

# **Anchor Investment Partners LLC**

## **Form ADV Part 2A – Disclosure Brochure**

**Effective: June 13, 2011**

This Disclosure Brochure provides information about the qualifications and business practices of Anchor Investment Partners LLC (“AIP”). If you have any questions about the contents of this Disclosure Brochure, please contact us at (404) 816-6538 or by email at [cindy@anchorip.com](mailto:cindy@anchorip.com).

AIP is a Registered Investment Advisor with the Securities and Exchange Commission. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about AIP to assist you in determining whether to retain the Advisor.

Additional information about AIP and its advisory persons are available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Anchor Investment Partners LLC**  
CRD No: 157889  
3180 Mathieson Drive, NE #501  
Atlanta, GA 30305  
Phone: (404) 816-6538  
<http://anchorip.com/>

## Item 2 – Material Changes

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On July 28, 2010, the U.S. Securities and Exchange Commission voted unanimously to adopt amendments to Part 2 of Form ADV and related rules under the Investment Advisers Act of 1940 (the “Advisers Act”). The amendments are designed to require a Registered Investment Advisor to provide Clients with a clearly written and meaningful disclosure, in plain English, about the advisor’s business practices, conflicts of interest and advisory personnel. The new Form ADV 2 is divided into two parts: *Part 2A* and *Part 2B*.

*Part 2A* (the “Disclosure Brochure”) provides information about a variety of topics relating to an Advisor’s business practices and conflicts of interest. *Part 2B* (the “Brochure Supplement”) provides information about advisory personnel of AIP.

AIP believes that communication and transparency are the foundation of our relationship and continually strive to provide our Clients with the complete and accurate information at all times. We encourage all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

### Initial Filing

AIP is a new Registered Investment Advisor. This is the initial filing of the Disclosure Brochure.

### Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of AIP.

At any time, you may view the current Disclosure Brochure on-line at the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

To review the firm information for AIP:

- Click **Investment Advisor Search** in the left navigation menu.
- Select the option for **Investment Advisor Firm** and enter **157889** (our firm’s CRD number) in the field labeled “Firm IARD/CRD Number”.
- This will provide access to Form ADV Part 1 and Part 2.
- Item 11 of the ADV Part 1 lists legal and disciplinary questions regarding the Advisor.
- In the left navigation menu, Form ADV Part 2 is located near the bottom.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (404) 816-6538 or by email at [cindy@anchorip.com](mailto:cindy@anchorip.com).

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## **Item 4 – Advisory Services**

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### **A. Firm Information**

Anchor Investment Partners LLC (“AIP” or the “Advisor”) is a Registered Investment Advisor with the Securities and Exchange Commission (“SEC”) and is organized as a Limited Liability Company (LLC) under the laws of the State of Georgia. AIP was founded in April 2011 and is owned and operated by Managing Director, Cindy L. Taylor and President, William Taylor. This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by AIP.

### **B. Advisory Services Offered**

AIP offers investment advisory services to individuals, high net worth individuals, trusts, estates, and corporations in Georgia and other states (each referred to as a “Client”).

#### Account Portfolio Management

AIP provides customized investment advisory solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and consulting services. AIP works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create a portfolio allocation. AIP will then construct a portfolio, consisting of individual stocks and bonds, options and other derivatives to achieve the Client’s investment goals. The Advisor may also utilize other exchange listed securities and other assets to meet the needs of its Clients.

AIP’s investment strategy is primarily long-term focused, but involves short-term and frequent trading. The Advisor may buy, sell or re-allocate positions that have been held less than one month to meet the objectives of the Client or due to market conditions. AIP will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to the acceptance by the Advisor.

AIP evaluates and selects securities for inclusion in Client portfolios only after applying their internal due diligence process. AIP may recommend, on occasion, redistributing investment allocations to diversify the portfolio. AIP may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement, which may adversely affect the portfolio. AIP may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client’s risk tolerance.

**Prior to rendering investment advisory services, AIP will ascertain, in conjunction with the Client, the Client’s financial situation, risk tolerance, and investment objective[s].**

AIP will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will AIP accept or maintain custody of a Client’s funds or securities. All Client assets will be managed within their designated brokerage account or pension account, pursuant to the Client Investment Advisory Agreement.

