

ADV PART 2A

ITEM 1 – Cover Page

Houstoun Capital Management, Inc.

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(301) 941-1945

CRD #117496

Brochure Date: March 23, 2012

This brochure provides information about the qualifications and business practices of Houstoun Capital Management, Inc. If you have any questions about the contents of this brochure, please contact us at (301) 941-1945. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Additional information about Houstoun Capital Management, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

ITEM 2 – Material Changes

This is an interim update to our brochure. It contains non-material changes to our annual update; clarifying language and enhancing descriptions as part of the firm's transition to state registration. Our last annual update was February 27, 2012.

ITEM 3

Table of Contents

ITEM 1	COVER PAGE	PAGE 1
ITEM 2	MATERIAL CHANGES	PAGE 1
ITEM 3	TABLE OF CONTENTS	PAGE 2
ITEM 4	ADVISORY BUSINESS	PAGE 3
ITEM 5	FEES AND COMPENSATION	PAGE 4
ITEM 6	<i>PERFORMANCE-BASED FEES</i> AND SIDE-BY-SIDE MANAGEMENT	PAGE 5
ITEM 7	TYPES OF <i>CLIENTS</i>	PAGE 5
ITEM 8	METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS	PAGE 5
ITEM 9	DISCIPLINARY INFORMATION	PAGE 6
ITEM 10	OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS	PAGE 6
ITEM 11	CODE OF ETHICS, PARTICIPATION OR INTEREST IN <i>CLIENT</i> TRANSACTIONS AND PERSONAL TRADING	PAGE 7
ITEM 12	BROKERAGE PRACTICES	PAGE 7
ITEM 13	REVIEW OF ACCOUNTS	PAGE 8
ITEM 14	<i>CLIENT</i> REFERRALS AND OTHER COMPENSATION	PAGE 9
ITEM 15	<i>CUSTODY</i>	PAGE 9
ITEM 16	INVESTMENT DISCRETION	PAGE 9
ITEM 17	VOTING <i>CLIENT</i> SECURITIES	PAGE 9
ITEM 18	FINANCIAL INFORMATION	PAGE 10
ITEM 19	REQUIREMENTS FOR STATE-REGISTERED ADVISERS	PAGE 10

#### ITEM 4 – Advisory Business

Houstoun Capital Management, Inc., was incorporated in July 1997. The company is wholly owned by Richard A. Houstoun. He serves as President and principal portfolio manager. The firm provides investment counseling and portfolio management services to a select group of private individuals, partnerships, and trusts. As of December 31, 2011 assets under management were \$54.1 million.

The firm's sole source of income is from fees based upon the market value of our clients' assets. We serve no brokerage or insurance marketing functions, nor are we affiliated with any such organization.

Our investment approach is conservative. We require quality and long-term staying power in investments we select. Generally, we invest our client assets in a mix of common stocks, bonds and cash. The common stocks are typically those of US based large cap companies, and the bonds (fixed income) are those of the highest quality. Bonds used in portfolios typically have a credit rating of AA or better. This applies to US Treasuries, state and local municipal bonds, as well as corporate bonds. We also invest client assets in foreign companies that trade as American Depositary Receipts (ADRs) on the major US exchanges. In certain limited instances we will invest a small portion of client assets in mutual funds and/or Exchange Trade Funds (ETFs). Cash assets are typically placed in money market accounts, although sometimes they remain as simple bank deposits, or are held as bank certificates of deposit (CDs).

With regard to common stocks, we do not believe that formula methods or short-term trading programs produce consistent success. We believe that investors achieve success through long-term participation in companies with certain critical qualities. The most important of these qualities are excellent products and services, superior management, strong financials and sustainable business prospects.

An individual investment strategy is developed for each account, giving consideration to the client's need for appreciation, income, liquidity and the ability to absorb risk. Fully invested client portfolios most often resemble what is normally referred to as a balanced portfolio.

We use investment research from a variety of sources in the analysis of stocks, bonds, and other marketable securities to achieve our clients' financial goals. We coordinate our efforts with those of our clients' other advisers. We work with accountants, attorneys and other professionals to design and implement successful investment programs for our clients.

Although we often discuss companies with clients prior to placing trades in their accounts, we only offer clients a discretionary advisory relationship. This allows the firm to execute trades in client accounts without prior discussion or explicit approval.

As further discussed in ITEM 16, we will accept client restrictions on the purchase or sale of specific securities or types of securities.

