

## Fiduciary

(N) In law, a person in a position of authority whom the law obligates to act solely on behalf of the party he/she represents in good faith.

## Mission

To help Clients and their families plan, implement, and successfully manage every phase of pre and post retirement life.

## About Us

Caitlin John, LLC is a private wealth management firm based in Brighton, Michigan. As a Registered Investment Advisory Firm, we work with both individual and institutional investors. Our holistic wealth management services enable Clients to enjoy the many benefits of our decades of experience, white glove service, industry leading solutions, and fiduciary obligation. At Caitlin John, each relationship begins with an understanding of your unique circumstances today and vision for the future. Building upon this foundation of mutual understanding, you and your Advisor can begin to map the path towards your successful retirement.

Caitlin John Private Wealth Management provides each of our Clients our best thinking for them utilizing transparent premier solutions. As fiduciaries, we are bound to always act exclusively in your best interests and this commitment permeates everything we do.

Your Caitlin John Advisor will work with you, as both architect and engineer, to design your holistic wealth solutions to confidently address specific objectives spanning investments, cash-flow, planning, preservation, tax efficiency, and advanced wealth transfer.



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Brochure Updated On  
September 11, 2017



This brochure provides information about the qualifications and business practices of Caitlin John, LLC also referred to as “Caitlin John Private Wealth Management”, “Caitlin John”, “CJ”, or “Firm”. If you have any questions about the contents of this brochure, please contact us at 1-810-355-1325 or by email to [info@cjadvisor.com](mailto:info@cjadvisor.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. Using the term “Registered Investment Advisor” does not imply a certain level of skill or training.

Additional information about Caitlin John, LLC also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our Firm’s CRD number is 154494.

**Item 2 - Material Changes**

This Firm Brochure, dated August 31, 2017, is our disclosure document prepared according to the SEC’s requirements and rules.

In this brochure release, the Firm’s registration status has change from a State Registered Investment Firm to the US Securities and Exchange Commission (SEC) Registered Firm as of June 26, 2017. Additionally, the relationships to other financial firms has been updated in Item 10c.

Consistent with the rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

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**Item 4 - Advisory Business**

**A. Advisory Firm**

With currently over 33 years of financial services experience, Ronald J. Briggs Jr. FIC, CRPC launched Caitlin John, LLC, also referred to as “Caitlin John Private Wealth Management”, “Caitlin John”, or “CJ”, and was approved as a Registered Investment Advisory Firm with the State of Michigan on January 01, 2011 and is registered with the United States Securities and Exchange Commission (SEC) as of June 26, 2017.

Ronald J. Briggs Jr. is Caitlin John’s Principal and controls 100% of this company.

**B. Advisory Services**

The owner, Ronald J. Briggs Jr., created Caitlin John Private Wealth Management to offer personalized advisory services that may utilize investment management, financial planning, and insurance products to deliver services in accordance with its fiduciary obligation to each Client based on their needs, goals, objectives and risk tolerances. Clients will interface with individuals associated with CJ to provide its investment advisory services. These individuals are appropriately licensed, qualified, and authorized to provide advisory services on behalf of CJ. Such

individuals are known as Investment Adviser Representatives, also referred to as an “IAR” or “Advisor”.

CJ provides two primary financial advisory services: 1) investment management services, and 2) financial planning and consulting services. CJ manages Client’s personal investment assets, both non-IRA and IRA plans, 401K, 403B plans, pension and profit sharing plans, trusts and estates. CJ may also manage investment assets held by charitable organizations, corporations and other business entities as Clients.

**NOTE:** In order to communicate effectively with the Client, the Client’s Advisor will verify, in writing, if the Client(s) have access to email or the internet for all correspondences. If a Client discloses that they do not have access to an email or the internet, all correspondences will be mailed.

### **C. Individual Services**

CJ is able to provide individual Clients tailored holistic financial planning and investment management services.

#### **Investment Management Services**

Before investing, CJ Advisors will establish with each Client an understanding of their investment goals, risk tolerance, and any other pertinent factors by having the Client complete an Asset Allocation Questionnaire (AAQ), Investment Policy Statement (IPS), and Investment Advisory Agreement (IAA). CJ may also utilize risk analysis and financial planning software to assist in determining a Client’s risk tolerance, investment goals, and objectives. CJ Clients may impose reasonable restrictions on the management of their account, including the designation of specific securities or a specific category of securities that should not be purchased for the account or that should be sold if held in the account, and may reasonably modify such restrictions from time to time. The Client’s may choose to establish their accounts, implementing these restrictions, on individual securities, categories, or sectors. CJ reserves the right to decline to accept an account if it determines, in its sole discretion, that the restrictions imposed by the Client are not reasonable. The Client understands and acknowledges that any restrictions placed on the management of their account imposed by the Client, including restrictions in a category or categories of securities due to social screening or other restrictions, may cause account performance to deviate from the performance of the Client’s chosen core portfolio. The Client, at any time, can accept or decline any investment recommendations from their Advisor. Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity, and suitability.

CJ manages these advisory accounts on a discretionary basis. Account supervision is guided by the client's stated goals, objectives, and risk tolerance.

Once the client's portfolio has been established, the Advisor will review the portfolio annually, at a minimum, with their Client. Clients are **not** restricted on the number of times they can meet with their Advisor. If the Client chooses to meet with their Advisor prior to or during an annual review of their account, a rebalance of the Client’s portfolio can be recommended based on the client's individual needs.

CJ offers seminars on general investment strategies, retirement planning principles, and/or to highlight particular services such as financial planning or investment management. These seminars are given to assist in educating the general public and to foster greater financial literacy. Seminars are open to any type of Client and attendance is free of charge. The materials, if any, provided during such seminars and educational services are intended to be exclusively educational in nature and to provide seminar participants with information regarding certain investment-related and retirement planning topics. The information contained in the seminar materials is not intended as specific individual investment advice and does not purport to meet the investment objectives or needs of specific individuals or accounts.

