

# CARLTON | HOFFERKAMP & JENKS

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## WEALTH MANAGEMENT

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3/22/11

This brochure provides information about the qualifications and business practices of Carlton Hofferkamp & Jenks Wealth Management, LLC ("CHJ"). If you have any questions about the contents, please contact us at (281) 298-2700 or [info@chjwealthmanagement.com](mailto:info@chjwealthmanagement.com). The information in this brochure has been provided by the firm and has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

CHJ is a Registered Investment Advisor ("RIA"). Registration of an investment advisor does not imply a certain level of skill or training. The oral and written communications of an advisor provide you with information to make the determination to hire or retain an advisor.

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

CHJ Wealth Management, LLC  
Form ADV Part 2A/Brochure  
March 22, 2011

## **Item 2 | Material Changes**

This brochure, dated 3/22/2011, is a new document prepared according to the SEC's new requirements and rules ("Amendments to Form ADV"). It is materially different in structure and requires new information that our previous brochure did not require.

In the past, we had delivered information about our qualifications and business practices to our clients on at least an annual basis. In the future, this item will only discuss material changes that we make to this document. We will ensure that clients receive a summary of these changes within 120 days of the close of our business' fiscal year.

Clients or prospects may request a complete brochure at any time without charge by contacting Client Relations at (281) 298-2700 or [info@chjwealthmanagement.com](mailto:info@chjwealthmanagement.com). Additional information about CHJ and persons affiliated with CHJ is also available via the SEC's web site: [www.adviserinfo.gov](http://www.adviserinfo.gov).

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## ADDENDUM: BROCHURE DISCLOSURE

## **Item 4 | Advisory Business**

### **THE COMPANY**

Carlton Hofferkamp & Jenks Wealth Management, LLC (“CHJ”) is an investment advisory firm that provides investment management, financial planning, estate planning and retirement income planning to its clients on a fee basis. The firm was established on 8/26/2010 with James C. Carlton as the principal owner.

CHJ’s investment management services are tailored for each client and each individual account. We do not have any pooled accounts. Each account receives individual attention on the recommended asset mix, the securities chosen within that mix, and the overall management of the account.

We primarily manage our accounts on a discretionary basis, in which we make the decisions on what investments to buy and what to sell, and when to buy or sell. However, clients have the ability to direct us to buy a certain investment, and also the ability to request that we do not buy a certain investment. We can set up accounts that are not managed on a discretionary basis, but that is not our primary way of doing business.

We utilize the brokerage and clearing services of Charles Schwab & Co., Inc. (“Schwab”) for investment management accounts.

A CHJ employee who is a registered representative has the ability to offer securities brokerage and insurance products through Purshe Kaplan Sterling, Inc. (“PKS), an SEC registered broker-dealer and member of FINRA.

### **WRAP FEE PROGRAMS**

CHJ does not participate in wrap fee<sup>1</sup> programs.

### **ASSETS UNDER MANAGEMENT**

Assets under management as of 3/22/11:

Discretionary: \$130,000,000

Non-Discretionary: \$270,000

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<sup>1</sup> A “wrap” fee program is an advisory program under which specified fees not based directly upon transactions in a client’s account are charged for investment advisory services and the execution of client transactions.

## Item 5 | Fees and Compensation

### INVESTMENT MANAGEMENT FEES

The management fee will be calculated as a percentage fee based upon the market value of the assets on the last day of the previous quarter. This fee is prorated and paid quarterly in advance.

This fee shall vary (between 1.00% and 2.00%) depending upon the:

- Market value of the assets under management
- Investment style of the account (e.g. active, conservative, etc.)
- Complexity of the project
- Type of management services to be rendered

Fees may be negotiable based on:

- Future additional assets
- Dollar amount of assets to be managed
- Related accounts
- Type of assets
- Pre-existing client

The fee for the initial quarter will be calculated on a pro rata basis on the date the assets have been designated for our management.

With the client's approval, fees are deducted from their account at Schwab. The client may also choose to be billed. All fees are reflected on client statements which are prepared by and sent to the client from Schwab.

If the account is terminated, our annual fee will be prorated through the date of termination and any remaining balance will be charged or refunded to the client in a timely manner.

Clients may make deposits to and withdrawals from their account at any time by notifying us and will be subject to securities settlement procedures. If deposits or withdrawals occur after the inception of a quarter, the fee payable on these assets will not be adjusted or prorated. Clients should bear in mind that our portfolios are designed as long-term investments and the withdrawal of assets may impair the achievement of their investment objectives.

We may also provide our clients with certain financial planning services (which may include non-investment related matters). Any financial planning services shall be included as part of the overall investment management fee.

