



Form ADV Part 2A
Item 1 – Cover Page
Firm Brochure
March 28, 2017

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This Brochure provides information about the qualifications and business practices of Peachtree Investment Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at 404.604.3400 or info@PeachtreeInvest.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.

Peachtree Investment Advisors, Inc. is an investment advisory firm registered with the appropriate regulatory authority. Registration does not imply any level of skill or training. Additional information about Peachtree Investment Advisors is available on the SEC's website at www.AdviserInfo.sec.gov.

Item 2 - Material Changes

This Brochure is prepared in the revised format required beginning in 2011. Registered Investment Advisors are required to use this format to inform clients of the nature of advisory services provided, types of clients served, fees charged, potential conflicts of interest and other information. The Brochure requirements include providing a Summary of Material Changes (the "Summary") reflecting any material changes to our policies, practices, or conflicts of interest made since our last "annual update" filing. In the event of any material changes, such Summary is provided to all clients within 120 days of our fiscal year-end. Our last annual update was filed on March 28, 2016. Of course the complete Brochure is available to clients at any time upon request.

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Item 4 - Advisory Business

General Information

Peachtree Investment Advisors, Inc. ("PIA") provides discretionary investment management and wealth advisory services to affluent individuals and families, endowments, foundations, and other institutional investors. The firm was founded in 2006 and is wholly-owned by its three partners Wesley A. French, Michael E. Wolf and Mark A. Stancil. As of December 31, 2016, PIA managed \$262,353,000 on a discretionary basis and \$18,460,000 on a non-discretionary basis. PIA does not participate in or offer any wrap programs.

Investment Management Services

As each investor has a unique set of circumstances, PIA analyzes the client's entire balance sheet, investment objectives, risk tolerance, time horizon, liquidity needs and financial goals to develop a customized investment policy ("IPS"), which may include restrictions on investing in certain securities or types of securities. The IPS provides a roadmap for the portfolio, detailing both strategic asset allocation targets and tactical ranges which will govern portfolio management going forward. PIA manages client assets across a variety of investment strategies including multi-asset, equity and fixed income portfolios (see further description of Investment Strategies in Item 8 below). The ultimate goal is to achieve investment objectives with the least amount of risk, expense and volatility.

PIA may implement its advice and strategy using a variety of securities, including common stocks, bonds, notes, options, futures, and swaps, as well as pooled investment vehicles such as ETFs (exchange-traded funds), index funds, mutual funds, private investment partnerships, and other similar pools. In some situations, PIA may recommend the use of third party sub-advisors. PIA also manages some assets on a pooled basis through FWF Global Opportunity Partners, LP (the "Peachtree Fund"), a private investment partnership for which PIA serves as the general partner. In addition to account statements, trade confirmations and tax documents received directly from the custodian, PIA provides consolidated and customized reports for clients detailing asset allocation, components of change and investment performance.

Wealth Advisory Services

PIA also advises clients on items such as estate planning, wealth transfer strategies, overall asset allocation including non-PIA investments, portfolio structure, and retirement and education planning. PIA may refer to these and other wealth advisory services as financial planning. PIA tailors financial planning based on individual client situations and these services are generally included in conjunction with ongoing portfolio management. Financial planning initiatives may involve coordination with the client's outside advisors including attorneys, accountants and insurance agents. The client is under no obligation to act upon any of the financial planning recommendations made by PIA.

Item 5 - Fees and Compensation

PIA's sole source of revenue is based on a percentage of assets under management. PIA's fee schedule is set forth below:

<u>Client's Assets Under Management</u>	<u>Annual Fee %</u>
First \$2 million	1.00%
Next \$3 million	0.80%
Next \$5 million	0.60%
Over \$10 million	0.40%

Fees are payable quarterly in advance. For new accounts, PIA prorates the fee. Clients may terminate the advisory agreement within five business days after execution and receive a full refund. Either the client or PIA may terminate the agreement upon thirty days' written notice. If the agreement is terminated, the client shall pay any fees owed or, for fees paid in advance, PIA will refund any unearned fees, pro-rated based on the number of days remaining in the quarter as of the termination date. PIA deducts fees from client accounts by giving instructions to the independent, third party custodian. The account custodian is not responsible for verifying the accuracy of fee calculations. Therefore, we urge clients to do so. It is PIA's policy not to negotiate fee rates.

