

## Introduction

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Canon Capital Investment Advisory is an Investment Adviser registered with the Securities and Exchange Commission (“SEC”). We feel it is important for you to understand how advisory and brokerage services and fees differ to determine which type of account or service is right for you.

There are free and simple tools available to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

### What investment services and advice can you provide me?

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As an investment adviser, Canon Capital Investment Advisory offers investment advisory services to retail investors for an ongoing asset-based fee based on the value of your account. Our advisory services include investment management services and financial planning. If we are providing investment management services to you, we will develop a formal Investment Policy for you based on your risk/reward appropriateness given your longer-term goals. We will regularly monitor your investments on at least a quarterly basis, as part of our standard service. Please refer to Items 4 and 8 of our Form ADV Part 2A for further information.

We manage accounts on a discretionary basis, which means we do not need to call you when buying or selling investments in your account. You will sign an investment management agreement and limited power of attorney giving us this authority. This agreement will remain in place until you or we terminate our relationship. We also manage accounts on a non-discretionary basis, which means that you make the ultimate decision regarding buying or selling investments in your account. Please refer to Item 16 of our Form ADV Part 2A for further information.

We do not limit our advice and services to proprietary products or a limited menu of products or investments.

While we suggest a minimum account size requirement for Investment Management services of \$200,000, this is subject to exceptions on a case-by-case basis. In addition, we provide an automated investing option through our Wealth Innovation Services which has no minimum account size requirement. Please refer to Item 7 of our Form ADV Part 2A for further information.

### Questions to Ask Us:

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

### What fees will I pay?

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Fees and costs affect the value of your account over time and vary depending on certain factors and are negotiable. Please ask our advisors to give you personalized information on the fees and costs you will pay. Canon Capital charges an ongoing asset-based fee which is billed on a quarterly basis. Our incentive is to increase the value of your account over time, which will increase our fees over time. In addition, we provide financial planning where we may charge an hourly or fixed engagement fee.

The broker-dealer (“custodian”) that holds your assets can charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our advisory fee. However, we generally invest your portfolio in non-transaction fee funds. Some investments, such as mutual funds and exchange traded funds charge additional fees.

Please make sure you understand what fees and costs you are paying. Please refer to Item 5 of our Form ADV Part 2A for further information.

*Question to Ask Us:*

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

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**When we act as your investment adviser**, we must act in your best interest and not put our interests ahead of yours. We are always careful not to conflict with your interests. If you have any questions in this regard, please ask us.

Canon Capital Investment Advisory's revenue is from the advisory fees we collect from our clients' accounts each quarter. We have an incentive to increase the investments we manage. For additional information on conflicts of interest, please see our Form ADV Part 2A.

*Question to Ask Us:*

- *How might your conflicts of interest affect me, and how will you address them?*

How do your financial professionals make money?

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Our financial professionals are employees/affiliates of the firm and are paid a fixed salary. They also receive periodic bonuses based on gross revenue and profitability of the firm. This compensation structure creates an incentive for our financial professionals to recommend that you increase the size of your account with us. Some also receive commissions from the sale of insurance products, which can impact their recommendations to you.

Do you or your financial professionals have legal or disciplinary history?

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No, our firm and/or financial professionals do not have any legal and/or disciplinary history. Visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

*Additional Information*

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You can find additional information about our investment advisory services on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #109557. You may also contact our firm at 215 723-4881 or [canoncapital.com](http://canoncapital.com) to request a current copy of our Form ADV Part 2 or up-to-date Form ADV Part 3 – this relationship summary.

*Questions to Ask Us:*

- *Who is my primary contact person?*
- *Is he or she a representative of an investment adviser or a broker-dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*

## Exhibit - Changes

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Since the last filing of this Form ADV Part 3, dated March 19, 2021, we have updated disclosure regarding where to find additional information and conflicts of interest related to the compensation structure of our financial professionals.