An individual who attends a seminar will be considered CJ’s Client for the purpose of seminar participation; however, such classification shall be limited to the duration of the seminar. Such seminar attendees do not continue to be CJ’s Client following completion of the seminar unless CJ subsequently provides formalized investment advisory services to the attendees.

#### **Financial Planning and Consulting Services**

CJ is able to provide Clients financial plans to efficiently quantify Clients’ long term financial needs and objectives.

For each Client, the financial planning process begins with defining the Client’s current overall financial circumstance and their long-term financial goals, objectives, and needs. Once this understanding has been established between CJ’s Advisor and their Client, CJ’s Advisor will design and propose a custom financial plan using eMoney™ financial planning software for their Client.

The Advisor will explain to each Client their position, research, and recommendations within each proposal to maximize the value and understanding of CJ’s proposed services. CJ Advisors will also work with Clients’ other accredited financial professionals where applicable and desired by the Client to further maximize the value of each financial plan.

Each Plan will be based on the information the Client supplies, along with the complexity and number of planning modules needed to generate a thorough financial plan for the Client. The Advisor’s initial information gathering process may include but not limited to the following planning module items:

- Asset Allocation Review
- Asset Allocation Recommendations (i.e. Investment advice)
- Benefits Planning
- Budgeting
- Cash Management
- Cash Flow Analysis
- College Savings Planning
- Estate Planning
- Funding Plans, Liquidity, and Major Expense Assistance
- General Financial Planning
- Insurance Review
- Legacy Planning
- Long-Term Care Review
- Miscellaneous Services
- Retirement Planning
- Risk Management and Insurance Analysis
- Tax-Efficiency Evaluation
- Tax Planning

In some cases, CJ may refer the Client to other vetted independent professionals, such as attorneys or accountants for their non-conflicted expertise. CJ will work and communicate with such independent professionals, only with the Client's specific written authorization.

A conflict of interest exists between the interests of the CJ and the interests of the Client because CJ receives compensation for financial plans. The Client is under no obligation to act upon the Advisor's recommendations. If the Client chooses to act on any of the recommendations, the Client is under no obligation to affect any transactions through CJ. It is ultimately the responsibility of the Client to implement the components of each Financial Plan. CJ Advisors will only recommend financial planning services in accordance with their fiduciary obligation to Clients.

**The Client is under no obligation to initiate the Ongoing Financial Planning and Consulting Services once the initial Financial Planning and Consulting Services have been completed.**

Once the Client's initial Financial Planning and Consulting Services has been completed, the Client may choose Caitlin John's Ongoing Financial Planning Services for further assistance. The Ongoing Financial Plan and dynamic access, where applicable, for the Client will be delivered within thirty (30) days of signing the Ongoing Financial Planning and Consulting Services Agreement.

The Client may terminate the Ongoing Financial Planning and Consulting Services Agreement for a full refund within five (5) business days of signing the Ongoing Financial Planning and Consulting Services Agreement. A pro rata refund is available at any time before delivery of the financial plan with payment due only for work completed prior to termination. After delivery of the initial financial plan and access to the Client portal, the Client may terminate their

subscription at any time. If the Client terminates their subscription, such termination will become effective at the end of the current monthly billing period along with their portal access to their financial plan.

#### ***D. Investment Account Management***

CJ makes available and suggests a variety of investment management services to best meet Clients' diverse specific investment needs. Each Client may utilize tailored portfolios spanning various strategies including Wrapped Separately Managed Accounts (SMA) and an Unwrapped Fee Program (also referred to as "Advisor Managed Portfolios") to best match their goals and risk tolerance.

#### ***Separately Managed Accounts***

Separately Managed Accounts are made available to Clients within the Wrap Fee Program to provide Clients access to dynamic strategies offered by Third-Party Portfolio Managers. Each SMA has a unique investment strategy and will be considered for investment on a per Client basis based on specific individual factors. CJ has the ability to access additional SMAs, as appropriate, to best meet Clients' needs.

#### ***CJ Wrap Fee Program***

CJ receives a portion of the fees charged from the Wrap Fee Program. CJ charges a single transparent fee for investment management, custodial services, financial advisory services, and Third-Party Money Management. Fees are paid from the CJ Wrap Fee Program to each Third-Party Portfolio Manager for sub-advisory services provided to the Client. These fees vary from firm to firm, based on factors such as strategy type, complexity, trading frequency, and total assets managed by each Third-Party Portfolio Manager acting as sub-advisors for CJ Clients. If these services were rendered separately, the Client may be able to secure a lower total cost or higher total cost, depending on the sub-advisory services being used. CJ believes the nature of our Wrap Fee Program is consistent with the Fiduciary obligation owed to each Client. This is because CJ Advisors are able to select from the suite of various Third-Party Portfolio Managers made available on the custodial platforms utilized by the Firm without such decisions adversely affecting the Clients' total wealth management costs. In addition, CJ is incentivized to control investment management expense to within the pricing of our Wrap Fee Program.

All Third-Party Portfolio Managers that the Firm recommends to its clients must either be registered as investment advisors with the Securities and Exchange Commission or with the appropriate state authority(ies).

#### ***Unwrapped Fee Program – Advisor Managed***

CJ Clients may authorize their Advisor to manage all or a portion of their investment portfolio using an Unwrapped Fee Program, also referred to as "Advisor Managed Portfolios". In this program, the Client's portfolio is managed solely by the Advisor and normally does not involve any other Third-Party Portfolio Managers but may



blend individual securities along with models managed by Third Party Portfolio Managers. Each Client's Advisor may utilize 1, 2, 3 times leveraged and sector based exchange-traded funds (ETFs), common stock, preferred stock, convertible stocks, mutual funds, warrants, rights, corporate bonds, municipal bonds, government bonds, notes, options, or bills when authorized and in accordance with each Client's risk tolerance, goals and objectives.

