

# Form ADV Part 2A

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*This brochure provides information about the qualifications and business practices of Canterbury Consulting Incorporated ("Canterbury"). If you have any questions about the contents of this brochure, please contact Reshma Patel at (949) 721-9580 and/or via [rpatel@canterburyconsulting.com](mailto:rpatel@canterburyconsulting.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

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

*Although Canterbury may use the term "registered investment adviser" or use the term "registered" through this Form ADV Part 2A, the use of these terms is not intended to imply a certain level of skill or training.*

## Item 2. Material Changes Since Last Update

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The U.S. Securities and Exchange Commission (“SEC”) issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

### Material Changes Since Last Update:

- Part 2/Item 6 Supervision. Poorvi Parekh was recently appointed as the new Chief Compliance Officer (CCO) of Canterbury effective January 9, 2015.

### Annual Update

The Material Changes section of this brochure will be updated annually and/or when material changes occur since the previous release of Canterbury’s Brochure. A summary of changes is necessary to inform clients of any substantive changes to Canterbury’s policies, practices or conflicts of interests so that they can determine whether to review the brochure in its entirety or to contact Canterbury with questions about the changes.

### Full Brochure Available

Clients who would like to receive a complete copy of our Firm Brochure, please contact us by telephone at (949) 721-9580 or by fax (949) 721-9973, or visit our website at [www.canterburyconsulting.com](http://www.canterburyconsulting.com).

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## Item 4. Advisory Business

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Canterbury Consulting Incorporated, (“Canterbury”) is a SEC registered investment adviser and independent consulting firm established in 1988 to provide consulting services to endowments, foundations, pension and profit sharing plans, individuals and family offices, (collectively referred to as “Clients”). Canterbury manages customized investment programs for institutional and taxable investors whereby we are the investment office for our clients. In that role, we provide objective and aligned investment strategies, asset allocation, manager selection, risk management, implementation, and measurement. Our goal is to deliver a program that exceeds the needs and expectations of our clients in terms of performance and service.

The fee range for each particular service is subject to negotiation and could vary depending upon various circumstances, including the scope of the services to be provided (the minimum fees and fee ranges for existing Clients prior to current calendar year may differ from those indicated below).

### Principal Owners

For the purpose of this section, Canterbury lists its principal owners as any person directly owning 25% or more of Canterbury as disclosed on Schedule A of Part 1A of Form ADV as of the date of the last update filing.

Canterbury’s principal owner is as follows:

D. Robinson Cluck is a direct owner and Chairman of Canterbury with more than 25% ownership.

Name: D. Robinson Cluck  
Education: Pepperdine University, Malibu, CA; M.B.A.  
University of California, Irvine, B.A.  
Background: Canterbury Consulting Incorporated, Chairman (2009-Present)  
Canterbury Consulting Incorporated, President/CEO (1990-2009)  
Flint, Krueger, Beimfohr & Cluck, Inc., Managing Director (1988-1990)  
Kidder, Peabody & Co., Inc., Vice President (1980-1988)  
Smith, Barney & Co., Inc., Account Executive (1978-1980)

D. Robinson Cluck is a primary owner, founding member and Chairman of Canterbury. Mr. Cluck was born in 1956 and graduated from University of California, Irvine, CA with a B.A. and an M.B.A. from Pepperdine University in Malibu, CA. Prior to forming Canterbury, Mr. Cluck was a founder, principal, and Vice President of the Institutional Consulting Services of Kidder Peabody, Newport Beach. From 1978 to 1979 he was with Smith Barney Harris Upham & Company. Mr. Cluck is a co-author of Asset Management for Endowments & Foundations and currently serves on the United Cerebral Palsy Foundation of Orange County and sits on the investment committee of the University of California Irvine Foundation.

Canterbury is not a publicly held company and no part of Canterbury is owned by an individual or company through any subsidiaries or “intermediate subsidiaries.”

