

**Item 1 – Cover Page**

# **R.T. Jones Capital Equities Management, Inc.**

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## ***Part 2A of Form ADV: the “BROCHURE”***

**June 23, 2015**

This Brochure provides information about the qualifications and business practices of R.T. Jones Capital Equities, Management, Inc. (“RT Jones” or “Adviser”). If you have any questions about the contents of this Brochure, please contact us at 314-783-5000. Currently, our Brochure may be requested free of charge by contacting the company at 314-783-5000 or [artesys@artesysonline.com](mailto:artesys@artesysonline.com). Our Brochure is also available on our web site [www.artesysonline.com](http://www.artesysonline.com) free of charge. 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.

R.T. Jones is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser. Additional information about R.T. Jones. is also available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Material Changes**

There have been no material changes to our Brochure since our last annual updating amended.

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#### **Item 4 – Advisory Business**

R.T. Jones Capital Equities Management, Inc. is a wholly owned subsidiary of R.T. Jones, F.S. Ladner & Associates, Inc. and has been providing advisory services since 2004. Adviser offers investment supervisory services to its clients.

Adviser customizes its services to risk tolerance, time horizon, and specific goals. To that end, we request that clients complete a Risk Tolerance Questionnaire, which helps Adviser to recommend the best portfolio for the client's investment objectives. Client may select a portfolio other than the one recommended by Adviser. Clients may impose restrictions on investing in certain securities or types of securities.

We are sub-advisor to other investment advisors pursuant to tri party agreement.

As of 06/12/2015, R.T. Jones Capital Management, Inc. managed \$481,000,000 on a discretionary basis and \$0 on a nondiscretionary basis.

#### **Item 5 – Fees and Compensation**

The following is our general fee schedule:

<b>Client Assets – Retirement Plans (Billed in Arrears)</b>	<b>Annual Fee (%) for all assets</b>
On the first \$750,000.00	.75%
Over \$750,000.00	.50%
QDIA Plans under \$20 million	.50%
QDIA Plans over \$20 million	.40%

No minimum account size or minimum account charge

<b>Client Assets – Individual/Trusts/IRA (Billed in Advance)</b>	<b>Annual Fee (%) for all assets</b>
\$50,000 - \$500,000	1.00%
\$500,000 - \$1,500,000	.90%

\$1,500,000 - \$2,500,000	.85%
\$2,500,000 - \$3,500,000	.80%
Over \$3,500,000	.75%

Minimum account size \$50,000.00

Minimum account charge \$250.00 annually.

Fees may be negotiated or waived in certain circumstances. Fees may be higher or lower than those charged by other advisers and you may be able to obtain similar services elsewhere for a lower fee. Investment companies (mutual funds, ETFs, etc.) in which a client's assets may be invested, charge additional management fees and other expenses as described in the fund's prospectus. Moreover, client may be charged a custody fee by the custodian depending on where the assets are held.

Clients generally authorize Adviser to deduct the fee directly from their account. Client's custodian or record-keeper will provide quarterly account statements directly to Client that reflect all transactions in client's account(s), including the amount of any advisory fee deducted. Client is responsible for verifying the accuracy of the fee calculation, as Client's custodian or record-keeper typically will not determine whether or not the fee was properly calculated.

Adviser will not accept physical custody of clients' securities or cash. Clients will retain ownership of all securities and cash in their accounts.

Clients can terminate their agreement upon notice to Adviser as set forth in the advisory agreement. Clients will receive a pro-rata refund of any Advisory fees paid, but not yet earned, as of the date of termination.

#### **Item 6 – Performance-Based Fees and Side-by-Side Management**

Adviser does not charge any performance-based fees (fees based upon a share of capital gains on or capital appreciation of the assets of a client).

## **Item 7 – Types of Clients**

Adviser provides portfolio management services to individuals, corporate pension and profit sharing plans, trusts, endowments, 401(k), 403(b), and 457 accounts. Adviser generally requires individuals, trusts and IRA to have a minimum account of \$50,000 to open a portfolio. There is no minimum account size for retirement plan participants.

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

Adviser offers a set of investment strategies (portfolios) called Artesys®. Adviser offers two different investment approaches: Offensive and Defensive.

### **ARTESYS OFFENSIVE**

**Offensive** is a buy and hold strategy using asset allocation. The Offensive Portfolios aim to maximize expected returns for a given level of expected risk. Adviser selects no-load mutual funds to represent each asset class and monitors the fund manager's performance. This strategy involves transactions that may result in either short- or long-term gains or losses. Dividends will vary by portfolio.

### **ARTESYS DEFENSIVE**

**Defensive** is a buy and sell approach which uses proprietary algorithms designed to preserve capital. Adviser selects no-load mutual funds to represent each asset class and monitors the fund manager's performance. This strategy involves transactions that may result in either short- or long-term gains or losses. Dividends will vary by portfolio.

There can be no assurance that the investment objectives of the Artesys portfolios will be achieved or that results will be profitable. Investing in securities involves risk of loss that clients should be prepared to bear.

### **Item 9 – Disciplinary Information**

Adviser has no information applicable to this Item.

### **Item 10 – Other Financial Industry Activities and Affiliations**

Adviser currently has two associated persons that are also registered with Moloney Securities, a registered broker dealer. We do not believe these relationships create a conflict of interest with our clients.