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

As of September 11, 2017, the total amount of assets under management is approximately \$111,200,000. All assets managed will be on a discretionary or non-discretionary basis. Currently, there is approximately \$111,200,000 in discretionary assets under management and \$0.00 in non-discretionary assets under management.

## **Item 5 - Fees and Compensation**

### **A&B. Advisory Services Compensation & Fee Deduction**

Acting as the Client's agent, the quarterly CJ Management Fee is calculated based on the formulas detailed herein and agreed upon in each Client's Investment Advisory Agreement.

CJ has two (2) fee schedules. The schedule for the wrapped accounts using Third-Party Portfolio Managers are shown in "Table 1 - Wrap Fee Program". The other schedule is for the unwrapped Advisor managed portfolios which are shown in "Table 2 - Unwrapped Fee Program". The Client and their Advisor may select either method of management or based on the Client's various account types, may choose a combination of both.

CJ's Management Fees are calculated as a per annum fee equal to the following applicable percentages of the Client's assets under management, which shall be billed in advance for the quarter are based on the ending account balance as of the last business day of the prior quarter month. For Clients electing TD Ameritrade Institutional Institutional as their custodian, the management fees are calculated by the CJ accounting team. For Clients electing Folio Institutional, A division of FOLIO<sup>SM</sup> Investments, Inc., as their custodian, the management fees are calculated by Folio Institutional's billing team. Such billing shall occur within 15 days of the quarter beginning either by direct payment by the Custodian from the Client's Custodial Account or from another personal account of the Client paid to CJ.

CJ Advisors reserve the right to negotiate fees with Clients based on the complexity of the Clients' needs and level of service required.

Clients have the option to have the advisory fee deducted directly from their assets being managed or billed to them and paid from another source per the fee schedule listed in the Wrap and/or the Unwrapped Fee Program.

Clients of CJ located in the state of Wisconsin shall receive a quarterly invoice from CJ ten (10) business days prior to any fees being debited from their account. This pre-billing notification specifies the Client's assets under management, annual fee level, the formula used to calculate fees, the dollar amount to be debited.

Comparable services vary, and lower fees for comparable services may be available from other sources. In order to comply with the California Code of Regulations (CCR Section 260.238(J)), we are disclosing that lower fees for comparable services may be available from other sources.

If a Client wishes to dispute a fee amount, the formula used for calculation, or any other issues relating to the CJ quarterly billing, the Client may do so by contacting their Advisor, call 1-877-238-1680 and ask for Client Relations Manager, or email your dispute to [info@cjadvisor.com](mailto:info@cjadvisor.com). Once the dispute has been confirmed, a manual correction will be made accordingly to the Client's account.

### **Wrap Fee Program**

CJ acts as sponsor and Advisor for the CJ Wrap Fee Program.

Folio Institutional, TD Ameritrade Institutional, and Kingdom Trust are the only custodians utilized for Clients in the Wrap Fee Program. Kingdom Trust is only used when assets can not be held in Folio Institutional or TD Ameritrade Institutional. The types of assets that utilize Kingdom Trust would be unregistered REITs, individual bonds, self-directed IRA(s), etc.

CJ reserves the right to negotiated fees to Clients. Clients may also choose to have their portfolio blended between a wrapped and unwrapped fee structure based upon their goals, objectives, and risk tolerance. They may choose to blend specific models, individual holdings, and third-party money manager making up their total portfolio. This program may cost the Client more or less than purchasing securities or advisory services separately. The factors that bear upon the relative cost of the program may include some or all of the following:

- Trading activity on behalf of the Clients account
- Window trading fees
- Record keeping services
- Administrative services
- Advisory and financial plan services
- Proprietary portfolio management services
- Custodial fees

Comparable services vary, and lower fees for comparable services may be available from other sources. CJ is compensated from the fees paid through the Wrap Fee Program. CJs compensation is the remainder of the fees paid after all included costs and expenses are paid for. Portfolio Managers of sub accounts within the Wrap Fee Program are

compensated between 40-100 basis points for providing portfolio management services. Folio custodial fees are inclusive of window trading fees, record keeping, and administrative services. Clients wishing to place a non-window individual securities trade will have a separate cost. These additional costs are referred to as “Step Out Fees”. Please see the “**Step Out Fees**” section on this page for further cost details.

Wrap fees withdrawn from the Client’s account by Folio Intuitional will be calculated by the Folio Institutional’s Billing Department. Wrap fees withdrawn from the Client’s account by TD Ameritrade Institutional will be calculated by CJ’s accounting department.

Please reference “**Table 1. Wrapped Fee Program**” below to calculate the quarterly fee.

Table 1. Wrap Fee Program	
Managed Assets	Percentage of Assets
Assets under \$250,000.99	2.48%
Assets between \$250,001 - \$500,000.99	2.38%
Assets between \$500,001 - \$750,000.99	2.28%
Assets between \$750,001 - \$1,000,000.99	2.18%
Assets between \$1,000,001 - \$1,500,000.99	2.08%
Assets between \$1,500,001 - \$2,000,000.99	1.98%
Assets between \$2,000,001 - \$3,000,000.99	1.88%
\$3,000,001.00 and above	1.78%

The Wrap Fee Program will be calculated as follows:

The total amount of assets per Client account at end of calendar quarter x annual percentage of assets charged to Client ÷ 4 quarters = quarterly amount deducted from Client’s account.