Canterbury offers multiple service offerings to accommodate specific client needs:

### Institutional Advisory

- Portfolio Assessment- Once our consultants have a clear understanding of a client's individual needs, we begin an overall assessment of their current portfolio. We review the existing investment policy and asset allocation to see how well they support the client's objectives. We also conduct an evaluation of all existing investment managers and offer insight into the performance of the current account versus benchmarks and similar peers.
- Strategic Asset Allocation Planning- Canterbury's approach to asset allocation is strategic rather than tactical. It is designed to achieve our client's goals through long-range planning, not market timing. We

will spend a good deal of time and effort at the start of a new client relationship crafting an asset allocation policy that reflects the goals and objectives our clients are trying to achieve. Incorporating a range of styles such as active and passive, growth and value, traditional and alternatives will help to create a strategically balanced portfolio.

- Investment Policy Development- The Investment Policy Statement is the institutional memory for the purpose, objectives, and management guidelines for the fund. As the fund's business plan, it is essential to communicating expectations for investment strategies as well as for investment performance. Canterbury will assist in preparing a clearly defined Investment Policy Statement to help articulate the fund's mission, establish meaningful objectives and risk parameters, hold investment managers more accountable by providing clearly defined performance objectives, and improve portfolio performance by specifying asset allocation and portfolio rebalancing procedures.
- Spending Policy Analysis- A spending policy is a guideline developed in conjunction with the asset allocation policy for those clients who are striving to maintain the principal of their funds in perpetuity. Adhering to both the asset allocation and the spending guideline should allow an investment pool to be maintained indefinitely. The appropriate policy for an institution is heavily dependent on the foreseeable needs of the institution (inflows and outflows) in conjunction with its asset allocation plan and its long-term capital market return assumptions. The policy should be unique to the institution's objectives and Canterbury helps each client find the right formula.
- Manager/Fund Search and Evaluation (Traditional Asset Classes)- Canterbury is active in finding new managers for our clients. Our manager research process is on-going, which results in a great deal of due diligence on each manager that Canterbury recommends and is independent of a particular manager search assignment.

Once our due diligence is complete, Consultants select from an approved list of managers, those that might fit best given a client's specific asset allocation and risk/return goals. We then provide an evaluation on the firm and key personnel, their investment process, portfolio characteristics, risk-return analysis and management fees. Lastly, we offer our perspective and insight to assist clients in making final hiring decisions.

- Manager/Fund Search and Evaluation (Alternative Assets)- In the search process for traditional equity and bond managers, we want to gain knowledge of an entire universe of available managers. We narrow down that universe by reviewing performance data and executing quantitative screens. We perform qualitative due diligence on this subset to arrive at our approved list of managers. In the alternative assets space, universe data is less complete and information on managers is not uniform rendering a quantitative screen ineffective. Furthermore, because of the illiquid nature of alternative assets, the qualitative due diligence process must be much more rigorous. Our research effort for non-traditional asset classes and strategies is narrower and focuses on individual firms and portfolio manager talent. A key to successful alternative investing is finding individuals with skill and integrity and focus.

Canterbury has been researching and recommending alternative strategies since 1990. We advise on Private Equity, Venture Capital, Real Estate, Commodities, Distressed Securities, and all types of Hedge Strategies. Whether our clients are new to incorporating alternative investments into a portfolio or have a history of using alternative investments, Canterbury can build customized portfolios to meet our client's needs.

- Risk Management- We define and quantify risk at multiple levels—the portfolio level, the asset class level, and the individual manager level—and we allocate assets within the risk parameters that are appropriate for each individual client. Asset allocation modeling takes into account cross-correlations as well as volatility measures. Canterbury's research and due diligence process centers around identifying and assessing exposures and risks. Once invested, Canterbury will work with clients on a sustained basis to monitor exposures and risks within the portfolio. And, we will continually evaluate the portfolio against the macroeconomic backdrop for decisions on near term allocation tilts.
- Quantitative and Qualitative Performance Measurement- Canterbury independently calculates investment performance from each client's custodial statements. We prepare a customized performance report that is distributed to clients on a quarterly basis. In the report we analyze the total

fund's performance versus the policy index and its peers as well as individual manager returns against industry benchmarks and their peers.