## ITEM 5 – Fees and Compensation

Houstoun Capital Management, Inc. meets with each client to establish the desired level of reporting and the most appropriate custodial arrangement. We do not hold any client securities or funds, making it necessary for each client to contract independently for custodial services. The firm has experience with various custodians and is able to assist the client in making the necessary arrangements if the client so desires. The primary options available include either a brokerage firm, trust company or bank custody, each having its own level of services and fees.

Brokerage firms and trust companies require clients to pay separate fees for securities trading. In addition, Trust companies will also require clients to pay a trustee fee that the trust company will bill monthly or quarterly. The level of these fees may sometimes be negotiated by the clients, but typically depends on the amount of assets held at those firms.

A small portion of client assets may be invested in ETFs and mutual funds. These products have their own fees imbedded in them. Research has shown that fees are the primary determinant of the long term performance of these funds compared with their benchmarks, so when we do purchase them on behalf of clients we generally seek out lower cost products.

Our own reporting to the client is scheduled at the end of each calendar quarter. At that time, we produce and deliver to the client a portfolio appraisal which lists and values all investment holdings. Following delivery of this appraisal, we schedule a meeting with the client to review the status of the portfolio and reaffirm all aspects of investment policy and operation. This schedule can be modified at the convenience of the client.

The firm's fees for investment advisory services are based on the value of assets under management at the end of each calendar quarter and are calculated on the basis of the following annual rates:

First \$1 million .....	1.00% per year
Next \$2 million .....	0.80% per year
Next \$7 million .....	0.60% per year
All additional .....	0.40% per year

Under the terms of the firm's standard form investment advisory agreement, the compensation to the firm is payable quarterly in advance. Clients receive an invoice with their quarterly portfolio appraisal and a calculation of the fee. By separate arrangement with the custodian, the firm is able to bill client accounts directly and does so based on the calculated fee due. If a client terminates the advisory relationship prior to the end of the quarter, any compensation paid in advance shall be refunded to the client in an amount equal to the quarterly fee prorated from the date of termination.

Fees are negotiable in certain instances.

## ITEM 6 – Performance-Based Fees and Side-By-Side Management

Houstoun Capital Management, Inc. does not use or employ any performance based fees.

## ITEM 7 – Types of Clients

Our clients are almost all private individuals, though we do manage accounts for trusts, family limited partnerships, pensions and profit sharing plans as well. Assets are mostly held in taxable accounts, though we also manage assets held in non-taxable accounts such as IRAs.

## ITEM 8 – Methods of Analysis, Investment Strategies and Risk of Loss

Houstoun Capital Management, Inc. provides investment counsel to long-term, quality portfolios. The following considerations serve as the foundation of our investment process:

### People

We regard a stock investment as an investment in people. We attempt to know the management of as many of our companies as possible. The manner in which these managements view their customers, their vendors, their employees, their communities and, not least, their stockholders is important to us.

### Quality

We live in an increasingly competitive world. Protective barriers are collapsing. To grow and prosper, companies must adopt the best management techniques, attract the best people, and produce the best products and services. We invest in companies that are leaders in their fields.

### Value Creation

As long-term investors, we have powerful forces working for us. These forces can help produce value if we give them time. We should not expect immediate results. We do not invest in equities for objectives of less than five years.

### Belief

One of the great fallacies of modern investing is the idea that investors can be objective. Stocks become solely instruments for performance, detached from the underlying businesses. Investors enjoy better results when they understand and believe in the businesses represented by their investments.

### Appropriate Financial Instruments

Investors vary in their need for stability, income and growth. We seek out the most appropriate financial instrument for each need, i.e. high quality bonds for income, growth stocks for growth. We do not seek capital gains from bonds or significant income from stocks.

### Risk

The experience of past market cycles has taught us that prevailing psychology is the investor's most underestimated enemy. Over long investment periods, markets have bouts with both euphoria and depression. These episodes carry prices away from realistic values, sometimes great distances away. To measure the extent and the direction of investor emotions, we utilize a proprietary model developed by Terry McDaniel & Company, a Texas based Investment Adviser, which produces a "rational price" for each of the companies in our portfolios. This "rational price" is a conservative, private, ongoing-business appraisal that excludes the variable of emotion. The resulting valuation complements our demanding fundamental requirements. We are always mindful that investing in securities involves risk of loss that clients should be prepared to bear.