For example, assume the ending total amount of a Client’s account in a calendar quarter was \$100,000 which puts the Client in the 2.48% managed asset range. In this case, the amount of the deducted quarterly Client fee would be \$620.00. Calculation:  $\$100,000 \times 2.48\% = \$2,480.00 \div 4 \text{ quarters} = \$620.00$ .

The Advisor recommending the Wrap Fee Program to the Client receives compensation as a result of the Clients’ participation in the program. The portion of the compensation may be more than what the person would

receive if the Client participated in other programs or paid separately for other advice or services, therefore the person may have a financial incentive to recommend the Wrap Fee Program over other programs or services.

The minimum amount required to open an account is \$250,000 for asset management services. However, in its sole discretion, the CJ Advisor may waive or lower this minimum. Advisors that elect to lower the required minimum amount to open an account for a Client will specify that a minimum quarterly fee of \$75.00 will take precedence over the Caitlin John, LLC Management Fee, should the result be a greater dollar amount than that provided for in Table 1. Further explanation:

For example, assume the ending total amount of a Client’s account in a calendar quarter was \$10,000 which puts the Client in the 2.48% managed asset range. In this case, the amount of the deducted quarterly Client fee would be \$75.00. Calculation:  $\$10,000 \times 2.48\% = \$248.00 \div 4 \text{ quarters} = \$62.00$ . Since \$62.00 is less than the minimum quarterly fee of \$75.00, \$75.00 will be assessed to meet the minimum custodial quarterly charge of \$50.00 and CJ management fee of \$25.00/quarter.

**Step out fees**

Clients participating in the Wrap Fee Program may also incur additional charges, where applicable, such as Annual IRA fee and ETF internal expense fees. Additionally, clients may purchase individual securities outside of the Wrap fee program. The client will incur a \$3.95 charge for the purchase and \$3.95 for the sale of each individual securities the Client chooses to hold outside of Third-Party managed models and allocations. CJ and its Advisors receives no compensation from these charges/fees stated above.

**Unwrapped Fee Program**

CJ offers an Unwrapped Fee Program considered to be Advisor managed and customarily do not use Third-Party Money Managers. Instead, the CJ Advisor manages a portfolio of individual stocks, ETFs, or mutual funds themselves on behalf of their Clients. There are some instances where a low cost Third-Party Money Manager or SMA may be recommended by the Advisor as part of the overall Client’s portfolio.

CJ reserves the right to negotiated fees to Clients. Clients may also choose to have their portfolio blended between a wrapped and unwrapped fee structure based upon their goals, objectives, and risk tolerance. They may choose to blend specific models, individual holdings, and third-party money managers which will make up their total portfolio. This program may cost the Client more or less than purchasing securities or advisory services separately.

Please reference “**Table 2. Unwrapped Fee Program**” below to calculate the quarterly fee.

<b>Table 2. Unwrapped Fee Program</b>	
<b>Managed Assets</b>	<b>Percentage of Assets</b>
<b>Assets Under \$2,500,000.99</b>	<b>1.5%</b>
<b>Assets Between \$2,500,001 - \$5,000,000.99</b>	<b>1.25%</b>
<b>Assets Over \$5,000,001</b>	<b>1.00%</b>

The Unwrapped Fee Program (referred to as “Advisor Managed Portfolios”) will be calculated as follows:

The total amount of assets per Client account at end of calendar quarter x annual percentage of assets charged to Client ÷ 4 quarters = quarterly amount deducted from Client’s account.

For example, assume the ending total amount of a Client’s account in a calendar quarter was \$1,000,000 which puts the Client in the 1.5% managed asset range. In this case, the amount of the deducted quarterly Client fee would be \$3,750.00.  $(\$1,000,000 \times 1.50\%) = \$15,000.00 \div 4 \text{ quarters} = \$3,750.00$ .

Clients participating in the Unwrapped Fee Program may also incur additional charges such as SRO/SEC fees, trading fees, custodial fees, IRA fees, transactional fees, ETF, and mutual fund expenses for underlying holdings. CJ is not compensated in any way by these additional fees described above. These fees are incidental to rendered Advisory services provided by your CJ Advisor.

### **C. Other Types of Fees/Expenses**

When a Client wishes to engage a CJ Advisor for financial planning services, the Client will compensate CJ based upon an agreed fee schedule that is on an hourly fee, fixed fee, or ongoing financial planning fee. The fee structure is decided by the Client and is finalized by signing the “Financial Planning and Consulting Services Agreement” or the “Ongoing Financial Planning and Consulting Services Agreement”.

#### **a) Fixed Fee**

Financial Planning Services are offered based on a negotiable fixed fee ranging between \$750 and \$5,000 based on complexity and unique needs for each client. The complete financial plan consists of the number of modules chosen by the client. A detailed example of modules can be found listed under “**4.C. Individual Services** sub-group **Financial Planning and Consulting Services**”. If the clients choose 10 modules at \$250 each, the price to complete the plan would be \$2,500. As a rule of thumb, each planning module

ranges in the cost of \$250 and \$500. Total cost for the financial plan is not solely based on the client’s total asset under management and is only used as a consideration to determine the complexity of module choices. The Advisor will also take into consideration the number of meetings required to complete the plan, along with the client’s request for a number of face to face meetings per year with the Advisor (Unlimited phone calls are always welcomed). An additional consideration for the cost of the plan is due to the robust capability of the software which can include all outside investment assets, banking, insurance, and annuities along with a private document vault tailored for each client. All of this can all be incorporated into the software’s algorithm along with Advisor oversight of the client’s total financial plan once completed.