The management fee charged by PIA is separate and distinct from (a) commissions and other transaction charges from third party broker-dealers or custodians (see "Brokerage Practices" below); (b) custody expenses or other charges by the client's custodian; (c) any advisory or other fees assessed by third party money managers; and (d) any advisory and other fees and expenses described in mutual fund prospectuses or investment partnership agreements. PIA does not receive any portion of these charges.

The Peachtree Fund does not charge a separate management fee to clients, but all investors in the fund bear their proportionate share of the trading, legal, accounting and other operating expenses as described in the Confidential Private Placement Memorandum. Nothing in this Brochure constitutes an offer to sell or the solicitation of an offer to purchase Peachtree Fund limited partnership interests.

Item 6 - Performance-Based Fees and Side-by-Side Management

PIA does not have any performance-based fee arrangements. Side-by-Side Management refers to a situation in which the same firm manages accounts that are billed based on a percentage of assets under management and at the same time manages other accounts for which fees are assessed on a performance fee basis. Because PIA has no performance-based fee accounts, it has no side-by-side management.

Item 7 - Types of Clients

PIA provides investment and wealth advisory services to affluent individuals and families, charitable organizations, trusts, estates, pension and profit sharing plans and other business entities. Under certain circumstances, PIA will serve as the investment sub-advisor for other financial intermediaries. PIA also serves as the general partner and discretionary portfolio manager of the Peachtree Fund. As a condition for managing new accounts, PIA generally imposes an asset value of \$1 million and above. In some situations, PIA may accept accounts below the stated asset minimum.

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

PIA manages portfolios using a variety of investment strategies. Broadly, these strategies can be classified according to two groups: Multiple Asset Strategy Portfolios and Traditional Equity and Fixed Income Portfolios. PIA may implement its advice and strategy using a variety of securities, including common stocks, bonds, notes, options, futures, and swaps, as well as pooled investment vehicles such as ETFs (exchange-traded funds), index funds, mutual funds, private investment partnerships, and other similar pools.

Multiple Asset Strategy Portfolios

PIA manages Multiple Asset Strategy Portfolios for a range of different risk profiles. Many of these portfolios are designed to serve as a surrogate for traditional equity and fixed income portfolios. These endowment style portfolios employ strategies that range from assertive growth objectives to portfolios designed primarily for capital preservation.

PIA builds portfolios using a diverse mix of asset categories, including equity securities (e.g., common stocks), fixed income securities (e.g., bonds issued by sovereign governments and municipalities, government agencies, and corporations), inflation-hedging assets (e.g., real estate securities, commodity-related investments, floating-rate securities, and inflation-linked notes), and hedging strategies (e.g., strategies that take long and short positions in securities). PIA adjusts the mix of these assets based on a client's objectives and tolerance for risk as well as PIA's views of the risks and opportunities presented by current capital market conditions.

When analyzing investment opportunities and current capital market conditions, PIA uses methods of quantitative analysis designed to highlight assets that are attractively valued and, in PIA's opinion, are priced to deliver returns over the long run that are favorable relative to the amount of risk involved. These methods include estimates of prospective returns and estimates of relative returns when compared with other assets that involve a similar degree of risk.

These investment strategies are designed to mitigate risks through their diversified structure and by emphasizing attractive valuations, especially at the point of purchase. Buying when

valuations are low provides a margin of safety. However, the strategies PIA employs are not without risks that the client must be prepared to bear. Specifically, investments selected based on favorable valuations may take time to deliver desired results. Such investments may cause a portfolio to experience short-term losses or deviations from market benchmarks.

Traditional Equity and Fixed Income Portfolios

PIA also constructs portfolios built primarily with traditional equity securities (e.g., common stocks) and fixed income securities (e.g., bonds issued by sovereign governments and municipalities, government agencies, and corporations). In some cases, exchange-traded funds (“ETFs”) and mutual funds may also be used in portfolio construction. PIA builds and manages portfolios based on a client’s objectives and tolerance for risk as well as its own views of the risks and opportunities presented by current capital market conditions.