### Process

After preliminary meetings with clients to ascertain their risk-tolerance, we begin implementation of our investment strategy. The best way to summarize our clients' investment results is to say that account performance lags the market during bullish (up) cycles and usually outperforms when equity markets are in bearish (down) cycles. The primary impact on performance is the extra allocation to bonds (fixed income) that our methodology often requires. The large capitalization companies that we buy for client accounts tend to grow slowly and steadily, paying out dividends along the way. The Fixed Income component of our clients' portfolios generally retains most of its value in down markets and can be sold to adjust portfolio allocation (i.e. purchase beaten down equities) at opportunistic moments.

## ITEM 9 – Disciplinary Information

Neither the firm nor any employee has ever been involved in any disciplinary action, administrative or criminal, by the SEC or other federal authority, state authority, foreign authority, or private civil action.

## ITEM 10 – Other Financial Industry Activities and Affiliations

Houstoun Capital Management, Inc. has no material relationships that impact our advice or service to clients.

## ITEM 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Houstoun Capital has adopted a Code of Ethics, available upon client or prospective client request, which details our commitment to providing clients with the most suitable investment advice available. Our firm takes seriously the duty to provide clients with advice that serves their needs, not ours and not those of anyone else.

We believe in our advice and we follow it ourselves. The personal portfolios of our supervised persons contain many of the same securities held in client accounts. As described previously, the companies in which we invest typically have market caps of billions of dollars, so personal account purchases have virtually no impact on the value received by clients. However, to eliminate any possibility or perception that supervised persons are benefiting from client account activity, our Code of Ethics and Employee Compliance Handbook lay out the procedures that supervised persons must follow when making personal trades. Primarily, staff is prohibited from purchasing client held securities within 24 hours of a trade being placed in client portfolios unless the trade is part of a block order in which all accounts receive the same price (see ITEM 12).

## ITEM 12 – Brokerage Practices

If a client does not express a preference for a broker-dealer, trust company, or other custodian, we recommend Charles Schwab & Co, Inc. (Schwab) for custody of client assets.

The factors involved in making the recommendation include:

- The daily provision of downloadable data regarding client transactions. Relationships with other broker-dealers may require us to manually enter transaction data into our portfolio management software and pay for the pricing of securities held in those accounts
- Competitive pricing for client trades and discounts on mutual funds
- Robust client service teams that enable us to facilitate client needs and resolve any account issues that clients might otherwise have to handle themselves
- Electronic storage of client statements, trade confirmations, tax documents
- Trading desk and online trading software application
- Free industry related research, surveys, and compliance reviews.

Other benefits that we receive from our relationship with Schwab, but which we may or may not use, include:

- Competitive pricing on our portfolio management software, PortfolioCenter. Originally, a stand-alone company when we first started licensing the software, Schwab subsequently purchased PortfolioCenter. Schwab may use pricing, software exclusivity, or other means to encourage us to maintain our relationship with them
- Free research created by Schwab as well as third party providers

- Discounts with other vendors.

These benefits, many of which are free to us, and ultimately paid for via trading commissions or in the case of bonds, markups (for purchases) or markdowns (for sales) in price, accrue to us via reduced corporate expenses that would otherwise be incurred to pay for these services. This may mean that the client could receive better trade execution by selecting another broker-dealer, as we may have an incentive to select or recommend a broker-dealer based on our interest in receiving the research or other products or services, rather than on our clients' interests in receiving most favorable execution.

Clients who do not custody their assets at Schwab may in fact benefit from our relationship with Schwab through the clients who do custody with Schwab. However, clients who choose to custody with another broker-dealer may incur higher transaction costs than they would pay at Charles Schwab & Co.

Typically, we use the custodian of a client's account to place all trades. However, for Texas municipal bond purchases, we frequently use a bond broker, Coastal Securities, located in Texas. We believe Coastal Securities' prices and knowledge of the Texas muni market are a tangible benefit to clients. In addition, we use them to supplement the offerings provided by a client's primary broker-dealer. For Schwab clients, however, it is not necessary to use a broker other than Schwab as their proprietary bond trading platform has become much more robust in recent years.

Our client accounts are managed on an individual basis but from time to time, we may purchase an individual security for several accounts at the same time. In part to reduce the time of placing multiple trades for the same security, and also to ensure no hint of front running or client favoritism, we will place a trade order as a block and allocate the shares after the purchase. All client accounts involved thus receive identical purchase costs. However, each account is billed by Schwab at the fee agreed to in their contract with Schwab. Schwab does not provide discounts for block trades.