### **C. Client Account Management**

Prior to engaging AIP to provide investment advisory services, each Client is required to enter into an Investment Advisory Agreement with the Advisor that defines the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Policy Statement – AIP, in connection with the Client, may develop a statement that summarizes the Client’s investment goals and objectives along with the broad strategy[ies] to be employed to meet the objectives. An Investment Policy Statement generally includes specific information on the Client’s stated goals, time horizon for achieving the goals, investment strategies, Client risk tolerance and any restrictions imposed by the Client.
- Asset Allocation – AIP will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.

- Portfolio Construction – AIP will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – AIP will provide investment management and ongoing oversight of the Client's portfolio and overall account.

#### **D. Wrap Fee Programs**

AIP does not manage or place Client assets into a wrap fee program. Investment management services are provided directly by AIP.

#### **E. Assets Under Management**

AIP is a newly established advisor. Assets under management shall be reported following the Advisor's December 31, 2011 fiscal year end. Clients may request more current information at any time by contacting the Advisor.

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

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The following paragraphs detail the fee structure and compensation methodology for investment management. Each Client shall sign an Investment Advisory Agreement that details the responsibilities of AIP and the Client.

#### **A. Fees for Advisory Services**

##### Account Portfolio Management

Investment Advisory Fees are paid monthly in advance pursuant to the terms of the Investment Advisory Agreement. Investment Advisory Fees are based on the market value of assets under management at the end of each calendar month. Investment Advisory Fees range from 1.50% to 0.50% based on the following schedule:

Assets Under Management	Annual Rate
Up to \$250,000	1.50%
\$250,001 to \$500,000	1.25%
\$500,001 to \$1,000,000	1.00%
\$1,000,001 to \$2,500,000	0.90%
\$2,500,001 to \$5,000,000	0.75%
\$5,000,001 and Over	0.50%

Investment Advisory Fees in the first month of service are prorated to the inception date of the account to the end of the first month. Fees may be negotiable at the discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with Advisor. All securities held in accounts managed by AIP will be independently valued by the designated Custodian. AIP will not have the authority or responsibility to value portfolio securities.

#### **B. Fee Billing**

##### Account Portfolio Management

Investment Advisory Fees will be automatically deducted from the Client Account by the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client Account at the respective month end date. The amount due is calculated by applying the monthly rate (annual rate divided by 12) to the total assets under management with AIP at the end of each month. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the Investment Advisory Fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's brokerage statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting AIP to be paid directly from their accounts held by the Custodian as part of the Investment Advisory Agreement and separate account forms provided by the Custodian.

### **C. Other Fees and Expenses**

Clients may incur certain fees or charges imposed by third-parties, other than AIP, in connection with investment made on behalf of the Client's account[s]. The Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The Investment Advisory Fee charged by AIP is separate and distinct from these custodian and execution fees.

In addition, all fees paid to AIP for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of AIP, but would not receive the services provided by AIP which are designed, among other things, to assist the Client in determining which products or services are most appropriate to each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by AIP to fully understand the total fees to be paid.

### **D. Advance Payment of Fees and Termination**

#### Account Portfolio Management

AIP is compensated for its services in advance the month in which investment advisory services are rendered. Clients may request to terminate their Investment Advisory Agreement with AIP, in whole or in part, by providing advance written notice. The Client shall be responsible for Investment Advisory Fees up to and including the effective date of termination. Upon termination, the Advisor will refund any unearned, prepaid Investment Advisory Fees from the effective date of termination to the end of the month. The Client's Investment Advisory Agreement with the Advisor is non-transferable without Client's written approval.

### **E. Compensation for Sales of Securities**

AIP does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the Investment Advisory Fees noted above.

## **Item 6 – Performance-Based Fees**

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AIP may receive a Performance Fee based upon any gains obtained in the accounts of "Qualified Clients" pursuant to an Investment Advisory Agreement. Only Qualified Clients with either \$750,000 under management with the Advisor or a net worth of \$1.5 million will be charged a Performance Fee. The Performance Fee will be calculated at the close of each calendar year and deducted from Client accounts directly by the Custodian. The Performance Fee will be equal to 20% of any gains in the Client account for the year. The Advisor will receive the Performance Fee only to the extent that there are cumulative gains in the Client's account for the year.

