

**Form ADV Uniform Application for Investment Adviser Registration  
Part 2A: Firm Brochure**

# **Cullinan Associates, Inc.**

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Louisville, Kentucky 40207  
Attention: Brian L. Cullinan**

[www.cullinan.com](http://www.cullinan.com)

**February 2013**

**This brochure provides information about the qualifications and business practices of Cullinan Associates, Inc. If you have any questions about the contents of this brochure, please contact the firm at 502-893-0300.**

**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 Cullinan Associates, Inc. also is available on the SEC's website at  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2: Summary of Material Changes**

The purpose of this Item 2 is to disclose material changes that have been made to this Brochure since the last annual update of this Brochure.

The last annual update of this Brochure was dated February 2012. Since its last annual filing, the firm's principal office was moved to its current location at 295 N. Hubbards Lane in Louisville, KY. The effective date of this move is June 11, 2012.

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#### **Item 4: Advisory Business**

Cullinan Associates, Inc. (“Cullinan” or “the firm”) was formed in January, 1990. Its owners are R. Keith Cullinan, Royden K. Cullinan, Jr., and Brian L. Cullinan. The firm specializes exclusively in strategies utilizing large cap common stocks coupled with covered call option writing.

The firm manages each client account individually, and all accounts utilize covered call option writing. The firm participates in wrap fee programs, and receives a portion of the fee for managing client accounts. There is no difference in how the firm manages wrap fee accounts and other accounts having the same objectives and conditions. Purchases or sales may be subject to specified investment objectives, guidelines, or limitations set forth in writing by the client and agreed to by the firm.

The firm manages all client accounts on a fully discretionary basis. As of 12/31/12, the firm had approximately \$985 million in discretionary assets under management.

#### **Item 5: Fees and Compensation**

The firm’s annualized fee schedule is:

BuyWriting accounts: not more than 1.00% of market value

DividendWriting accounts: not more than 0.75 % of market value

OverWriting accounts: not more than 0.50% of market value

Minimum annual fee: \$1,000

Fees for account values above \$5,000,000 are negotiable.

Fees are assessed quarterly in advance and charged to the client account. Fees are automatically deducted from the client account by the qualified account custodian, pursuant to written authorization in the advisory contract, and payment of the fee is reflected in the custodian’s statement. The qualified account custodian maintains possession of all client assets.

In wrap fee accounts, custody and brokerage costs are included in the fee charged to these accounts. In non-wrap fee accounts, there are brokerage costs but generally no separate custody costs. See Item 12, Brokerage Practices for additional information on brokerage costs.

In the event the advisory contract is terminated before the end of quarter, any fees paid in advance for services not rendered will be refunded to the client on pro-rata basis.

### **Item 6: Performance-Based Fees and Side-By-Side Management**

The firm does not use performance-based fees or side-by-side management.

### **Item 7: Types of Clients**

The firm provides investment advisory services to individuals, high net worth investors, pension and profit sharing plans, trusts, charitable organizations, corporations and other business entities. For BuyWriting and DividendWriting accounts, the minimum account size is \$100,000. For OverWriting accounts, the minimum size is \$250,000.

### **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

The firm offers large cap common stocks and covered call option writing strategies for clients. Any investing in equity securities carries inherent risk of loss, but the firm's use of covered call option writing helps reduce this risk.

In the firm's BuyWriting and DividendWriting strategies, the primary risk of loss lies with the underlying stock in which an account is invested. In the firm's OverWriting strategy (that uses securities selected by the Client), the primary risk is that the option written against the stock will be exercised, possibly resulting in the stock being called away. In addition, if a stock's price rises dramatically in a short time, a call option may have to be bought back at a loss to avoid exercise.

The firm invests only in large capitalization stocks, which are broadly diversified, and thus the risk should parallel general market risk but be reduced by the use of covered call option writing.

Investing in securities, including the use of options, involves risk of loss, as described above, that clients should be prepared to bear.

### **Item 9: Disciplinary Information**

There are not, nor have there been, any legal or disciplinary actions or events against the firm or any of its employees.

### **Item 10: Other Financial Activities and Affiliations**

Some of our management personnel are owners of an independent broker-dealer, Churchill Financial, LLC. Roy Cullinan and Brian Cullinan, each minority owners of Cullinan, are passive minority owners of Churchill Financial, LLC. Stacy W. Coartney and John J. Hunter, employees of Cullinan, are each minority owners of Churchill Financial LLC, and are licensed as registered representatives of Churchill Financial, LLC. Churchill Financial, LLC is not under common control with Cullinan.

These individuals may derive income arising from securities transactions in certain non-wrap accounts effected through Churchill Financial, LLC. Client transactions may only be effected through Churchill Financial, LLC after full disclosure to, and receipt of informed consent from, the clients involved.

Brokerage commission rates and other best execution requirements are uniform across all non-wrap accounts. All supervised persons of Cullinan have a fiduciary duty to act in the best interest of the firm's clients. All investment actions are based on a client's individual needs and not on the potential for compensation.

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

The firm has adopted a Code of Ethics that sets forth the basic policies of ethical conduct for all managers, officers, and employees of the firm. The Code of Ethics describes the firm's fiduciary duties and obligations to clients, and sets forth its practice of supervising the personal securities transactions of those employees who maintain access to client information.

The Code of Ethics also places restrictions on employees and serves to satisfy the firm's ethical responsibilities. In accordance with the Code of Ethics, the firm collects and maintains records of securities holdings and transactions made by employees. The firm reviews the personal trading practices of its employees to identify and resolve any potential or realized conflicts of interest.