Once the financial planning and consulting services agreement have been reviewed and signed by the client, payments are received in two installments: one-half at the commencement of the planning process with the balance of the final payment due upon delivery of the completed plan. The Client may terminate the Financial Planning and Consulting Services Agreement for a full refund within five (5) business days of signing the agreement. A pro rata refund is available at any time before delivery of the financial plan with payment due only for work completed prior to termination. Financial plans will be completed and delivered within thirty (30) days of signing the agreement.

#### **b) Hourly Fee**

Financial Planning Services are offered based on a maximum hourly fee of \$225 per hour, the number of hours estimated will be based on complexity and unique Client needs. For Clients engaging financial planning services on an hourly basis, the initial payment will provide for half of the estimated hours required to complete the plan. The final payment will reflect the total amount of hours worked, less the initial payment. The Client may terminate the Financial Planning and Consulting Services Agreement for a full refund within five (5) business days of signing the agreement. A pro rata refund is available at any time before delivery of the financial plan with payment due only for work completed prior to termination. Financial plans will be completed and delivered within thirty (30) days of signing the agreement.

#### **Ongoing Financial Planning and Consulting Services**

Once the financial plan is completed, the Client may choose to open and maintain a dynamic real-time encrypted port hole to access their financial plan using the eMoney™ software program. This is considered to be part of our ongoing financial planning software service that is offered to Clients that complete a financial plan with CJ. The Ongoing Financial Planning and Consulting Services Agreement is based on the complexity, level of service, unlimited changes/updates, Client specific factors and general ongoing financial planning support/consultation by their Advisor. Clients will be invoiced on the first business day of each



month to maintain this ongoing financial planning service. As a rule of thumb, lower cost plans i.e. \$750 (see fixed fee plan above) will pay \$40/month and it ranges up to a maximum of \$210/month for higher cost plans.

CJ will not charge any account opening fee, set-up, or closing fee.

#### **D. Advanced Fee Payment & Refund Structure**

CJ's Management Fees are calculated as a per annum fee equal to the following applicable percentages of the Client's assets under management, calculated the last day of each quarter. CJ shall bill quarterly in advance for the new quarter based on the prior quarter's ending account balance on last day of the quarter. After a notification has been sent to the Client, billing shall occur within 15 days of the quarter beginning by direct debit by the Custodian from the Client's Custodial Account to CJ in accordance with the **payment protocols for each Custodian** described below?. Clients also have the option to have the advisory fees deducted from their assets being managed or billed to them and paid from another source per the fee schedule listed in the Wrap and/or the Unwrapped Fee Program.

The Investment Advisory Agreement between CJ and the Client may be modified upon such terms as may be mutually agreed upon in writing. The Investment Advisory Agreement is terminable within five (5) business days, without penalty, from the date of acceptance. Either party may terminate the Investment Advisory Agreement by written notice to the other, and any such termination will be effective five (5) business days after receipt of such written notice. CJ will notify the applicable Custodian about the termination.

Once a Client account has been transferred (closed), the Client will be contacted by CJ to facilitate a pro rata fee refund. CJ will refund the pro rata fees to the Client's custodial account to be swept to Client's chosen financial institution. The pro-rata refund amount owed to Clients will be calculated as follows:

Fees paid to CJ during the current calendar quarter divided(÷) by the number of days in the current quarter multiplied(x) by the number of days remaining until the end of current calendar quarter equals the amount to be refunded.

For example, assume the amount paid to CJ in the current calendar quarter was \$2,500, there are 90 days in this example calendar quarter (depending on the calendar year, there may be more or less than 90 days. The exact number of days in the quarter will be used to calculate the refund), and the Agreement is terminated with 45 days remaining in the quarter. In that case, the amount of the refund would be \$1,250 ( $\$2,500 \div 90 \text{ days} = \$27.78 \text{ per day} \times 45 \text{ days} = \$1,250$ ).

**\*NOTE:** Notice of termination by Client(s) should be sent to the Firm at 1024 E Grand River Ave, Brighton, MI 48116 or email to [info@cjadvisor.com](mailto:info@cjadvisor.com).

#### **E. Other Compensation**

CJ and its Advisors do not receive any commissions or additional compensation for any mutual fund or variable annuity 12b-1 fees or any other securities related transactions.

CJ may work with a custodian/broker dealer that can receive and reimburse/credit to the Client for the variable annuity 12b-1 fees. In this instance only, CJ would charge the Client an appropriate advisory fee for the oversight, advisory services, and sub-account management of the variable annuity, as part of the Client's total managed portfolio.

The Advisors of CJ may have a current relationship with Elite Advisors Edge, Inc. which is closely held entity by owner, Ronald J. Briggs Jr. for the purpose of shopping and placing their fixed life, fixed annuity, and long-term care insurance business. The CJ Advisor, in almost all cases, must place all fixed insurance business through Elite Advisors Edge, Inc. for the purposes of offering a variety of options, for the best interest of the Client, with fixed life, fixed annuity, and/or long-term care insurance products. A conflict may arise due to the fact that Advisors of CJ are compensated for the sale of such insurance products by commissions paid directly from the insurance carrier to the Advisor. The Advisor has numerous carriers and products to review with the Client and select the appropriate option to meet the Clients' needs. As a fiduciary, the Advisor will always do what is in the best interest of the Client independent of the amount of commission received. These commissions are in addition to fees paid by the Client for assets under management with CJ. CJ does not receive any commission compensation for the sale of insurance products by its Advisors. Clients will not be offered insurance products unless the IAR is appropriately licensed to sell insurance products in the state the client resides in.

Advisors of CJ acting in a fiduciary capacity may recommend the use of fixed life insurance or annuity products based on the specific circumstances, goals, objectives, and risk tolerance of each Client. Clients are under no obligation to act on the Advisors insurance recommendations, but this may generate an additional review of the Client's goals and objectives based on this decision. If a Client elects to act on any recommendation, the Client is under no obligation to affect the transactions through their CJ Advisor or Elite Advisors Edge, Inc.