The receipt of a Performance Fee by certain Clients results in a potential conflict of interest, where AIP has the potential for higher compensation from a Client. Caudate will charge a lower Investment Advisory Fee to all Clients that are charged a Performance Fee.

## **Item 7 – Types of Clients**

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AIP provides investment advisory services to the following types of Clients:

- Individuals, Personal Trusts and Estates – private investors, investing their personal assets
- Corporations and Businesses – taxable business entities, investing cash reserves

The relative percentage each type of Client is available on AIP's Form ADV Part 1. These percentages will change over time. AIP generally requires a minimum account size of \$1,000,000 to effectively implement its investment process.

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

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### **A. Methods of Analysis**

AIP primarily employs fundamental, technical and behavioral analysis methods in developing investment strategies for its Clients. Research and analysis from AIP is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

As noted above, AIP generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. AIP will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, AIP may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

### **B. Risk of Loss**

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. AIP will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process.

AIP may use margin in Client accounts for to manage the timing of purchases and sales, as appropriate. AIP may employ options strategies to hedge or gain additional exposure to a particular asset class or sector. AIP 's investment strategy encompasses active trading in concentrated portfolios. Following are some of the risks associated with Options, Margin, Short-Sale and other transactions:

#### Options Contracts

Investments in options contracts have the risk of losing value in a relatively short period of time. Option contracts are leveraged instruments that allow the holder of a single contract to control many shares of an underlying stock. This leverage can compound gains or losses.

#### Margin Borrowings

The use of short-term margin borrowings may result in certain additional risks to a Client. For example, if securities pledged to brokers to secure a Client's margin accounts decline in value, the Client could be subject to a "margin call", pursuant to which it must either deposit additional funds with the broker or be the subject of mandatory liquidation of the pledged securities to compensate for the decline in value.

#### Short Sales

A short sale involves the sale of a security that the Client does not own in the hope of purchasing the same security at a later date at a lower price. To make delivery to the buyer, the Client must borrow the security and is obligated to return the security to the lender, which is accomplished by a later purchase of the security. The Client realizes a profit or a loss as a result of a short sale if the price of the security decreases or increases respectively between the date of the short sale and the date on which the Client covers its short position, i.e., purchases the security to replace the borrowed security. A short sale involves the theoretically unlimited risk of an increase in the market price of the security that would result in a theoretically unlimited loss.



### Concentrated Portfolios

Concentrated portfolios are an aggressive and highly volatile approach to trading and investing and should be viewed as complementary to a stable, highly predictable investment approach. Concentrated portfolios hold fewer different stocks than a diversified portfolio and are much more likely to experience sudden dramatic price swings. In addition, the rise or drop in price of any given holding in the portfolio is likely to have a larger impact on portfolio performance, than a more broadly diversified portfolio.

### Frequent Trading

Frequent trading in securities can result in higher transaction costs in the Client's account[s]. For taxable accounts, frequent trading can also result in taxable transactions each year that would not be present in a buy-and-hold strategy. There are no guarantees that a frequent trading strategy will correctly time purchases and sales of any particular security.

**Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor. For more information on our investment management services, please contact us at (404) 816-6538 or via email at [cindy@anchorip.com](mailto:cindy@anchorip.com).**

## Item 9 – Disciplinary Information

**There are no legal, regulatory or disciplinary events involving AIP or any of its employees.** AIP and its advisory personnel value the trust you place in us. As we advise all Clients, we encourage you to perform the requisite due diligence on any advisor or service provider in which you partner. Our backgrounds are on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). To review the firm information contained in ADV Part 1, select the option for Investment Adviser Firm and enter **157889** in the field labeled "Firm IARD/CRD Number". This will provide access to Form ADV Parts 1 and 2. Item 11 of the ADV Part 1 lists legal and disciplinary questions.

You may also research the background of William J. Taylor by selecting the Investment Adviser Representative and entering Mr. Taylor's Individual CRD# **1829386** in the field labeled "Individual CRD Number".

