

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

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January 2024

This brochure provides information about the qualifications and business practices of McAllister Capital Management. If you have any questions about the contents of this brochure, please contact us at (601) 362-1000. 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 McAllister Capital Management also is available on the SEC's web site at www.adviserinfo.sec.gov.

Registration does not imply a certain level of skill or training.

Item 2 Material Changes

No material changes

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Item 4 Advisory Business

McAllister Capital Management was established 1995 by Lyle L. McAllister, Jr., the firm's founder and principal owner. The firm provides investment advisory services with the mission of assisting each client in achieving their financial goals. Services are tailored to meet the individual needs of clients. We utilize a disciplined Investment Management Process in working with each individual client that consists of the following:

Goals/Objectives: Identification of specific client goals, objectives, and constraints.

Asset Allocation: Determination of appropriate allocation between major asset classes and class subsets.

Manager Selection: Screen and select appropriate managers for each targeted allocation subset. Managers are normally accessed through the use of no-load mutual funds and exchange-traded funds.

Performance Monitoring: Continuous monitoring of portfolio for overall performance. Individual funds are monitored for relative performance, consistency of management and adherence to stated objectives and disciplines. Managers that are deemed to have become ineffective or inappropriate are replaced.

Portfolio Re-balancing: Portfolio is periodically re-balanced ensuring actual allocations adhere to targeted allocations. All client assets are managed on a discretionary basis.

As of 12/31/2023, assets under management totaled approximately \$216,285,529.

Item 5 Fees and Compensation

McAllister Capital Management is a "fee-only" advisory firm. That is, we are compensated solely by assessing fees based on a percentage of client assets under management. We do not accept fees or commissions from any Investment Companies, Mutual Fund Companies, Brokerage Firms, Insurance Companies or other financial institutions for any services or the marketing/use of their financial products. We adhere to this business model in an attempt to eliminate any conflicts of interest and demonstrate our commitment to our fiduciary obligation to our clients and ensure all portfolio activity is for the exclusive benefit of our clients.

Our schedule of annual fees is as follows:

First	\$500,000	0.0100
Next	\$500,000	0.0075
Next	\$500,000	0.0050
Over	\$1,500,000	0.0025

Fees are normally charged pro-rata quarterly in advance. Our fees are calculated using the end of the previous quarter value, multiplied by the annual fee, divided by the number of days in the year and multiplied by the number of days in the quarter. The fee is normally deducted from the account. However, we are happy to bill clients directly upon request.

A client may terminate the agreement within five business days of its effective date without paying any fees. In the event a client relationship is terminated prior to the end of any quarter, we will refund pre-paid advisory fees for the remaining period.

Our asset management fees do not include certain charges imposed by third parties, which may include mutual fund or money market 12(b) 1 fees and IRA and Qualified Retirement Plan fees.

Clients have the option to affect transactions through any broker-dealer, investment adviser or other financial institution that is not affiliated with McAllister Capital Management.

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

Our fees are not performance-based. There are no Side-by-Side Management issues to consider.

Item 7 Types of Clients

We offer investment advisory services to individuals, pension and profit-sharing plans, trusts, estates, as well as corporations or business entities. Generally, we do not require a minimum investment amount.

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

At McAllister Capital Management, we recognize the unique circumstances of each individual client. Our initial challenge is to determine client needs/goals and tolerance for portfolio volatility. We balance this information in developing an appropriate Target Asset Allocation. Individual allocation models are developed considering historical return and volatility data and our expectations of future market characteristics.

We primarily utilize no-load mutual funds and exchange-traded funds in structuring client portfolios. Fund analysis is conducted using data provided by such sources as Morningstar, Lipper Analytical, and fund prospectuses. Close attention is paid to relative performance, consistency of management, and adherence to underlying processes.

We feel it is important for clients to understand the concepts of "risk." We attempt to educate our clients regarding risk management and the basic types of risk:

Market Risk - The stock market as a whole, and the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.

Equity (stock) market risk - Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.

Company Risk - When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.

Fixed Income/Credit Risk - When investing in bonds, there is the risk that issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power.

Management Risk - The value of your investment will vary based on the performance of McAllister Capital Management's investment strategies, research, analysis and determination of portfolio securities.

Many investment risks can be mitigated through proper portfolio management and diversification techniques. However, investors should realize that risk in investing, as in life, cannot be eliminated. Clients must understand that past performance is not indicative of future results. One must be prepared to bear investment loss including loss of original principal.

Item 9 Disciplinary Information

In over 38 years in the Investment Industry, Lyle L McAllister, Jr. has never been the subject of any professional complaint. Likewise, the advisory firm of McAllister Capital Management has never been the subject of any professional complaint.

Item 10 Other Financial Industry Activities and Affiliations

McAllister Capital Management conducts business as a registered investment advisory firm. We conduct no other financial industry activities and maintain no other affiliations. Likewise, neither Lyle L. McAllister, Jr. nor any firm employees conduct any business that could be considered a conflict of interest between our clients and us.

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

As president of McAllister Capital Management, Lyle L McAllister, Jr. is held to the highest standard of conduct in the investment industry, acting always in a fiduciary capacity. Mr. McAllister and all employees of McAllister Capital Management are required to adhere to a code of ethics premised on fundamental principles of openness, integrity, honesty and trust.

We do not engage in any principal transactions or proprietary trading. Personal investing of principals or employees is normally limited to open-end and closed-end mutual funds, exchange-traded funds, or other heavy-volume investments considered immune to potential market manipulation. We would be happy to provide a copy of our firm's "Code of Ethics" upon request.

