues. Individuals with the AAMS® designation may work as financial advisors, registered investment advisors, registered representatives, client relationship managers, financial consultants, or investment advisors.

Roger R. Small

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Additional information about Roger R. Small is available on the SEC's website at www.advisorinfo.sec.gov

Educational Background and Business Experience

Roger R. Small

Roger R. Small – rsmall@canoncapital.com

Roger has been with Canon Capital Investment Advisory since 1995. He is an Investment Advisor with over 25 years of experience in financial analysis, sales, sales management, teaching and financial/non-financial counseling. Roger provides financial counseling to the firm's financial planning and investment advisory clients. He manages individual investment client portfolios and specializes in the analysis of mutual funds, equities, and government and corporate bonds. Roger completed formal education and training in fiduciary studies and is an AIF® Accredited Investment Fiduciary. His academic credentials include a Bachelor of Mechanical Engineering from Rensselaer Polytechnic Institute and a Masters in Business Administration from Harvard University. He has passed the Series 2 and Series 65 exams administered by the NASD. Roger serves as the Chief Compliance Officer and Economist.

AIF® (Accredited Investment Fiduciary) -

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Charles K. Porter

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Additional information about Charles K. Porter is available on the SEC's website at www.advisorinfo.sec.gov

Educational Background and Business Experience

Charles K. Porter

Charles K. Porter, Jr. – cporter@canoncapital.com

Charles has been with Canon Capital Investment Advisory since 2006. He is an Investment Advisor who manages investment assets for high-net worth individuals and families. Charles has passed the series 7 and series 66 exams. Charles has completed formal education and training in fiduciary studies and is an AIF® - Accredited Investment Fiduciary. He is a graduate of Widener University, with a Bachelor of Science Degree in Business Administration – majoring in Economics while minoring in Accounting and Finance. Charles also holds a Certificate in Financial Management for the Family Office (CFMFO) from Pepperdine University, Graziadio School of Business and Management.

CFMFO (Certificate in Financial Management for the Family Office) -

The Certificate in Financial Management for the Family Office is a training program designed for the family office management personnel, family members, individuals from affluent backgrounds, and advisors that work within the family office space.

Program attendees learn best practices in corporate governance and financial management, evaluation skills necessary to oversee and manage the financial and budgetary aspects of their organization, and the tools necessary to make informed and suitable investment decisions. The program will be instructed by both Pepperdine faculty members and industry experts.

AIF® (Accredited Investment Fiduciary) -

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and application to the investment management process. To receive the AIF® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF® Code of Ethics and complete six hours of continuing education credits. The certificate is administered by the Center for Fiduciary Studies, LLC (a Fiduciary 360 (fi360) company).