In addition, you may also research the background of Cindy L. Taylor by selecting the Investment Adviser Representative and entering Ms. Taylor's Individual CRD# **5922031** in the field labeled "Individual CRD Number".

## Item 10 – Other Financial Activities and Affiliations

The sole business of AIP and Mr. Taylor and Ms. Taylor is to provide investment advisory services to its Clients. Neither AIP nor its advisory personnel are involved in other business endeavors. AIP does not maintain any affiliations with other firms, other than contracted service providers to assist with the servicing of its Client's accounts.

## Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

### **A. Code of Ethics**

AIP has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with AIP. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. AIP and its personnel owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of AIP associates to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that may include; general ethical principles, reporting personal securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code of Ethics, review and enforcement processes, amendments to Form ADV and supervisory procedures. AIP has written its Code of Ethics to meet and exceed regulatory standards. To request a copy of our Code of Ethics, please contact us at (404) 816-6538 or via email at [cindy@anchorip.com](mailto:cindy@anchorip.com).



## **B. Personal Trading and Conflicts of Interest**

AIP allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. As noted above, we have adopted, consistent with Section 204A of the Investment Advisers Act of 1940, a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. We have also adopted written policies and procedures to detect the misuse of material, non-public information. We may have an interest or position in certain securities, which may also be recommended to you.

**At no time, will AIP or any associated person of AIP, transact in any security to the detriment of any Client.**

## **Item 12 – Brokerage Practices**

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### **A. Recommendation of Custodian[s]**

AIP does not have discretionary authority to select the broker-dealer/custodian for custodial and execution services or the administrator for defined contribution accounts. The Client will select the broker-dealer or custodian (herein the "custodian") to safeguard Client assets and authorize AIP to direct trades to this custodian as agreed in the Investment Advisory Agreement. Further, AIP does not have the discretionary authority to negotiate commissions on behalf of our Clients on a trade-by-trade basis.

Where AIP does not exercise discretion over the selection of the custodian, it may recommend the custodian[s] to Clients for execution and/or custodial services. Clients are not obligated to use the recommended custodian and will not incur any extra fee or cost associated with using a broker not recommended by AIP. AIP may recommend a custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, and location of the custodian's offices. AIP does not receive research services, other products, or compensation as a result of recommending a particular broker that may result in the Client paying higher commissions than those obtainable through other brokers.

Following are additional details regarding the brokerage practices of the Advisor:

- 1. Soft Dollars** - Soft dollars are revenue programs offered by broker-dealers whereby an advisor enters into an agreement to place security trades with the broker in exchange for research and other services. **AIP does not participate in soft dollar programs sponsored or offered by any broker-dealer.**
- 2. Brokerage Referrals** - AIP does not receive any compensation from any third party in connection with the recommendation for establishing a brokerage account.
- 3. Directed Brokerage** - All Clients are serviced on a "directed brokerage basis", where AIP will place trades within the established account[s] at the custodian designated by the Client. Further, all Client accounts are traded within their respective brokerage account[s]. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]). In selecting the custodian, AIP will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the designated custodian.

### **B. Aggregating and Allocating Trades**

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. AIP will execute its transactions through an unaffiliated broker-dealer selected by the Client. AIP may aggregate orders in a block trade or trades when securities are purchased or sold through the same broker-dealer for multiple (discretionary) accounts. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage particular Client accounts.

## **Item 13 – Review of Accounts**

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### **A. Frequency of Reviews**

Accounts are monitored on a regular and continuous basis by Mr. Taylor, President of AIP. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client.

### **B. Causes for Reviews**

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account. The Client is encouraged to notify AIP if changes occur in his/her personal financial situation that might adversely affect his/her investment plan. Additional reviews may be triggered by material market, economic or political events.

### **C. Review Reports**

The Client will receive brokerage statements no less than quarterly from the trustee or custodian. These brokerage statements are sent directly from the custodian to the Client. The Client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity. Client brokerage statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

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

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### **A. Compensation Received by AIP**

AIP is a fee-only advisory firm, who, in all circumstances, is compensated solely by the Client. AIP does not receive commissions or other compensation from product sponsors, broker dealers or any un-related third party. AIP may refer Clients to various third-parties to provide certain financial services necessary to meet the goals of its Clients. Likewise, AIP may receive referrals of new Clients from a third-party.