- Benchmark Selection- For each client, Canterbury creates a custom policy index which is reflective of the asset mix the client and consultant have reached together. Sometimes clients have guidelines written into their investment policy that call for the fund to outperform a specific benchmark, i.e. CPI +5% or an actuarial assumption for investments. The benchmarks used are unique to each client and are decided upon only after discussion and agreement by the client, manager, and consultant.
- Client Meetings (quarterly and/or as needed)- We meet with our clients as frequently as each client requires. Generally, when we are first engaged, meetings may be monthly while we go through the asset allocation, manager structure, investment policy development, and manager search process. Once those decisions have been made and we assist our clients in implementing the decisions, meetings may become less frequent and a regular quarterly meeting schedule is arranged.
- Client Education- Canterbury seeks to educate committee members on various investment topics in order to broaden their knowledge and help them make informed decisions. On a regular basis, we provide presentations on the nature and viability of various asset classes or strategies, investment trends, and/or economic themes. Our consultants train committees on how to interpret performance returns within the context of the economic environment and how to understand manager returns via our attribution analysis.
- Custodial Search/Evaluation- Canterbury offers assistance in reviewing custodial and safekeeping arrangements and/or performing a custodian search. Canterbury's analysis includes a review of the firm's history and ownership structure as well as general assets under management and fund options. We conduct a detailed comparison study of fees: annual fees, maintenance fees and transaction fees. We also look at their cash management funds for both fees and yields.
- 401(k)/403(b) Bundled Provider Search- Canterbury offers searches for providers of bundled 401(k)/403(b) services which include plan administration, trustee, fund management, and employee education.

### **Outsourced Investment Management (OIM)**

On the OIM platform, Canterbury provides institutional clients all of the aforementioned Institutional Advisory services plus decision making authority on asset allocation and investment managers:

- Canterbury has discretion on setting the mix of managers as well as the timing and position size of the individual managers. On an ongoing basis, Canterbury will have discretion to actively manage the list of managers by engaging or terminating one or more managers as deemed necessary to fulfill the investment mandate set forth in the client's investment guidelines.
- Canterbury will make shifts in asset allocation (within the parameters of a client's Investment Policy Statement).

### **Wealth Management**

Wealth Management is defined by Canterbury as providing the above Advisory services to taxable investors considering each investor's specific investment goals, cash flow needs, tax situation, gifting and estate planning goals, and philanthropic goals

### **Legacy Advisory Program (LAP)**

The Legacy Advisory Program (LAP) is an advisory service offered to select advisory clients of Canterbury on a discretionary or non-discretionary basis. LAP advisory services may include investment consulting services not otherwise described above. Such consulting services may take the form of general investment advice and/or consulting arrangements.

Canterbury may tailor its advisory services to the specific needs and objectives of each advisory client. Clients may also impose restrictions on investing in certain securities or types of securities. Most of which is generally covered in the client's Investment Policy Statement.

Canterbury does not participate in a wrap fee program at this time.

### **Assets under Advisement**

As of December 31, 2013, the amount of client assets under advisement is calculated as follows:

|                    |                   |
|--------------------|-------------------|
| Discretionary:     | \$ 1,521,900,000  |
| Non-discretionary: | \$ 11,592,500,000 |

The amount disclosed above is rounded to the nearest \$100,000. The date of the calculation above is not more than 90 days before the date Canterbury last updated its brochure.

## **Item 5. Fees and Compensation**

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**Institutional Advisory:** Canterbury acts as the investment office for our clients providing guidance on investment program design manager selection. We also ease the administrative burden of our clients by assisting with the execution of the investment program although we do not maintain discretion for investing, hiring / firing managers, rebalancing, signing documents, or moving money.

Annual fee schedule: 20 bps on first \$50 million  
10 bps on next \$50 million  
5 bps thereafter  
\$50,000 minimum

Administrative Services (5 bps): This add-on service provides Canterbury the legal ability to facilitate account administration via standing letters of authorization (SLOA) and/or limited powers of attorney (LPOA). The exact scope and processes is documented in client agreements.

**Outsourced Investment Management (OIM):** Canterbury acts as the investment office as described under Institutional Advisory services with the additional responsibility of investing on behalf of our clients including asset allocation, hiring / firing managers, rebalancing, signing documents, and moving money. The advantage of this service is improved governance which allows for more timely and more deliberate decisions without burdening an under-qualified committee and/or an understaffed organization.

Annual fee schedule: 30 bps on first \$100 million  
10 bps thereafter  
\$75,000 minimum

**Wealth Management:** Wealth Management is defined by Canterbury as providing investment advice to taxable investors considering each investor's specific investment goals, cash flow needs, tax situation, gifting and estate planning goals, and philanthropic goals.