For equity investments, PIA employs a “bottom-up”, fundamentals-based approach. Quantitative screening is used to identify stocks with attractive characteristics (e.g., high return on equity, low leverage, above-average free cash flow and earnings growth, etc.), favorable valuations and above-average prospective returns. These companies undergo a qualitative review utilizing sources such as company reports and filings, publicly available information, and fundamental analysis. Finally, macroeconomic analysis is used to achieve the appropriate weightings among the various economic sectors (e.g., technology, energy, etc.) within the portfolio.

Fixed income investments may be used as a strategic investment, to fulfill liquidity or income needs in a portfolio, or to add a component of capital preservation. In constructing fixed income portfolios, PIA focuses on diversification, credit quality, rate structure and maturities to manage risk. This process includes duration and yield curve management, sector rotation and security selection.

Clients should recognize that all investments are made based on available information at the time an investment is made and by their nature these decisions must be made in the face of considerable uncertainty. Any investment involves the possible risk of loss. Past performance is not an indication of future return.

Equity investments involve substantial risk of loss, since equity holders fall at the bottom of the corporate capital structure and hold the last claim in the event of a corporate default. Equities have historically provided strong returns over long periods of time, but these strong results have also been associated with both large losses from time to time and long periods of poor returns.

Fixed income securities involve credit risk, interest rate risk, and inflation risk. Credit risk involves the ability of a bond issuer to make interest and principal payments. Interest rate risk involves the exposure of bond prices to changes in market interest rates. Inflation risk involves

the erosion of a bond's price or the purchasing power of its face value or coupon payments due to increases in the general price level.

Clients are also referred to the prospectuses of the mutual funds and ETFs in which their accounts invest. Current and prospective Peachtree Fund investors are referred to the Confidential Private Placement Memorandum that sets out a more detailed discussion of risks associated with those investments.

Item 9 - Disciplinary Information

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to a client's evaluation of PIA or the integrity of PIA's management. PIA has no disciplinary events to report.

Item 10 - Other Financial Industry Activities and Affiliations

As mentioned above, PIA is the general partner and discretionary portfolio manager of the Peachtree Fund. PIA only recommends the fund to clients where appropriate. The Peachtree Fund does not pay the general partner a management fee. However, clients in the Peachtree Fund pay a fee to PIA in accordance with their investment advisory agreement with PIA.

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

PIA has adopted a Code of Ethics, which is available upon request, to eliminate potential conflicts of interest and to help ensure compliance with applicable provisions of state and federal law. Pursuant to their fiduciary responsibilities, PIA officers and employees must act with honesty, good faith and fair dealing in working with clients. The Code of Ethics, which establishes standards for professional behavior and policies for trading, requires among other things, that employees:

- Reflect the professional standards expected of persons in the investment advisory business.
- Comply with all federal and state securities laws and regulations pertaining to investment advisors.
- Place the interests of PIA's clients ahead of any personal interests.
- Avoid trading, recommending or communicating in or about securities while in possession of material, non-public information.
- Conduct all personal securities transactions in a manner consistent with the trading policies. These policies include preclearance of certain securities transactions and ongoing reporting of securities transactions and holdings.

The partners and employees of PIA may buy or sell securities that are also bought or sold for clients, including investing alongside clients in the Peachtree Fund where PIA serves as the general partner. PIA's policy is that the interest of the client takes precedence over that of PIA, its affiliates, employees and representatives. See Brokerage Practices section for PIA's policy for aggregated trades.