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

CJ does not accept or charge performance based or side by side management fees at this time.



## Item 7 - Types of Clients

The minimum amount required to open an account is \$250,000 for asset management services. However, in its sole discretion, the CJ Advisor may waive or lower this minimum. CJ Advisors provides investment advice to individuals, trusts, pension plans, estates, and corporations.

CJ management fees are assessed quarterly based on the amount of assets under management. If the quarterly Advisory fee results in a lesser dollar amount than \$75.00, a \$75.00 minimum quarterly fee will be assessed. Further details regarding the fee structure per assets under management can be found under Item 5 - Fee & Compensation in this brochure.

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

### A. Methods of Analysis / Investment Strategies

Investing in securities involves risk of loss which our Clients should be prepared to bear. No amount of analysis or diversification can wholly account for or eliminate market volatility and systematic risk. Investment accounts will be subject to methods of analysis by the Third-Party Portfolio Manager, Advisor and the Firm as described herein.

CJ and its Advisors methods of analysis include at least the following criteria: analysis pertaining to the selection of Third-Party Portfolio Managers to be made available within the Wrapped Fee Program, as well as the following criteria: income, risk tolerance, sector, market capitalization, long term needs and objectives.

#### Investment Strategy:

We analyze the type of investment strategy each Third-Party Portfolio Manager provides, if that strategy is an effective vehicle to achieve particular investment objectives, if the strategy is within the broad risk tolerances of our Clients, and does this strategy correlate closely with the strategies already employed by CJ Advisors working with other Third-Party Portfolio Manager Advisors.

#### Performance History:

CJ evaluates the relative and absolute performance history of each prospective Third-Party Portfolio Manager to examine performance during various market conditions. CJ will only work with Third-Party Portfolio Managers that have at least 3 years of portfolio management experience.

#### Investment Cost:

CJ examines the cost of underlying holdings, where applicable, in order to determine if a given Third-Party Portfolio Manager has any conflicts of interest or if a Third-Party Portfolio Manager has an excessively expensive strategy. Because our managed fees are wrapped, CJ looks to minimize any expense which cannot be reimbursed such as ETF and mutual fund expenses. Third-Party Portfolio Managers using 1X's, 2X's, 3X's times leveraged and sector

based exchange-traded funds (ETFs) will be evaluated to ensure they are seeking to minimize excessive costs or have the reasonable expectation of delivering alpha over time to offset such costs.

#### Total Assets Under Management:

CJ will evaluate the level of assets managed by each Third-Party Portfolio Manager and within each strategy offered by each Third-Party portfolio manager. This is to determine the long-term viability and limitations of each strategy which may arise from either insufficient capital or excess capital being associated with each strategy.

#### MAR Ratio:

CJ may examine each Third-Party Portfolio Manager's MAR ratio to determine the relative value of annual performance realized against the largest drawdown each strategy has had over a specific period of time.

#### Third-Party Portfolio Manager Review:

Third-Party Portfolio managers providing sub-advisory services to CJ Clients are reviewed at least annually in accordance with the criteria described above in order to determine their ongoing utility to CJ Advisors and Clients. In particular, CJ will emphasize in its review the criteria relating to underlying expenses, relative performance, limitations of strategies, and correlations to other Third-Party Portfolio Managers. CJ will continually seek to provide its Clients with a suite of tactically and sector diverse Third-Party portfolio managers.

Each Third-Party Portfolio Manager employs their own methods of analysis in providing sub advisory services; each Third-Party Portfolio Manager's specific methods of analysis may be found in their Form ADV 2 Brochure or Prospectus which is made available to our Clients via our website [www.caitlinjohn.com](http://www.caitlinjohn.com) or in a paper version if requested.

### B. Strategies/Risk

CJ's Clients may participate in a variety of strategies which generally fall into either of the following two categories: active and passive investment management.

#### a) Active Investment Management

Active asset management entails continuous evaluation and investment selection in accordance with the goals and objectives of each Client. CJ Clients have two options to participate in active investment management, Advisor Managed Portfolios or Third-Party managed accounts within the CJ Wrap Fee program. For detailed information on active investment management with CJ, see Item 4 Advisory Business – Investment Account Management above.

#### b) Passive Investment Management

Passive asset management entails selecting investments based on appropriateness with regards to each Client's risk tolerance, goals, and objectives.

Once investments are chosen, they are held for the long-term and replaced only as appropriate with regards to changing market conditions and each Client's risk tolerance, goals, and objectives. For detailed information on passive investment management with CJ, see Item 4 Advisory Business – Investment Management above.

### **Investment Risk**

An investor should consider the investment objective, risks, charges, and expenses carefully before investing. Investing, including into the strategies and analyses detailed above, involves exposure to risks. These include the following:

- Interest Rate Risk
- Geopolitical Risk
- Political Risk
- Default Risk
- Regulatory Risk
- Civil or Criminal Action Risk
- Liquidity Risk
- Manager Error
- Business Cycle Risk
- Macroeconomic Risk
- Systematic Risk
- Risk of Loss of Principal
- Other Nonsystematic Risks

Any and all performance data quoted represents past performance from actual accounts selected on the basis of the longest holding period. Past performance is not a guarantee, or an implied guarantee, of future results. Current performance may vary from the performance quoted. Investment returns and principal value will fluctuate. There is no guarantee that any investment model will achieve its stated investment objectives. An investment is subject to the risks listed above, including the possible loss of the principal amount invested. Investments are not FDIC insured, may lose value, and have no bank guarantees.