In all of our dealings with broker-dealers, we do not receive any cash compensation for doing business with them, nor do we receive any personal benefits.

#### ITEM 13 – Review of Accounts

Client accounts are reviewed on a regular basis, at least quarterly, and frequently more often. Reviews may be initiated because of market activity, client request, or other event that merits a review. Our basic client asset allocation worksheet is updated monthly.

Client portfolio reviews are primarily conducted by Richard A. Houstoun, President, and Karl Hoffman, Associate.

In addition to the monthly account statement from their broker-dealer, each client receives a quarterly account appraisal from us along with their quarterly bill. The account appraisal includes the aggregated tax basis for each security held, current market value, and current yields for each security. Additional analysis, tailored to each client's situation, is provided at regular client meetings.

#### ITEM 14 – *Client* Referrals and Other Compensation

Client referrals are provided to us by clients and other individuals who feel well served by our services. We do not compensate any third party for referrals.

#### ITEM 15 – *Custody*

Per the definition of “custody” as determined by the Securities and Exchange Commission (SEC), we are considered to have custody of client assets because clients typically provide authorization for us to withdraw our quarterly management fee directly from their brokerage account. Broker-dealers are not responsible for confirming the veracity of our billing, so clients should review the quarterly invoice we send to them for accuracy. They should also confirm the accuracy of their account balance provided by us and compare it with the statement provided by their custodian.

#### ITEM 16 – Investment Discretion

As described more fully in ITEM 4, clients provide Houstoun Capital Management, Inc. with discretionary authority to place trades in their accounts. Although we frequently discuss trades with clients prior to placing them, we will also take action at our discretion. In planning investment strategies with clients, the client may express restrictions, preferences, or other requirements on which securities may or may not be placed in their account. Generally, we are prepared to accommodate client directions, although certain preferences may prevent us from properly implementing our investment strategy. We assume discretionary investment authority only after clients have signed both the firm’s Investment Advisory Agreement and completed the required documentation from their custodian.

#### ITEM 17 – Voting *Client* Securities

In selecting equities to purchase in client accounts, our process includes evaluating management’s commitment to shareholder value. As such, we opt not to vote proxies for clients which is usually the same as voting with management. Proxy voting can involve conflicts of interest with respect to advisors if the advisor was trying to solicit business from the company or individual board members. We do not conduct direct business with any of the companies or board members that we invest in, although we have been known to use their products. We believe that management can best determine the right policies. If we determine that management is no longer focusing on shareholder value, we recommend selling the company.

We also find that clients have no wish to be inundated with the proxy materials coming from the companies they own. As such, we encourage clients to have us, the advisor, receive their proxies. If a

client feels that they would like to have control over their proxies, those arrangements can be made with the custodian. However, we note to clients that if they designate that proxies be sent to us, they effectively lose authority over their shares, as there is no cost-effective mechanism for disaggregating their shares from our other client shares.

If clients wish to know more about specific proxy votes, or our general proxy voting policies, they are available upon request.

#### ITEM 18 – Financial Information

This Item requires registered investment advisers to provide clients with certain financial information or disclosures about their financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients.

The firm is not, nor has it ever been, the subject of any bankruptcy proceedings.

#### ITEM 19 – Requirements for State-Registered Advisers

Richard A. Houstoun is the President and sole owner of Houstoun Capital Management, Inc. which he established in 1997. He received a B.A. and M.A. from the University of Texas, Austin, in 1984 and 1989 respectively. Prior to founding the firm, he worked for the U.S. Department of Commerce and Scala, Inc., a computer technology start up.

The firm is not engaged in any other business activity besides giving investment advice.

The firm does not receive compensation in the form of performance based fees and no supervised person is compensated using them.

As discussed in Item 9, the firm and its employees have not been subject to any arbitration claim or other proceeding (civil, self-regulatory, or administrative) with regard to the services provided by Houstoun Capital Management, Inc.

The firm and its employees do not have any relationships or arrangements with any issuers of securities.