Annual fee schedule: 50 bps on first \$50 million  
40 bps on the next \$50 million  
10 bps thereafter  
\$75,000 minimum

**Legacy Advisory Program (LAP):** Canterbury offers this advisory service select legacy clients of Canterbury on a discretionary or non-discretionary basis.



Annual fee schedule: 15bps to 200bps

Fees charged to clients may be higher or lower than the aforementioned fees depending on the nature of any pre-existing relationship, the complexity of the accounts, or terms and conditions of any outstanding or pre-existing verbal or written agreement to which Canterbury is a party.

In addition, Canterbury may enter into an agreement with a client to perform one or more services on a project or one-time basis. In these instances a flat fee is typically negotiated. Fees for projects generally start at \$25,000 but can vary considerably depending on the nature of the services required.

Canterbury charges a minimum fee or a fee based on the amount of assets under advisement as listed above. No hourly fees are charged to clients at this time.

Payment Terms: For clients on a retainer service agreement, fees are due and payable on a quarterly basis in arrears. Clients may select fees to be billed directly or deducted from their accounts.

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

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Neither Canterbury nor any of its supervised persons accepts performance-based fees – that is, fees based on a share of capital gains on or capital appreciation of the assets of a client. Therefore, there are no conflicts of interest that Canterbury or its supervised persons may face by advising these accounts that include any incentive to favor accounts for which Canterbury or its supervised persons receive a performance-based fee.

## **Item 7. Types of Clients**

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Canterbury was founded on December 8, 1988 and is a SEC registered investment adviser firm that provides investment related consulting services to endowments, foundations, pension and profit sharing plans, individuals, and family offices, (collectively referred to as “Clients”).

The types of clients we serve include:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| — Schools and Universities           | — Defined Benefit Plans               |
| — Hospitals/Healthcare Organizations | — Defined Contribution Plans          |
| — Community Foundations              | — Charitable/Non-Profit Organizations |
| — Private Foundations                | — Cultural Institutions               |
| — Corporations                       | — Private Clients/Family Offices      |

### **Requirement for Opening Accounts (Minimum Investment Amount)**

Canterbury generally does not impose minimum account size requirements; however, we do have minimum annual fee requirements. Those minimums are dependent on the client type and service platform and are outlined in the Fees and Compensation section above.

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

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Canterbury’s analysis methods may include fundamental analysis of macroeconomic and market factors, technical analysis, and the use of cyclical analysis and monitoring of investment cycles and trends.

As with most investment products, because investment portfolios include securities, investing in securities involves risk of loss that you as our client should be prepared to bear.

Canterbury does not employ a significant investment strategy nor does it recommend any particular type of security as part of its overall consulting services.

## Item 9. Disciplinary Information

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### Disclosure Events

There are no disclosure events involving a criminal action in a domestic, foreign or military court of competent jurisdiction in which Canterbury or its management personnel are involved.

There are no disclosure events involving an administrative *proceeding* before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which Canterbury or its management personnel are involved.

There are no disclosure events involving A self-regulatory organization (SRO) proceeding in which Canterbury or its management personnel are involved.

Canterbury provides the following disclosure events involving a civil action in a domestic, foreign or military court of competent jurisdiction in which Canterbury or its management personnel are involved:

In 2002, Canterbury was named in a lawsuit initiated by a client that alleged a violation of fiduciary duty among other allegations. The lawsuit originated as a result of the client telling Canterbury that they wanted certain managers terminated with proceeds wired to a named trust account. The client claimed that Canterbury did not affect those instructions in a timely manner and therefore the client alleged certain losses to their account. In fact, Canterbury did not (and generally does not) hold the assets nor did it have the authority to hire, terminate, or move money. Canterbury does assist in transitions by explaining to clients how to instruct their managers. In this instance, Canterbury drafted an instruction letter for the client to give to their managers. It happened that circumstances worked against our client. The trustee's staff was not vigilant in getting the drafted instruction letters signed and faxed to managers appropriately; over the course of the three days it took to get all accounts liquidated, the market continued to go down (July, 2002).

Canterbury, at the time, did not have a mediation clause in our Agreement, and therefore the client made the claim through the courts. The case was settled through arbitration by our insurance company on our behalf for an amount that equaled the cost of our client's attorney's fees. There have not been any censures or reprimands.