Item 12 - Brokerage Practices

PIA does not maintain custody of client assets, although we may be deemed to have custody because PIA is the general partner of the Peachtree Fund (see Custody section below) and may deduct advisory fees from accounts. Client assets must be maintained in an account at a "qualified custodian," generally a broker-dealer or bank. PIA reviews custodial and brokerage options on an on-going basis. PIA currently recommends that clients use Charles Schwab & Co., Inc. ("Schwab"), a registered broker-dealer, member SIPC, as the qualified custodian. PIA is independently owned and operated and is not affiliated with Schwab. While we recommend that clients use Schwab as custodian/broker, clients ultimately decide whether to do so and will open accounts with Schwab by entering into an account agreement directly with them. Even though client accounts are maintained at Schwab, PIA can still use other brokers to execute trades as described below.

Selection of Brokers/Custodians

PIA's recommendation of a custodian/broker is based on its abilities to hold client assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers and their services. PIA considers a wide range of factors, including, among others:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for accounts)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds [ETFs], etc.)
- Availability of investment research and other tools that assist PIA in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate them
- Reputation, financial strength, and stability
- Prior service to PIA and PIA's clients
- Availability of other products and services (see "Products and Services Available From Schwab")

Brokerage and Custody Costs

For PIA's clients' accounts that Schwab maintains, Schwab does not charge separately for custody services but is compensated by charging commissions or other fees on trades that it executes or that settle into accounts. Schwab's commission rates and fees applicable to PIA's client accounts were negotiated. This arrangement benefits PIA clients because the overall commission rates and fees are lower than they would be otherwise. Even though the account is maintained at Schwab, PIA can still use, or the client may specifically direct PIA to use, non-affiliated broker-dealers other than Schwab to execute trades. In addition to commissions, Schwab charges a flat dollar amount known as a "prime broker" or "trade away" fee for each trade that is executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into the Schwab account. These fees are in addition to the commissions or other compensation paid to the executing broker-dealer. Because of this, in order to minimize the clients' trading costs, PIA has Schwab execute most trades. PIA has determined that having Schwab execute most trades is consistent with PIA's duty to seek "best execution" of client trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see "Selection of Brokers/Custodians").

Products and Services Available From Schwab

Schwab Advisor Services™ is Schwab's business unit serving independent investment advisory firms like PIA. Schwab provides PIA and their clients with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help PIA manage or administer client accounts; while others help PIA manage and grow its business. Following is a more detailed description of Schwab's support services.

Services That Benefit Clients: Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which PIA might not otherwise have access or that would require a significantly higher minimum initial investment by PIA clients. These services benefit clients and their accounts.

Other Services: While there is no direct link between the investment advice given and the relationship with Schwab, Schwab also makes available to PIA other products and services that benefit PIA but may not directly benefit client accounts. These products and services assist PIA in managing and administering client accounts and may include:

- Investment research (Schwab's own and that of third parties)
- Pricing and other market data

- Access to client account data (such as duplicate trade confirmations and account statements)
- Trade execution and allocation of aggregated trade orders for multiple client accounts (see “Aggregate Trades”)
- Facilitation of fee payments from clients’ accounts
- Assistance with back-office functions, recordkeeping, and client reporting

PIA may use these services to service all or a substantial number of client accounts.

Services That Benefit PIA: Schwab also offers other services intended to help PIA manage and further develop its business enterprise. These services include:

- Educational conferences and events
- Technology, compliance, legal, and business consulting
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party’s fees. Schwab may also provide us with other benefits, such as occasional business entertainment of PIA personnel.

The availability of these services from Schwab benefits PIA because it may not have to produce or purchase them. These services are not contingent upon PIA committing any specific amount of business to Schwab in trading commissions or assets in custody. Nevertheless, PIA has an incentive to recommend that clients maintain accounts with Schwab based on PIA’s interest in receiving Schwab’s services that benefit PIA’s business rather than based on clients’ interest in receiving the best value in custody services and the most favorable execution of transactions. This is a potential conflict of interest. PIA believes, however, that its recommendation of Schwab as custodian and broker is in the best interests of clients. PIA’s selection is primarily supported by the scope, quality, and price of Schwab’s services (see “Selection of Brokers/Custodians”) and not Schwab’s services that benefit only PIA.