## OTHER FEES OR EXPENSES

In addition to our management fee, clients may incur certain charges imposed by Schwab and other third parties which may include (but are not limited to):

- Custodial fees (for retirement accounts)
- Transaction fees
- Wire transfer fees
- Charges imposed directly by a mutual fund or exchange traded fund in the account (which will be disclosed in the fund's prospectus)
  - 12B-1 Fees
  - Deferred Sales Charges
  - Odd-lot differentials

At the client's request and agreement, certain CHJ employees that are registered representatives with Purshe Kaplan Sterling, Inc. ("PKS") may offer brokerage services and insurance products under commission arrangements with:

- Insurance companies
- Mutual fund companies
- Real Estate Investment Trusts (REITS)

*CHJ does not receive any portion of the commissions.*

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

CHJ does not participate in any performance-based fees<sup>2</sup>.

## Item 7 | Types of Clients

CHJ provides financial planning and investment management services to:

- Individuals
- Pension and profit sharing plans
- Trusts and estates
- Charitable organizations
- Corporations
- Business entities

CHJ's minimum account size is \$500,000. We reserve the right to accept smaller amounts under certain circumstances.

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<sup>2</sup> Fees based on a share of capital gains on or capital appreciation of client assets.

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

Initially we determine through consultation with our clients what mix of investments would work best for them. The type of securities that we most often own in our client's accounts are individual stocks, bonds, exchange traded funds, real estate investment trusts, master limited partnerships and mutual funds. Factors we consider in determining the appropriate mix for each client are their age, financial situation, goals for the future and feelings toward risk and volatility. Once we determine what types of investments will make up the account, we decide which specific securities to own.

Our investment selection process is three-fold:

- 1) Fundamental analysis<sup>3</sup> is conducted for each security. Using numerous research sources and information from the company itself, we establish a reason to own or not to own a particular stock.
- 2) Technical analysis<sup>4</sup> is applied to see how a stock has been trading and whether now may be a good time to buy it.
- 3) Finally, we receive a mathematical indication of price movement and trends through a quantitative service to which we subscribe. The stock is added to a list of securities that are entered into a quantitative algorithm which uses in excess of 600 variables to conclude whether a stock is in a buy-mode or a sell-mode. This provides a non-emotional overlay to our selection process.

This process is ongoing and investments are continually monitored by us on our client's behalf.

While we are diligent in our investment analysis and management process, clients should keep in mind that owning any of the types of securities mentioned above include risk of principal, and some or all of the money invested in any of these securities could be lost.

## Item 9 | Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of CHJ or the integrity of our management. CHJ has no information applicable to this item.

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<sup>3</sup> Fundamental analysis involves analyzing a company's financial statements and health, evaluating its management and competitive advantages and making projections on its business and market performance.

<sup>4</sup> Technical analysis involves reviewing charts and graphs to forecast the direction of prices through the study of past market data, price and volume.

## Item 10 | Other Financial Industry Affiliations and Activities

As a convenience to our clients, a CHJ employee is a registered representative with PKS to facilitate additional types of securities transactions, such as insurance products and alternative investments. CHJ does not sell insurance products to its investment advisory clients. This registered representative is also a licensed insurance agent with various insurance companies and may receive commissions. Full disclosure of these commissions is required. A conflict of interest may exist when insurance commissions or additional compensation is earned from these recommended products. *CHJ does not receive any portion of these commissions.*

If a client desires, the registered representative may buy and sell securities under a commission arrangement (instead of our customary fee basis) on the client's behalf. These commissions may be higher or lower than those charged by other broker-dealers. Prior to any transactions, the client will be required to enter into a new account agreement with PKS. Brokerage commissions will be charged by PKS and a portion of these commissions may be paid to this registered representative. This registered representative may also receive trailer commissions on investments held at PKS. A conflict of interest may exist when commissions or additional compensation is earned by the registered representative. *CHJ does not receive any portion of these commissions.*

FINRA Rule 3040 requires registered representatives to conduct securities transactions through their own broker-dealer. Unless written consent is obtained from PKS to execute securities transactions through a different broker-dealer, the representative must execute securities transactions through PKS.

If the client chooses to use a broker-dealer other than PKS, the commissions may be higher or lower than those charged by PKS. Under this arrangement, neither CHJ nor the registered representative will receive any commission or compensation.

## Item 11 | Code of Ethics

CHJ has adopted a Code of Ethics for all employees of the firm describing its high standard of business conduct and fiduciary duty to its clients. All employees are required to sign and acknowledge our Code of Ethics annually.

Our employees are permitted to buy or sell securities for their own accounts and for their immediate family's accounts that are also recommended to clients. This may create a conflict of interest. Transactions on any securities for employees may be batched along with the client's transactions. If the CHJ employee is not part of the batched transaction and because a client's trade always takes precedence over an employee's trade, the employee must wait until the next business day to buy/sell that security with approval from the Chief Investment Officer.