Adviser has certain solicitors that serve as contractors for Adviser. Ed Balmes serves as the Chief Financial Officer of Adviser. Ed Balmes is also a partner in a CPA firm and a tax adviser. This relationship is disclosed to his clients and does not create a conflict of interest.

Adviser hosts an annual business conference and invites Relationship Managers (“RMs”) employed by American United Life Insurance Company and other third-party administrators of pension and retirement plans, along with their spouses, to attend. RMs typically assist plan sponsors in the enrollment process, including educating participants on plan options, one of which may be the Artesys managed account option. During the conference, Adviser seeks to educate RMs about its Artesys managed account product. Attendees’ travel, lodging and meals are paid by Adviser. Adviser’s annual business conference may create a conflict of interest because RMs who attend at no cost may be incentivized to highlight the Artesys managed account product when making a presentation of all available retirement plan options.

### **Item 11 – Code of Ethics**

Adviser has adopted a Code of Ethics for all supervised persons of the firm stressing its fiduciary duty to its clients. Adviser’s clients or prospective clients may request a copy of the Code of Ethics by contacting the Adviser.

### **Item 12 – Brokerage Practices**

Adviser does not recommend broker-dealers for client transactions. We have no soft dollar arrangements.

### **Item 13 – Review of Accounts**

Accounts are reviewed at least on a quarterly basis by the Investment Committee responsible for the account. More frequent reviews may be triggered by unusual market activity or upon client request. Clients will receive a statement at least quarterly from the custodian or record-keeper detailing the account holdings and transactions during the statement period.

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

Adviser, from time to time, enters into written agreements with certain individuals and entities who will act as solicitors of client accounts for Adviser in accordance with the requirements of Rule 206(4)-3 of the Advisers Act. The individual or entity who solicits the client account will receive a percentage of the fee rate charged by Adviser for managing the account, which solicitor's fee is in addition to the advisory fee charged by Adviser. Unless the solicitor is an officer, director or employee of Adviser, the client will be provided with a "Solicitor's Disclosure Statement" which, among other things, sets forth the amount of the fee paid by Adviser in connection with the client referral. The referral agreements between Adviser and its solicitors are designed to comply with Rule 206(4)-3 of the Investment Advisers Act of 1940. Rule 206(4)-3 specifies certain standards that must be met by an investment adviser and any person who solicits any client for, or refers any client to, such adviser prior to the payment of a cash fee directly or indirectly, for client solicitation or referral.



### **Item 15 – Custody**

Adviser does not take custody of client assets at any time. Clients will receive at least quarterly statements from the custodian or record-keeper that holds and maintains client's investment assets. Adviser urges you to carefully review such statements.

### **Item 16 – Investment Discretion**

Adviser receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. When selecting securities and determining amounts, Adviser observes the investment policies, limitations and restrictions of the client. Investment guidelines and restrictions must be provided to Adviser in writing.

### **Item 17 – Voting Client Securities**

Adviser does not vote proxies on behalf of clients. Clients will receive proxies directly from the issuer of the security or the custodian or record-keeper. Clients should direct all proxy questions to the issuer of the security.

### **Item 18 – Financial Information**

Adviser 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.

## PRIVACY POLICY

***To Our Valued Customer: In accordance with the Financial Services Modernization Act, we are happy to provide you with R.T. Jones Capital Equities Management, Inc.'s Privacy Policy.***

At R.T. Jones Capital Equities Management, Inc., our customers' privacy is a top priority. Because safeguarding your personal information is so important to us, we will not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law and described below.

We restrict access to nonpublic personal information about you to those employees who need to know that information to provide our services to you. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your nonpublic personal information. We do not sell personal information to parties not affiliated with us for the purpose of marketing their services or products to you or for any other purpose, and we do not share your personal information with other parties except in the limited circumstance discussed below.

### **Our Gathering of Information About You**

We collect the following types of nonpublic personal information about you:

1. Information you supply on applications or other forms, such as your name, address, Social Security number, assets, and income and similar information. We use this information to administer your accounts, process your transactions requested by you and provide other services to you.
2. Information about your transactions with us or others, such as your account balance and account transactions. We use this information to process transactions requested by you and provide better services to you.
3. Information we receive from a consumer reporting agency, such as credit

relationships and credit history.

### **Our Sharing of Information About You with Others**

As permitted by law, we may disclose some or all of the information we collect, as described under “Our Gathering of Information About You,” to nonaffiliated third parties to service your account and to provide services you request. Such nonaffiliated third parties include:

1. Companies that provide financial services, such as other broker-dealers, banks, mutual fund companies and insurance companies.
2. Non-financial companies, such as companies that assist us in marketing our services.
3. Credit reporting agencies.
4. Others who provide services to us, such as parties who provide technical support for our hardware and software systems and our legal and accounting professionals, as well as government agencies and other parties as permitted or required by applicable law.

The information we share with parties that provide us with marketing and other services is limited to information they need to perform their services, and we require such parties to agree to use the information only for the purpose of performing their services.

### **Our Continued Protection of the Privacy of Former Customers**

Even if you are no longer our customer, our privacy policy still applies to you.

Dated: 2015