## Item 10. Other Financial Industry Activities and Affiliations

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### Broker/Dealer Affiliation

Neither Canterbury nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer. Neither Canterbury nor any of its management persons are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

### Disclosure of Material Conflicts

Certain management persons of Canterbury may be limited partners in certain investment related limited partnerships. Therefore, a potential conflict may exist in that limited partners receive certain economic benefit from investments made in corresponding limited partnerships.

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

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### Code of Ethics

Canterbury has adopted the following Code of Ethics in accordance with SEC rule 204A-1 or similar state rules:

- **Fiduciary Responsibility-** Canterbury and its staff shall exercise the highest standard of care in protecting and promoting the interests of its clients, and will provide a written disclosure containing any conflicts of interest that may compromise their impartiality or independence. As fiduciary, Canterbury shall not accept any referral fees or compensation that is contingent upon the purchase or sale of any financial product.
- **Integrity-** All professional services shall be rendered with the highest level of integrity.
- **Objectivity-** Canterbury and its staff shall provide advice that is objective and in the best interest of the client and without conflicts of interest.
- **Competence-** Canterbury and its staff shall maintain the necessary knowledge and skills to provide our clients with competent advice and services.
- **Fairness-** All professional services shall be performed by Canterbury and its staff in a manner that is fair and reasonable to its clients.
- **Confidentiality-** Canterbury and its staff shall maintain and safeguard all confidential client information in accordance with applicable laws.
- **Diligence-** Canterbury and its staff shall ensure the accuracy and completeness of records, information, and data collected, used and managed, and will take necessary steps to correct any discrepancies.
- **Regulatory Compliance-** Canterbury and its staff shall comply fully with appropriate laws and internal regulations.

Canterbury will provide a complete copy of its Code of Ethics to any client or prospective client upon request.

### **Participation/Interest in Client Transactions**

Neither Canterbury nor any of its related persons recommend to clients, or buys or sells for client accounts, securities in which Canterbury or a related person has a material financial interest including but not limited to incidents where Canterbury or a related person, as principal, buys securities from (or sells securities to) Canterbury clients; Canterbury or a related person acts as general partner in a partnership in which Canterbury solicit client investments; or Canterbury or a related person acts as an investment adviser to an investment company that Canterbury recommends to client.

Canterbury or its related persons may invest in the same securities (or related securities, e.g., warrants, options or futures) that Canterbury or its related persons recommend to clients. Canterbury or its related persons may recommend securities to clients, or buys or sells of securities for client accounts, at or about the same time that Canterbury or any of its related persons buy or sell the same securities for a Canterbury related person's own account.

## **Item 12. Brokerage Practices**

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### **Research and Other Soft Dollar Benefits**

Canterbury does not receive any research, products, services or soft dollar benefits from investment managers or other third parties.

### **Brokerage for Client Referrals**

In selecting or recommending broker-dealers, Canterbury does not consider whether the firm or a related person receives client referrals from a broker-dealer or third party.

### **Directed Brokerage**

Canterbury does not recommend, request or require that clients direct Canterbury to execute transactions through a specified broker-dealer.

### **Item 13. Review of Accounts**

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Accounts are reviewed quarterly on an ongoing basis. Overall investment management performance, market prospects, and individual client situations are considered in the review process. Triggering factors that may affect an account review could be any material change in a client's profile. All account reviews are conducted by the designated investment consultant responsible for each account. Accounts are also periodically reviewed by the Chief Compliance Officer. All clients are encouraged to conduct an annual review of their financial objectives, account performance, as well as other relevant factors.

The nature and frequency of reports are determined by client need and the services offered. Consulting clients receive comprehensive quarterly performance reports produced by Canterbury.

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

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#### **Economic Benefit from Non-Clients**

None of the supervised persons listed above or below as part of this Brochure Supplement receive any "economic benefit" as that term is defined (e.g. *sales awards and other prizes*) from a non-client for providing advisory services.

#### **Direct/Indirect Compensation for Client Referrals**

Neither Canterbury nor any of its related persons directly or indirectly compensate any person who is not its associated person for client referrals.

### **Item 15. Custody**

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Canterbury does not maintain custody of client funds and/or securities. Therefore, clients will receive their monthly and/or quarterly account statements directly from the designated broker/dealer, bank or other qualified custodian of record and therefore should carefully review those statements for accuracy. In the event that clients also receive reports from Canterbury, it is strongly encouraged that each client compare the account statements they receive from the qualified custodian with those reports received by Canterbury.