The firm's policy on Personal Securities Transactions is fully set out in its Code of Ethics. Employees conduct their personal trading so as not to conflict with the interests of our clients.

The Code of Ethics will be provided to any client or prospective client upon request.

## Item 12: Brokerage Practices

Subject only to any client direction to utilize a particular broker for execution of transactions in that client's account, the firm's overriding objective in effecting portfolio transactions is to seek to obtain the best combination of price and execution. The best net price, giving effect to brokerage commission, if any, and any other transaction costs, is an important factor, but is not the only factor, in this decision. Other considerations include: the firm's knowledge of negotiated commission rates currently available and of any other current transaction costs; the nature of the security being traded; the size of the transaction and the desired timing of the trade; the activity existing and expected in the market for the particular security; confidentiality; the execution, clearance, settlement capabilities and overall reliability of the broker selected and of others which are considered; the firm's knowledge of the financial stability of the broker selected and of other brokers considered; and the firm's knowledge of actual or apparent operational problems of any broker.

Recognizing the significance of these factors, the firm may in some instances pay a brokerage commission higher than that which, at a given time, another broker might be willing to charge for effecting the same transaction.

Evaluations of the reasonableness of brokerage commissions, based on the foregoing factors, are made on an on-going basis by the firm's trading staff and Compliance Officer. The firm has established internal policies for the guidance of its trading personnel, specifying uniform maximum commissions to be paid for various types and sizes of transactions effected for its discretionary clients. These guidelines are reviewed and adjusted periodically.

Clients who engage Cullinan for investment management services other than through a wrap fee program may wish to direct brokerage to a particular broker in recognition of custodian or other services provided to the client by the broker. A client who chooses to direct the firm to the use of a particular broker, including a client who designates use of a broker as custodian of the client's assets, should consider whether such a designation may cost the client more money, as the firm may be unable to achieve most favorable execution of client transactions. A client who directs brokerage may pay higher brokerage commissions because the firm may not be able to aggregate orders to reduce transaction costs, or the client may receive less favorable pricing. In determining whether to instruct the firm to utilize a particular broker on a "restricted" basis, the client may wish to compare the possible costs or disadvantages of such an arrangement with the value of the custodial or other services provided.

When feasible, in order to seek to achieve a better overall net price, it is the firm's practice to aggregate for execution as a single transaction orders for the purchase or sale of a particular security for the accounts of several clients. The benefit, if any, obtained as a result of such aggregation is generally allocated pro-rata among the accounts of the clients that participated in the aggregated transactions. In the occasional instance of a partial fill of an aggregated transaction, and absent extenuating circumstances (e.g., insufficient cash in a non-marginable account, or an immediate client need to liquidate a position), the executed portion of the

transaction will be allocated by filling the first account on the trade list provided to the custodian, followed by the allocation of the second account on the list, and so on, until the partially filled transaction has been fully allocated. In the event of multiple execution prices, allocations will be made at the average execution price as supplied by the executing broker.

The firm does not use so-called “soft dollar” arrangements, in which research products or services other than execution are furnished by brokers through whom transactions are effected.

In non-wrap fee accounts, the firm does not select or recommend a broker-dealer based on its interest in receiving client referrals from a broker-dealer or third party. In wrap fee accounts, transactions are typically effected through the broker-dealer that maintains the wrap fee program.

The firm does not recommend, request or require that a client direct the firm to execute transactions through a specified broker-dealer.

### **Item 13: Review of Accounts**

Client accounts are under continuous review by portfolio managers incident to investment advisory functions involving use of covered options strategies. Ex-dividend dates, expiration dates and diminishing time value of outstanding positions are significant factors in these reviews.

Account custodians provide detailed reports directly to clients at least quarterly, and some custodians may also provide clients with online access to their account information.

### **Item 14: Client Referrals and Other Compensation**

Cullinan does not directly or indirectly compensate any person for client referrals. In addition, Cullinan does not receive any economic benefit from a non-client for providing investment advice or other advisory services to the firm’s clients.

### **Item 15: Custody**

Cullinan is deemed to have custody of client assets solely because its advisory fees are deducted from client accounts. Other than these client-authorized fee deductions, the firm does not maintain or accept custody of client funds or securities.

**Item 16: Investment Discretion**

The firm has been granted discretionary authority by its clients to determine the securities and the amount of securities to be bought or sold for a client's account, the broker or dealer to be used for a purchase or sale of securities for a client's account, and the commissions rates to be paid to a broker or dealer for a client's securities transaction. However, purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the client and agreed to by the firm.

The granting of such authority will only be evidenced by the client's execution of an agreement containing all applicable limitations to such authority.

**Item 17: Voting Client Securities**

The firm generally does not accept authority or responsibility to vote client securities and generally does not discuss proxies or other solicitations with clients. Clients generally receive proxies directly from the custodian or transfer agent.

When required by law or other third-party mandate to do so, Cullinan has engaged a third-party proxy voting service provider ("PVSP") to vote proxies as directed by Cullinan. Cullinan has adopted the PVSP's standard voting guidelines, which are detailed in CA's written policies and procedures, and has directed the PVSP to vote in accordance with these standard voting guidelines unless otherwise instructed by Cullinan. Clients may request a copy of Cullinan's proxy voting policies and procedures, and may obtain information regarding how proxies were voted on the client's behalf, by contacting the firm using the contact information provided on the cover of this brochure.

**Item 18: Financial Information**

Cullinan does not require or solicit the prepayment of more than \$1,200 in fees per client six months or more in advance. Further, Cullinan does not have any financial condition that is reasonable likely to impair its ability to meet its contractual commitments to clients.

Cullinan has not been the subject of a bankruptcy petition at any time during the past ten years.