### **C. Material Risk**

CJ does not primarily recommend a particular type of security that involves significant or unusual risks unless it aligns with the Client's risk tolerance evaluation.

## **Item 9 - Disciplinary Information**

No disciplinary, judgment, criminal, regulatory, or civil action or event has been taken against CJ, or any owner, partner, Advisor or employee. There have been no complaints, barring or suspension from investment related services. CJ performs due diligence by conducting a background check on all associated owners, partners, and employees. Each individual licensed Advisor is responsible for accurately and truthfully completing a Form U-4 and prompt disclosure to the Firm of any and all disciplinary or legal actions taken against them. CJ will also update the Form ADV2A and 2B Brochures to reflect this material change.

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

### **A. Broker-Dealer Affiliation**

CJ does not have anyone registered or pending to register as a broker-dealer or a registered representative of a broker-dealer.

### **B. Commodity Affiliation**

CJ does not have anyone registered or pending to register as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

### **C. Relationships/Conflicts**

Advisors of CJ may be licensed and appointed to sell insurance products through various insurance companies. These insurance products whether it is life insurance, disability insurance or fixed or indexed annuities, may be offered through Elite Advisors Edge, Inc. to assist CJ Advisors with fulfilling their Clients planning needs, as necessary. Advisors will receive commissions and incentives paid directly from the insurance carrier. These commissions are in addition to and separate from the advisory fee. This creates a monetary conflict through the benefit of common control of Elite Advisors Edge which is owned by Kristin Briggs, spouse of Ronald J. Briggs, Jr. In addition, Ronald J. Briggs, Jr. is the Founder, Principal, Chief Compliance Officer, Chief Investment Strategist, and Investment Advisor Representative of Caitlin John, LLC (CJ). These conflicts are mitigated because CJ does not receive any commission compensation for the sale of insurance products by its Advisors. As a fiduciary, the Advisor will always do what is in the best interest of the Client, independent of the amount of commission received. CJ Clients' are not required to purchase any insurance products recommended by the CJ Advisor, but this may generate an additional review of the Client's goals and objectives based on this decision.

Ronald J. Briggs, Jr. is the Founder, Chief Executive Officer, Chief Compliance Officer, & Chief Investment Strategist of A Smarter Way To Invest, Inc. (ASWTI). A Smarter Way to Invest, Inc. is a SEC registered investment advisory firm which offers asset management services to outside Registered Investment Advisory Firms, and grants such Firms access to ASWTI's various proprietary and non-proprietary dynamic asset allocation strategies and investment models. CJ Advisors may also utilize ASWTI's portfolio management services for their Clients as a third-party asset management firm. This may create a conflict due to the fact that Ronald J. Briggs, Jr. is also the owner of CJ and will financially benefit from client assets placed with ASWTI. This conflict can be mitigated as CJ Advisors working with their Clients can choose from numerous third-party money managers/sub-advisors, mutual funds, etc., that are made available to them through the two (2) custodial platforms (Folio Institutional & TD Ameritrade Institutional).

CJ will not refer Clients to A Smarter Way to Invest, Inc. or any other Sub-Advisor or Third-Party Money Manager that is not appropriately registered.

Ronald J. Briggs Jr. is Chief Investment Strategist, Chief Compliance Officer and Co-Founder of Guardian Pointe Private Wealth Management, LLC (“GPPWM”), a SEC Registered Investment Advisor Firm. This affiliation is not material to CJ’s business or its Clients because GPPWM does not in any way engage with the Advisors or Advisory Clients of CJ.

#### **D. Advisor Recommendations**

CJ does not recommend or select other investment advisors for their Clients. CJ does not receive compensation directly or indirectly from outside Advisors.

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

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

Our Firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

Caitlin John Private Wealth Management and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the Firm’s access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement, and record-keeping provisions by the CJ Compliance Department.

Caitlin John Private Wealth Management's Code of Ethics further includes the Firm's policy prohibiting the use of material non-public information relating to Client account portfolios or transactions of CJ. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity. Any employee or Advisors will not disclose any non-public information relating to the business or operations of CJ unless properly authorized to do so.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [info@cjadvisor.com](mailto:info@cjadvisor.com), or by calling us at (810)355-1325.

#### **B. Material Financial Interest and Conflict of Interest**

Caitlin John Private Wealth Management or individuals associated with our Firm may buy securities for the Firm or for themselves from our advisory clients; or sell securities owned by the Firm or the individual(s) to our advisory clients. We will ensure, however, that such transactions are conducted in compliance with all the provisions of Section 206(3) of the Advisers Act governing principal transactions to advisory clients.

CJ, its Advisors, and employees currently have no material financial interest in any publicly traded securities. Advisors shall avoid any action, whether for personal profit or otherwise, that results in a conflict of interest with CJ or its Client accounts, or which may be otherwise detrimental to the interests of Clients of CJ. They will not attempt to improperly use influence for their personal benefit.

In addition, access persons of our Firm are required to report all personal securities transactions conducted in our affiliated mutual fund(s).

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our Firm and/or individuals associated with our Firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of our Firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

At no time, will CJ or any associated person of CJ, transact in any security to the detriment of any Client. In every situation, Clients’ needs are considered first and the securities are widely held and publicly traded.

#### **C. Same Securities Purchase and Conflicts of Interest**

CJ and its employees may buy or sell securities that are also held by Clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide CJ with copies of their brokerage statements.



#### **D. Client Securities/Trades and Concurrent Firm Securities Transactions - Conflicts of Interest**

CJ does not maintain a Firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for Clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide CJ with copies of their brokerage statements.

The Chief Compliance Officer of CJ is Ronald J. Briggs, Jr. Mr. Briggs reviews all employee trades on a regular basis. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that Clients of CJ receive preferential treatment over employee transactions.