Item 12 Brokerage Practices

McAllister Capital Management acts solely as a Registered Investment Advisor. We utilize Charles Schwab & Co as broker/dealer and custodian for our clients. After extensive initial and ongoing due diligence, we find Charles Schwab & Co to provide access to the highest quality financial products/services, financial stability, and advisor/client support at a reasonable cost

Schwab makes available to us other products and services that benefit us but may not directly benefit your account. These products and services assist us in managing and administering our clients' accounts. This includes investment research, which we may use to service all, or a substantial number of our clients' accounts. In addition to investment research, they also make available software and other technology that:

- Provides access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, record keeping, and client reporting services that generally benefit only us.

We do not receive client referrals from broker-dealers in exchange for cash or other compensation.

Not all advisers require clients to direct brokerage. You are not obligated to transact business through Schwab. If you want to direct us to use a particular broker dealer to handle security transactions then you are responsible for the custodian fee arrangement. You should understand that this might prevent us from effectively negotiating brokerage compensation or obtaining the most favorable net price and execution. When directing brokerage business, you should consider whether the commission expenses, execution, clearance and settlement capabilities that you will obtain through another broker dealer are adequately favorable in comparison to those that our Firm would otherwise obtain for you.

Item 13 Review of Accounts

Lyle L McAllister, Jr., owner of the firm, regularly reviews (at least monthly) every client portfolio. Reviews include comparative analysis of current asset allocation to client Target Asset Allocation, review of underlying portfolio positions, and general assessment of effectiveness/appropriateness of portfolio in meeting client goals.

Additional reviews may be conducted based on various circumstances, including, but not limited to;

- Contributions and withdrawals,
 - Year-end tax planning,
 - Market moving events,
 - Security specific events, and/or, ·
- Changes in your risk/return objectives.

Clients are responsible to advise us in writing of changes in their current financial status, modifications to their account objective, specific investment restrictions if applicable, special reports required if any, and material changes, such as change of address.

McAllister Capital Management provides quarterly performance reports that include time-weighted rate of return calculations, asset allocations, complete list of holdings and our Quarterly Market Commentary.

Item 14 Client Referrals and Other Compensation

McAllister Capital Management appreciates client referrals. However, we do not provide compensation to any individuals or companies for referrals.

Item 15 Custody

We directly debit your account for the payment of our advisory fees. This ability to deduct our advisory fees from your account causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities may be held with a bank, broker-dealer, or other independent qualified custodian.

You will receive account statements from the independent qualified custodian holding your funds and securities at least quarterly. The account statements from your custodian will indicate the amount of our advisory fees deducted from your account each billing period. You should compare the account statement received from the custodian with any statements you receive from us.

Item 16 Investment Discretion

McAllister Capital Management manages client assets on a discretionary basis. This authority is provided for in our Investment Advisory Agreements and under a Limited Power of Attorney agreement executed between the client and the underlying broker/dealer-custodian (typically Charles Schwab & Co).

If you enter into non-discretionary arrangements with our firm, it will be your responsibility to implement any advice we provide to you.

Item 17 Voting Client Securities

Clients have the option of personally voting or deferring voting rights to McAllister Capital Management when executing account applications with the underlying broker/dealer-custodian (typically Charles Schwab & Co). Most of our investments are in no-load mutual funds and exchange-traded funds and proxy solicitations normally come from these entities. When voting, we always put the interests of our clients first.

Due to the small size of our firm, there should be no material conflicts of interest. Clients may obtain a copy of the Proxy Policies and/or information regarding how the Adviser voted proxies for particular portfolio companies by contacting the Adviser.

Item 18 Financial Information

McAllister Capital Management does not take custody of client assets. Further, we do not require or solicit prepayment of more than \$500 in fees per client six months or more in advance. We do not have any financial condition that is reasonably likely to impair the ability to meet contractual commitments to you.

Item 19 ADV Part 2B *Brochure Supplement*

Lyle L McAllister, Jr.

Year of Birth: 1959

Education: University of KS; Bachelor of Science – Business Administration

Business Experience: Lyle McAllister is the sole owner of McAllister Capital Management. Mr. McAllister began his career with Kidder, Peabody & Co. from 1983-1988. He worked as a Senior Cash Management Consultant with Ernst & Young from 1988-1990. Prior to founding McAllister Capital Management in 1995, Mr. McAllister was with American Century Investors as an Institutional Representative.

Lyle McAllister, Jr has never had any arbitration claims, civil, self-regulatory organization proceeding or administrative proceeding.

Mr. McAllister, Jr receives no compensation or benefit from anyone or entity that is not a client.

Sheldon Ford

Year of Birth: 1960

Education: University of Mississippi; Bachelor of Business Administration.

Business Experience: Motorola, BankPlus, McAllister Capital Management: 2009 – present.

Sheldon Ford has never had any arbitration claims, civil, self-regulatory organization proceeding or administrative proceeding.

Mrs. Ford receives no compensation or benefit from anyone or entity that is not a client.

Lyle L. McAllister, III

Year of Birth: 1991

Education: University of Mississippi; Masters of Accountancy

Certified Public Accountant

CERTIFIED FINANCIAL PLANNER™ Professional

Business Experience: March 2021–present: McAllister Capital Management
October 2014–February 2021: Deloitte Tax LLP

Lyle McAllister, III has never had any arbitration claims, civil, self-regulatory organization proceeding or administrative proceeding.

Mr. McAllister, III receives no compensation or benefit from anyone or entity that is not a client.