These requirements are not applicable to:

- Direct obligations of the Government of the United States
- Money market instruments, bankers' acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments, including repurchase agreements
- Shares issued by mutual funds or money market funds
- Shares issued by unit investment trusts that are invested exclusively in one or more mutual funds

Employees are required to report their personal securities holdings and transactions and obtain pre-approval of certain investments, such as initial public offerings and limited offerings, from the Compliance Officer of CHJ.

Our privacy policy meets the requirements of Rule 204-3 of the Investment Advisors Act of 1940. A copy of this privacy policy notice is provided to each client prior to or along with the execution of the Discretionary Agreement. A copy of our privacy policy is mailed to our clients on an annual basis.

CHJ's clients or prospective clients may request a copy of our Code of Ethics by contacting Client Relations at (281) 298-2700 or [info@chjwealthmanagement.com](mailto:info@chjwealthmanagement.com).

## **Item 12 | Brokerage Practices**

We recommend that clients utilize the brokerage and clearing services of Charles Schwab & Co., Inc. ("Schwab") for investment management accounts.

When recommending Schwab to clients, we consider their respective financial strength, reputation, trade execution, pricing, research, and service.

Schwab enables us to obtain many securities with or without transaction charges. The commissions and/or transaction fees charged by Schwab may be higher or lower than those charged by other broker-dealers. Keep in mind that cost is not the sole determining factor of our broker-dealer choice, and while we will seek competitive rates, we may not necessarily obtain the lowest possible commission rates for client transactions.

All trades are executed and allocated on Schwab's trading platform. Schwab's trading platform provides adequate execution on individual or block trades based on our size, trading style and strategy.

CHJ's investment management services are tailored for each client and each individual account. When we decide to buy or sell a security for more than one client, we will attempt to batch the

trade. Batching a trade will allow everyone to receive the same price. Because each account is individually managed and each client's needs are different, they may or may not be included in the batched trade. If they are not included in the batched trade, the security may be purchased or sold on an individual basis at a later time.

An economic benefit received from Schwab in 2010 was a credit of \$16,000. This credit was used to reimburse clients for transfer fees when their account was transferred to Schwab. Any unused credit was applied to PortfolioServices, a portfolio reporting system.

CHJ does not participate in any soft dollar arrangements or payment for order flow, nor do we have any directed brokerage arrangements.

### **Item 13 | Review of Accounts**

We are diligent in our investment management and remain continuously aware of investments in client accounts, monitoring their asset mix and their exposure to markets. Accounts are reviewed as an ongoing process. Regular account reviews are requested and conducted on at least an annual basis.

We encourage face-to-face meetings with our clients to discuss any changes in their investment goals, risk tolerance, restrictions, financial situation, etc. They are advised to promptly notify us should there be any changes. We request the client provide us any updated information on at least an annual basis.

The reviews are conducted by the Principals or Director of Business Development of CHJ.

In addition to the monthly statements provided by Schwab, CHJ provides clients with a quarterly summary statement which includes their portfolio market value, allocation, holdings and performance for the period.

Along with this quarterly summary, clients receive a written market update authored by our Managing Director and Principals which discusses the economy and market for the quarter just ended and also what may lie ahead in the upcoming quarter. Additionally, clients receive weekly market update emails, which may occur more frequently should market conditions dictate.

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

We do not participate in any client referral programs.

### **Item 15 | Custody**

We do not have custody of client assets or funds.

## **Item 16 | Investment Discretion**

CHJ receives discretionary trading authority from the client at the outset of an advisory relationship. Before we provide any investment management services, the client is required to sign a Discretionary Investment Management Agreement. This agreement will continue in effect until terminated by either the client or CHJ.

We also offer non-discretionary advice to clients relative to: variable life and annuity products, employer-sponsored retirement plans (such as 401ks), 529 plans or other products that may not be held at Schwab or directly managed by us. In so doing, we either direct or recommend the allocation of client assets among the various investment options that are available with the product. These assets will be maintained at the specific insurance company or custodian designated by the product.

Clients have the ability to direct us, in writing, to buy a certain investment, and also the ability to request that we do not buy a certain investment.

Clients can make any additions to and withdrawals from their account at any time.

## **Item 17 | Voting Client Securities**

As a matter of firm policy and practice, we do not vote proxies on behalf of advisory clients. Clients are responsible for receiving and voting proxies for securities maintained in their portfolios. We may provide advice regarding voting proxies at the client's request.

## **Item 18 | Financial Information**

As a registered investment adviser, we are required to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and have not been the subject of a bankruptcy proceeding.