### **Item 12 - Brokerage Practices**

#### **1. Soft Dollar Benefits**

CJ does have access to research as a soft dollar benefit from TD Ameritrade Institutional. Because CJ receives such soft dollars, CJ may have an incentive to select or recommend a particular broker dealer based on interest in receiving such research. CJ does not charge the Client brokerage commissions to obtain research. CJ manages this conflict of interest by offering each Client relationship a choice of a custodian, TD Ameritrade Institutional or Folio Institutional, for fee based asset management offered by CJ.

#### **2. Brokerage for Client Referrals**

CJ does not currently receive any Client referrals from any broker-dealer or Third-Party.

#### **3. Directed Brokerage**

CJ currently makes available two options, TD Ameritrade Institutional or Folio Institutional, for Client brokerage and directs Clients to either for the purposes of trade execution and custodial management. In addition, certain proprietary advisory programs are only made available on these two platforms through CJ and/or our affiliates. These proprietary advisory programs are not offered to any other firm or advisor that is not affiliated with CJ. These proprietary Third-Party Advisory programs, such as TAMPs and/or SMAs, are currently only offered on these 2 platforms, although Clients may find similar or unique programs offered elsewhere. Even though the Advisor has the obligation, as a fiduciary, to best execute Client trades and transactions, it is possible that the Advisor may not be able to achieve the most favorable execution of Client transactions in every case. This practice may or may not cost the Client more money. CJ and or its Third-Party Advisors, acting as fiduciaries, will always act in the best interest of the Client and will always try to achieve the best possible trade execution on behalf of all Client accounts.

#### **4. Aggregate of Client Trades**

CJ intends to aggregate Client orders whenever possible, using omnibus trading (block trades) for all purchase and sale recommendations. Folio Institutional and TD Ameritrade Institutional allow for the aggregation of such orders, and CJ intends to take advantage of such aggregation to obtain competitive pricing on all transactions.

Aggregated orders are usually managed through Caitlin John's internal portfolio manager or where applicable, the Third-Party Money Managers used by CJ. Please see the brokerage practices of these Third-Party Money Managers as disclosed in their Firm Brochures. Trading costs through Folio Institutional and TD Ameritrade Institutional are as described in "Item 5 – Fees and Compensation" in this brochure.

In certain circumstances CJ may, to best serve Clients, place non-aggregate individual trading orders. Non-Aggregated orders may be placed on an individual Client basis in order to meet Client needs including but not limited to distributions, unusual/extraordinary circumstances, or at the request from a Client. Clients may incur additional costs by not aggregating their trade orders.

#### **Item 13 - Review of Accounts**

The CJ Investment Advisor Representatives are required to review with each of their Clients investment accounts, at a minimum, annually. Additional reviews can also take place whenever the Client may choose by contacting their Advisor. The number of reviews is not restricted. Additionally, reviews can be requested by the Client with their Advisor to inform them of a life changing event that would affect a change to the following criteria: income needs, risk tolerance, sector, market capitalization, long term needs, goals and objectives of the Client.

The Client can review the status of their accounts at any time by going online at any time to [www.advisorclient.com](http://www.advisorclient.com) or [www.folioClient.com](http://www.folioClient.com) to review securities held and managed by CJ. This provides the means for 100% transparency of all daily trades, transactions, and valuations.

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

CJ does not currently have arrangements, nor receive compensation for any Client referrals. CJ also does not compensate anyone for Client referrals.

#### **Item 15 - Custody**

Client accounts will be opened and all assets held at either Folio Institutional or TD Ameritrade Institutional in the Client's own name. CJ will never have custody of any assets in the Client's account. As per **regulatory interpretation**, CJ is considered to have a form of indirect custody due to the fact that **only** the custodian is authorized by the Client to withdraw and to pay the management fees owed to CJ as per



the Client debit authorization found in the Investment Advisor Agreement.

Each Custodian, Folio Institutional or TD Ameritrade Institutional, will send monthly notifications to the Client by email when their latest statement is ready for review. The location of the statement to view is in the Client's secured file cabinet within the custodian's platform as described in the agreement with the Client and their chosen custodian. For accounts held with Folio Institutional, Clients can go online to the Client portal at [www.folioclient.com](http://www.folioclient.com) and for accounts held with TD Ameritrade Institutional, Clients can go online to [www.advisorclient.com](http://www.advisorclient.com) and log into their account to review their current and past statements which will include all trade & transaction confirmations, fee billing, current balances, etc. and will also be made available to CJ and the Client's Advisor. This provides the means for 100% transparency of all daily trades, transactions, and valuations for the Client.

CJ advises the Client to always carefully review their statements. If the Client finds any discrepancies or has any questions, concerns, or simply forgot how to access their account on line, they can contact their Advisor, call 1-877-238-1680 and ask for the Client Relations Manager, or email your concerns to [info@cjadvisor.com](mailto:info@cjadvisor.com).

### **Item 16 - Investment Discretion**

Clients may hire CJ to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our Firm and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

### **Item 17 - Voting Client Securities**

As a matter of Firm policy, CJ will not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

We do not offer any consulting assistance regarding proxy issues to clients.

### **Item 18 - Financial Information**

Under no circumstances does CJ require or solicit payment fees in excess of \$1,200.00 per Client more than six (6) months in advance of services rendered. Therefore, we are not required to include a financial statement.

As a Firm that has discretionary authority and a form of limited custody of the Clients' accounts via the custodian directly deducting the Clients' fees from their accounts, we are required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. Currently, there are no financial conditions that would impair our ability to meet our contractual commitments to our Clients. Should any arise, CJ will notify the Client according to SEC guidelines.

Caitlin John Private Wealth Management has not been the subject of a bankruptcy petition at any time during the past ten years.