## ADV PART 2B

### ITEM 1 – Cover Page

Richard A. Houstoun  
President  
Houstoun Capital Management, Inc.  
7272 Wisconsin Avenue  
Suite 300  
Bethesda, MD 20814  
CRD #2864556

Supplement Date: March 23, 2012

This brochure supplement provides information about Richard A. Houstoun that supplements the Houstoun Capital Management, Inc. brochure. You should have received a copy of that brochure. Please contact Karl Hoffman if you did not receive Houstoun Capital Management, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Richard A. Houstoun is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### ITEM 2 – Education Background and Business Experience

Richard A. Houstoun – Portfolio Manager/Analyst

Born  
1962

Education  
B.A. University of Texas, 1984  
M.A. University of Texas, 1989

Business  
Owner, Houstoun Capital Management, Inc., 1997

### ITEM 3 – Disciplinary Information

Richard A. Houstoun is not and has not been subject to any civil or criminal action in any domestic, international, military court. Neither is he nor has he been the subject of any administrative proceeding before the Securities and Exchange Commission or other federal, state, or local regulatory agency. And neither is he nor has been the subject of proceedings with a self-regulatory agency or organization that issues professional designations.

#### ITEM 4 – Other Business Activities

Richard A. Houston is not actively engaged in any other business activity that has a material impact on the activities of Houston Capital Management, Inc. or its clients.

#### ITEM 5 – Additional Compensation

Richard A. Houston does not provide economic benefits to others for client referrals.

#### ITEM 6 – Supervision

Houston Capital Management, Inc. maintains a Firm Compliance Manual, written Code of Ethics, and Employee Compliance Handbook spelling out how the firm ensures its fiduciary duty to its clients and its compliance under the laws of the jurisdictions to which the firm is subject. These documents cover not only the expectations of how employees conduct themselves but also the specific review process for overseeing investment advice and personal trading.

Oversight is provided by Richard Houston, President and Chief Compliance Officer, (301) 941-1945.

#### ITEM 7 – Requirements for State-Registered Advisers

Richard Houston has not been the subject of any arbitration claim or other proceeding (civil, self-regulatory, or administrative) with regard to the services provided by the firm.

Richard Houston has never been the subject of a bankruptcy proceeding.

## ADV PART 2B

### ITEM 1 – Cover Page

Karl S. Hoffman  
Associate  
Houstoun Capital Management, Inc.  
7272 Wisconsin Avenue  
Suite 300  
Bethesda, MD 20814  
CRD #4749758

Supplement Date: March 23, 2012

This brochure supplement provides information about Karl S. Hoffman that supplements the Houstoun Capital Management, Inc. brochure. You should have received a copy of that brochure. Please contact Karl Hoffman if you did not receive Houstoun Capital Management, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Karl S. Hoffman is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### ITEM 2 – Education Background and Business Experience

Karl S. Hoffman – Associate

Born  
1970

Education  
B.A. Georgetown University, 1993  
M.A. The University of Chicago, 1995

Business  
Associate, Houstoun Capital Management, Inc., 1999 – Present

### ITEM 3 – Disciplinary Information

Karl S. Hoffman is not and has not been subject to any civil or criminal action in any domestic, international, military court. Neither is he nor has he been the subject of any administrative proceeding before the Securities and Exchange Commission or other federal, state, or local regulatory agency. And neither is he nor has been the subject of proceedings with a self-regulatory agency or organization that issues professional designations.

#### ITEM 4 – Other Business Activities

Karl S. Hoffman is not actively engaged in any other business activity that has a material impact on the activities of Houstoun Capital Management, Inc. or its clients.

#### ITEM 5 – Additional Compensation

Karl S. Hoffman does not receive any economic benefit from a third party for the provision of investment advisory services.

#### ITEM 6 – Supervision

Houstoun Capital Management, Inc. maintains a Firm Compliance Manual, written Code of Ethics, and Employee Compliance Handbook spelling out how the firm ensures its fiduciary duty to its clients and its compliance under the laws of the jurisdictions to which the firm is subject. These documents cover not only the expectations of how employees conduct themselves but also the specific review process for overseeing investment advice and personal trading. Personal trades must conform to the guidelines set out in the Employee Compliance Handbook, and include pre-clearance of all trades. Investment advice is monitored through a joint review to confirm that advice reflects the client's needs and objectives and that it conforms to the firm's investment strategies.

Oversight is provided by Richard Houstoun, President and Chief Compliance Officer, (301) 941-1945.

#### ITEM 7 – Requirements for State-Registered Advisers

Karl Hoffman has not been the subject of any arbitration claim or other proceeding (civil, self-regulatory, or administrative) with regard to the services provided by the firm.

Karl Hoffman has never been the subject of a bankruptcy proceeding.