### **Item 16. Investment Discretion**

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The firm provides services on either a non-discretionary or discretionary basis. In a non-discretionary relationship, the firm leads the investment decision-making process with the client as the final decision-maker; whereas in a discretionary relationship, the firm makes the investment decisions. For both types of relationships, the firm coordinates the construction of investment portfolios, conducts initial and ongoing investment and operational due diligence, and generally receives statements and other communications directly from investment managers.

Discretionary relationships may have the following attributes or limits. In some instances, Canterbury may hold a full power of attorney with respect to a client account, while in other instances Canterbury may hold a limited power of attorney, primarily enabling the firm to meet capital calls, transfer funds to a client's bank account, or otherwise facilitate logistics involved with a client's investments. Generally, these types of authority are documented in writing by a client before they are initially exercised. A client may impose limits different from, or in addition to, those mentioned here.

Please refer to Item 4 Advisory Business above for a more detailed description of Canterbury's service platforms.

## **Item 17. Voting Client Securities**

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Canterbury does not have the authority to vote client proxies and therefore is not required to take action or render advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which assets of the clients account(s) may be invested from time to time. Clients will receive their proxies or other solicitations directly from their custodian or a transfer agent. Clients may contact Canterbury directly at (949) 721-9580 if they have any questions regarding a particular solicitation.

## **Item 18. Financial Information**

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### **Pre-Payment of Fees**

Canterbury does not require or solicit prepayment of fees, six months or more in advance.

### **Material Impact of Discretionary Authority**

Canterbury may exercise discretionary authority over certain client funds or securities. However, Canterbury does not anticipate any financial condition that may be reasonably likely to impair its ability to meet contractual commitments to clients at this time.

### **Custody Disclosure**

Canterbury does not have custody of client funds or securities. Please see Custody section above for further details.

### **Bankruptcy Disclosure**

Canterbury has never been the subject of a bankruptcy petition.

## **Privacy Policy**

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### **Privacy Policy Notice**

Your privacy is important to us. Your personal information is kept secure. Under federal and state law, you have a right to know what information is being collected about you and how that information will be used. Canterbury collects nonpublic personal information about you from the following sources:

- Information Canterbury receives from you on applications or other forms.
- Information about your transactions with Canterbury; and
- Information that you specifically have had your other professional advisors forward to Canterbury.

Canterbury does not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted or required by law, or as directed by you.

- Under law, the information Canterbury collects is provided to companies that perform support services on our behalf as necessary to effect, administer, or process a transaction, or for maintaining and servicing your account;
- As directed by you, Canterbury will be working with your other professional advisors and Canterbury will provide information in our possession that is reasonably requested by the other advisors.

Canterbury does not give or sell information about you or your accounts to any other company, individual or group. Canterbury restricts access to nonpublic personal information about you to those employees who need to know that information to provide services to you. Canterbury maintains physical, administrative, and technical procedural safeguards to protect your nonpublic personal information. You do not need to call or do anything as a result of this notice. It is meant to inform you of how we safeguard your nonpublic personal information.

# Form ADV Part 2B: Brochure Supplement

Last Updated: January 13, 2015

## Supervised Persons:

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Debashis Chowdhury, CFA  
D. Robinson Cluck  
Kenneth P. Krueger  
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*This brochure supplement provides information about the Supervised Persons listed above that supplement the Canterbury Consulting Incorporated brochure. You should have received a copy of that brochure. Please contact Reshma Patel at (949) 721-9580 and/or via [rpatel@canterburyconsulting.com](mailto:rpatel@canterburyconsulting.com) if you did not receive the Canterbury Consulting Incorporated brochure or if you have any questions about the contents of this supplement. The information in this supplement has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

Additional information about Canterbury also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or its own website at [www.canterburyconsulting.com](http://www.canterburyconsulting.com).

## Item 2. Educational Background and Experience

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### Minimum Standards

Canterbury requires certain licensing standards as well as a certain level of business experience for giving investment advice to clients. For example, all advisors must be professionals with relevant industry experience in order to adequately demonstrate a certain level of expertise in securities management and analysis. Canterbury requires that all investment adviser representatives maintain the minimum licensing qualifications in accordance with all federal, state, and self-regulatory organization (SRO) rules and regulations.