### **B. Client Referrals from Solicitors**

AIP does not engage paid solicitors for Client referrals.

## **Item 15 – Custody**

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AIP does not accept or maintain custody of any Client accounts. All Clients must place their assets with a qualified custodian. Clients are required to select their own custodian to retain their funds and securities and direct AIP to utilize that custodian for the Client's security transactions. For more information about custodians and brokerage practices, see Item 12 - Brokerage Practices.

## **Item 16 – Investment Discretion**

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AIP generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by AIP. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an Investment Advisory Agreement containing all applicable limitations to such authority. All discretionary trades made by AIP will be in accordance with each Client's investment objectives and goals.

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

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AIP does not accept proxy-voting responsibility for any Client.

## **Item 18 – Financial Information**

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Neither AIP, nor its management has any adverse financial situations that would reasonably impair the ability of AIP to meet all obligations to its Clients. Neither AIP, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. AIP is not required to deliver a balance sheet along with this Brochure as the firm does not collect advance fees for services to be performed six months or more in advance.

## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**William J. Taylor**

**Effective: June 13, 2011**

This Brochure Supplement provides information about the background and qualifications of William J. Taylor (CRD# 1829386) in addition to the information contained in the Anchor Investment Partners LLC (“AIP” or the “Advisor”) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or AIP’s Disclosure Brochure, please contact us at (404) 816-6538 or by email at [cindy@anchorip.com](mailto:cindy@anchorip.com).

Additional information about William J. Taylor is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

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William J. Taylor is the President of Anchor Investment Partners LLC. Mr. Taylor, born in 1946, is the dedicated portfolio manager serving the Clients of Anchor Investment Partners LLC.

Mr. Taylor earned a Bachelor of Business Administration from Texas Christian University in 1972.

Additional information regarding Mr. Taylor's employment history is included below.

### Employment History:

President, Anchor Investment Partners LLC	4/2011 to Present
Managing Partner, TLC Media	09/2002 to 09/2010
Head Trader, Arctic Squirrel Trading	10/1999 to 09/2010

## Item 3 – Disciplinary Information

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*There are no legal, civil or disciplinary events to disclose regarding Mr. Taylor.*

Mr. Taylor has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Taylor.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and / or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Taylor.*

However, we do encourage you to independently view the background of Mr. Taylor on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter **1829386** in the field labeled "Individual CRD Number".

## Item 4 – Other Business Activities

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Mr. Taylor is a dedicated to the investment advisory activities of AIP's Clients. Mr. Taylor does not have any other business activities.

## Item 5 – Additional Compensation

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Mr. Taylor is a dedicated to the investment advisory activities of AIP's Clients. Mr. Taylor does not receive any additional forms of compensation.

## Item 6 – Supervision

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Mr. Taylor serves as the President of AIP and is supervised by Cindy Taylor, the Chief Compliance Officer. Ms. Taylor can be reached at (404) 816-6538.

AIP has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of AIP. Further, AIP is subject to regulatory oversight by various agencies. These agencies require registration by AIP and its employees. As a registered entity, AIP is subject to examinations by regulators, which may be announced or unannounced. AIP is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## **Form ADV Part 2B – Brochure Supplement**

**for**

**Cindy L. Taylor  
Managing Director**

**Effective: June 13, 2011**

This Brochure Supplement provides information about the background and qualifications of Cindy L. Taylor (CRD# 5922031) in addition to the information contained in the Anchor Investment Partners LLC ("AIP" or the "Advisor" - CRD #157889) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the AIP Disclosure Brochure or this Brochure Supplement, please contact us at (404) 816-6538 or by email at [cindy@anchorip.com](mailto:cindy@anchorip.com).

Additional information about Ms. Taylor is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



## Item 2 – Educational Background and Business Experience

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The Managing Director of AIP is Cindy L. Taylor. Ms. Taylor, born in 1961, is the Chief Compliance Officer for the Client accounts of AIP.

Ms. Taylor earned a Bachelor of Science from Northwestern University in 1983.

Additional information regarding Ms. Taylor's employment history is included below.