Aggregate Trades

PIA may enter trades as a block (aggregate trades) where possible for clients whose accounts have a need to buy or sell shares of the same security. This aggregating of trades permits the trading of securities composed of assets from multiple client accounts and allows PIA to execute trades in a more timely and equitable manner. If such an aggregate trade is not completely filled, PIA will allocate shares received or sold across participating accounts on a pro-rata or other fair basis; provided, however, that any participating accounts that are owned by PIA or its officers, directors, or employees will be excluded first. Client accounts could be excluded from a block trade due to tax considerations, client direction or other factors making the account’s participation ineligible or impractical. PIA may also direct trading in individual client accounts

as and when trades are appropriate based on the client's investment policy, without regard to activity in other client accounts.

Item 13 - Review of Accounts

The partners of PIA regularly review client portfolios. These reviews focus on appropriateness of the client's investments, consistency with PIA's current portfolio strategy and performance of the client's account. Changes in financial situation, investment objectives or risk tolerance are potential triggering factors for further discussion and analysis around the client's investment policy. Other potential causes for change, such as significant cash flows or economic events, are also monitored on an on-going basis.

Each client's custodian is responsible for providing monthly or quarterly detailed account statements including holdings and transactional activity. The custodian also provides trade confirmations, prospectuses, and tax reports such as 1099s. PIA may also provide quarterly consolidated reports to clients.

Item 14 - Client Referrals and Other Compensation

As noted above, PIA may receive an economic benefit from Schwab in the form of the support products and services it makes available to PIA and other independent investment advisors whose clients maintain their accounts at Schwab. These products and services, how they benefit PIA, and the related conflicts of interest are described above in Brokerage Practices. The availability of Schwab's products and services is not based on PIA giving particular investment advice, such as buying particular securities for clients.

PIA may enter into arrangements with third parties ("Solicitors") to identify and refer potential clients to PIA. Consistent with legal requirements under the Investment Advisers Act of 1940, as amended, PIA executes written agreements with Solicitors under which, among other things, Solicitors are required to disclose their compensation arrangements to prospective clients before they enter into an agreement with PIA. Any referral fee is paid solely from PIA's management fee and does not result in any additional charges to clients.

Item 15 - Custody

Client accounts are held at an unaffiliated, qualified custodian (see discussion of Schwab in the Brokerage Practices section). Schwab sends account statements directly to clients on at least a quarterly basis. Clients should promptly notify PIA if the custodian fails to send account statements. Clients should compare these account statements with reports they receive from PIA and should note that there may be minor differences due to the timing of dividends, accruals or trades pending settlement.

PIA may deduct advisory fees from client accounts and PIA is the general partner of the Peachtree Fund. For these reasons and under government regulations, PIA indicates in item 9.A.(1) of its Form ADV Part 1A that it has custody of client assets. However, Schwab maintains actual custody of assets as described above. For item 9.A.(2), which asks for the amount of client funds and securities for which PIA has custody, the account value of the Peachtree Fund as of December 31st is reported.

Item 16 - Investment Discretion

PIA has discretionary authority to manage accounts on behalf of clients. PIA services are provided under an investment advisory agreement executed by both PIA and the client. This agreement authorizes PIA to supervise and direct the portfolio without prior consultation with the client. Any limitations which might be placed on PIA are client-specific and will be noted in the client's file. Such limitations may include the client's liquidity needs, risk tolerance, investment objectives or restrictions on investing in certain securities or types of securities.

Item 17 - Voting Client Securities

PIA may vote proxies if the client and PIA agree in writing or on account opening paperwork. When PIA accepts such responsibility, it will cast proxy votes in a manner that serves the best interests of clients. PIA has adopted a set of Proxy Voting Policies, which are available upon request, to help ensure shareholder voices are heard in order to influence the direction of publicly-traded companies. PIA believes that each proxy proposal should be individually reviewed to determine whether the proposal is in the best interests of clients. Clients may contact PIA to direct the vote in a particular solicitation. PIA has not identified any conflicts of interest between client interests and those of PIA with respect to voting proxies. Clients can obtain information on how their securities were voted by calling the telephone number on the cover page of this Brochure.

Item 18 - Financial Information

PIA has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding. Therefore, no disclosure is required.