### List of Supervised Persons

Name: Adele H. Berwanger  
Birth Date: 1940  
Education: University of California, Berkeley, B.A.  
University of Southern California, M.B.A.  
Background: Canterbury Consulting Incorporated, Managing Director (1991-Present)  
Wurts Johnson & Co., Vice President (1990-1991)  
Funds Decisions Services, Owner (1987-1990)  
Crocker National Bank, Need; Business Trust Services Div.; First Vice President & Manager (1979-1986)

Name: Debashis Chowdhury, CFA  
Birth Date: 1976  
Education: University of Minnesota, B.S.  
Background: Canterbury Consulting Incorporated, Managing Director (2002-Present)  
American Express Financial Advisors (1998-2001)  
Designations: Chartered Financial Analyst (CFA) (2007)

Name: D. Robinson Cluck  
Birth Date: 1956  
Education: Pepperdine University, Malibu, CA; M.B.A.  
University of California, Irvine, B.A.  
Background: Canterbury Consulting Incorporated, Chairman (2009-Present)  
Canterbury Consulting Incorporated, President/CEO (1990-2009)  
Flint, Krueger, Beimfohr & Cluck, Inc., Managing Director (1988-1990)  
Kidder, Peabody & Co., Inc., Vice President (1980-1988)  
Smith, Barney & Co., Inc., Account Executive (1978-1980)

Name: Kenneth P. Krueger  
Birth Date: 1943  
Education: University of Wisconsin, BBA  
Background: Canterbury Consulting Incorporated, Managing Director (1992-Present)  
Canterbury Consulting Incorporated, Treasurer/CFO (1990- 1991)  
Flint, Krueger, Beimfohr & Cluck, Inc., Treasurer (1988-1990)  
Kidder, Peabody & Co., Inc., Vice President (1981-1988)

Name: Michael S. Laven, CFA  
Birth Date: 1962  
Education: Princeton University, B.A.  
Background: Canterbury Consulting Incorporated, CEO (2013- Present)  
Canterbury Consulting Incorporated, Managing Director (1995- Present)  
Cigna Corp., Assistant Vice President (1986-1995)  
Designations: Chartered Financial Analyst (CFA) (2002)

Name: Jason E. Levey, CAIA



Birth Date: 1982  
Education: California State University Fullerton, Finance (2004)  
Background: Canterbury Consulting, Vice President (2005 – Present)  
Morgan Stanley, Financial Advisor (2004-2005)  
Designations: Chartered Alternative Investment Analyst (CAIA) (2007)

Name: Jerry Dale Montgomery, CAIA  
Birth Date: 1966  
Education: Stanford University, B.A.  
Background: Canterbury Consulting Incorporated; Managing Director (1999-Present)  
E-Compass Financial & Insurance Resources; President (1998-2002)  
KFM Financial & Insurance Services, Corp., Associate (1992-1997)  
IDS Financial & Insurance Services, Corp., Financial Planner (1988-1992)  
Canterbury Consulting Incorporated, Registered Representative (1992-Pres.)  
Mutual Service Corporation, Registered Representative (1992-2001)  
Designations: Chartered Alternative Investment Analyst (CAIA) (2008)

Name: Poorvi Parekh  
Birth Date: 1963  
Education: Shenandoah University, M.B.A.  
University of Hong Kong, B.A. in Economics  
Background: Canterbury Consulting Incorporated, Chief Compliance Officer (CCO) (01/2015-Present)  
Canterbury Consulting Incorporated, Director of Outsourced Investments (2013-Present)  
Canterbury Consulting Incorporated, President & CEO (2009-2013)  
Canterbury Consulting Incorporated, Director of Manager Research (2001-2009)

Name: Sean Touhey, CAIA  
Birth Date: 1978  
Education: Eastern Michigan University, B.B.A.  
Background: Canterbury Consulting Incorporated, Vice President (2006-present)  
Mercer Investment Consulting, Analyst (2004-2006)  
The Rockwater Group, Analyst (2003-2004)  
Designations: Chartered Alternative Investment Analyst (CAIA) 2008

Name: Nolan C. Wood, CFA  
Birth Date: 1975  
Education: University of New Mexico, Economics (1997)  
Background: Canterbury Consulting, Vice President (2005 – Present)  
Nicholas Applegate, Investment Officer (2000-2005)  
Janus Distributors, Inc., Investor Service Representative (1998-1999)  
Designations: Chartered Financial Analyst (CFA) (2011)

### Use of Professional Designations

**Chartered Financial Analyst (CFA).** The Chartered Financial Analyst (CFA) designation is a mark of distinction that is globally recognized by employers, investment professionals, and investors.