### Employment History:

Managing Director, Anchor Investment Partners LLC	4/2011 to Present
Publisher, Ink Publishing	09/2010 to 04/2011
Founder / President, TLC Media	09/2002 to 09/2010
Sales, San Francisco Magazine	10/1999 to 09/2002

## Item 3 – Disciplinary Information

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*There are no legal, civil or disciplinary events to disclose regarding Ms. Taylor.* Ms. Taylor has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Ms. Taylor.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and /or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Ms. Taylor.*

However, we do encourage you to independently view the background of Ms. Taylor on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select Investment Adviser Search from the left navigation menu. Then select the option for Investment Adviser Representative and enter 5922031 in the field labeled "Individual CRD Number".

## Item 4 – Other Business Activities

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Ms. Taylor is a dedicated to the investment advisory activities of AIP's Clients. Ms. Taylor does not have any other business activities.

## Item 5 – Additional Compensation

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Ms. Taylor is a dedicated to the investment advisory activities of AIP's Clients. Ms. Taylor does not receive any additional forms of compensation.

## Item 6 – Supervision

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Ms. Taylor serves as the Managing Director and Chief Compliance Officer of AIP. Ms. Taylor can be reached at (404) 816-6538.

AIP has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of AIP. Further, AIP is subject to regulatory oversight by various agencies. These agencies require registration by AIP and its employees. As a registered entity, AIP is subject to examinations by regulators, which may be announced or unannounced. AIP is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## Privacy Policy

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Effective: June 13, 2011

### Our Commitment to You

Anchor Investment Partners LLC ("AIP") is committed to safeguarding the use of your personal information that we have as your Investment Advisor. AIP (referred to as "we", "our" and "us" throughout this notice) protects the security and confidentiality of the personal information we have and make efforts to ensure that such information is used for proper business purposes in connection with the management or servicing of your account. Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything we can to maintain that trust.

We do not sell your non-public personal information to anyone. Nor does AIP provide such information to others except for discrete and proper business purposes in connection with the servicing and management of your account as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this privacy policy.

### The Information We Collect About You

You typically provide personal information when you complete the paperwork required to become our Client. This information may include your:

• Name and address	• Assets
• E-mail address	• Income
• Phone number	• Account balance
• Social security or taxpayer identification number	• Investment activity
	• Accounts at other institutions

In addition, we may collect non-public information about you from the following sources:

- Information we receive on Brokerage Agreements, Managed Account Agreements and other Subscription and Account Opening Documents;
- Information we receive in the course of establishing a customer relationship including, but not limited to, applications, forms, and questionnaires;
- Information about your transactions with us or others

### Information About You That AIP Shares

AIP works to provide products and services that benefit our customers. We may share non-public personal information with non-affiliated third parties (such as brokers and custodians) as necessary for us to provide agreed services and products to you consistent with applicable law. We may also disclose non-public personal information to other financial institutions with whom we have joint business arrangements for proper business purposes in connection with the management or servicing of your account. In addition, your non-public personal information may also be disclosed to you, persons we believe to be your authorized agent or representative, regulators in order to satisfy AIP's regulatory obligations, and is otherwise required or permitted by law. Lastly, we may disclose your non-public personal information to companies we hire to help administrate our business. Companies we hire to provide services of this kind are not allowed to use your personal information for their own purposes and are contractually obligated to maintain strict confidentiality. We limit their use of your personal information to the performance of the specific service we have requested.

**To repeat, we do not sell your non-public personal information to anyone.**

### Information About Former Clients

AIP does not disclose, and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our clients.

### Confidentiality and Security

Our employees are advised about the firm's need to respect the confidentiality of our customers' non-public personal information. Additionally, we maintain physical, procedural and electronic safeguards in an effort to

protect the information from access by unauthorized parties.

**We'll Keep You Informed**

We will send you notice of our privacy policy annually for as long as you maintain an ongoing relationship with us. Periodically we may revise our privacy policy, and will provide you with a revised policy if the changes materially alter the previous privacy policy. We will not, however, revise our privacy policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing. You may obtain a copy of our current privacy policy by contacting us at (404) 816-6538 or via email at [cindy@anchorip.com](mailto:cindy@anchorip.com).