Since it was first introduced in 1963, the Chartered Financial Analyst® designation, or CFA charter, has become one of the most respected and recognized investment credential in the world. To earn the CFA charter one must have four years of qualified investment work experience; become a member of CFA Institute (the global association of investment professionals that administers the CFA charter), pledge to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct on an annual basis; apply for membership to a local CFA member society; and complete the CFA Program.

The CFA Program is a globally recognized, graduate level curriculum that provides a strong foundation of the real-world investment analysis and portfolio management skills and practical knowledge needed in today's investment industry. It also emphasizes the highest ethical and professional standards. The

Program is organized into three levels, each culminating in a six-hour exam. CFA Program candidates report dedicating in excess of 300 hours of study per level. Completing the entire Program is a significant challenge that takes most candidates between two and five years. For more information please visit [www.cfainstitutue.org](http://www.cfainstitutue.org).

**Chartered Alternative Investment Analyst (CAIA).** The CAIA designation is the standard for professionals within this specialist area of investments, demonstrating an individual's abilities within and understanding of alternative investment vehicles. The Chartered Alternative Investment Analyst program provides a broad-based curriculum in alternative investments. The program covers the main areas of hedge funds, private equity, commodities, real estate and managed futures. The CAIA program is organized into two levels, with Level I using investment analytics to examine the fundamentals of each alternative asset class. Level II applies these analytics within an asset allocation and decision-making framework. Both incorporate segments on ethics and professional conduct - essential components of the CAIA program. For more information please visit [www.aima.org](http://www.aima.org).

### **Item 3. Disciplinary Information**

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#### **Criminal Action**

There are no disclosure events involving a criminal action in a domestic, foreign or military court of competent jurisdiction in which Canterbury or its personnel are involved.

#### **Administrative Proceeding (SEC/Federal/State)**

There are no disclosure events involving an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which Canterbury or its personnel are involved.

#### **Administrative Proceeding (SRO)**

There are no disclosure events involving a self-regulatory organization (SRO) proceeding in which Canterbury or its personnel are involved.

#### **Civil Action**

Canterbury constantly strives to meet its obligations of providing clients with convenient access to information necessary to assess the individuals they are relying on for investment advice while also reducing duplication of disclosure requirements. As such, both Adele H. Berwanger and Debashis Chowdhury have a disciplinary event as previously disclosed in Item 9 of Form ADV Part 2A. For clients who receive this supplement electronically, and who wish to obtain more detailed information about disclosure events involving any supervised person under the firm may access the Financial Industry Regulatory Authority's (FINRA) BrokerCheck system ([www.finra.org/brokercheck](http://www.finra.org/brokercheck)) as well as the Investment Adviser Public Disclosure (IAPD) system ([www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)).

There is no other proceeding in which a professional attainment, designation, or license of any of the supervised persons as part of this Brochure Supplement was revoked or suspended because of a violation of rules relating to professional conduct, nor were there any incidents where any of the supervised persons as part of this Brochure Supplement resigned (or otherwise relinquished his attainment, designation, or license) in anticipation of such a proceeding.

### **Item 4. Other Business Activities**

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None of Canterbury's supervised person(s) listed above are registered, or have an application pending to register, as a broker/dealer or registered representative, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA.

## **Item 5. Additional Compensation**

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None of the supervised persons listed above as part of this Brochure Supplement receive any economic benefit (e.g. sales awards or other prizes) as that term is defined, for providing advisory services.

## **Item 6. Supervision**

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Poorvi Parekh is the designated supervisor and Chief Compliance Officer (CCO) for Canterbury and is responsible for providing supervisory oversight regarding Canterbury's advisory business. Poorvi Parekh's contact information is (949) 718-2224. Supervision is performed on a regular and continuous basis where Canterbury's advisory activity is reviewed and monitored by Poorvi Parekh.