

# Semmax Financial Advisors, Inc.

IARD #144978

## Brochure

Dated 07/19/2016

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This Brochure provides information about the qualifications and business practices of Semmax Financial Advisors, Inc. If you have any questions about the contents of this Brochure, please contact us at 877-856-0080 or email us at [compliance@semmax.com](mailto:compliance@semmax.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 Semmax Financial Advisors, Inc. is also available on the SEC's website at [www.advisersinfo.sec.gov](http://www.advisersinfo.sec.gov).

References herein to Semmax Financial Advisors, Inc. as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

## **Item 2           Material Changes**

This section of the Disclosure Brochure will address only those “material changes” that have been incorporated since our last delivery or posting of this Brochure on the SEC’s public disclosure website (IAPD) at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

This version of our Brochure, dated July 19, 2016 is an annual updating amendment. The following are the material changes since our last annual update filing in March 2016:

1. Semmax serves as Manager of a limited liability company known as Semmax Futures Fund, LLC (“SFF”). SFF is a pooled investment vehicle that invests in commodity-linked investment instruments. Please see Item 10 for more information.

The following are the material changes since our previous annual update filing in March 2015:

1. We changed our Principal Place of Business address to 1447 Trademart Blvd Winston-Salem, NC 27127.
2. We have modified Item 5 to indicate that Semmax has reduced its management fees from 1.75% to 1.5% for accounts with balances below \$1,000,000.
3. Semmax has clarified that Advisory fees for accounts custodied at Fidelity are charged quarterly in advance. Advisory fees for accounts custodied at Pershing are charged quarterly in arrears. For more information, please see Item 5.

We may, at any time, update this Disclosure Brochure and send a copy to you with a summary of material changes, or send you only a summary of material changes that includes an offer to send you a copy of the full brochure [either by electronic means (email) or in hard copy form].

If you would like another copy of this Disclosure Brochure, please download it from the SEC website as indicated above, download it from the Semmax Financial website at [www.semmax.com](http://www.semmax.com) or contact our Chief Compliance Officer, Eric Mattinson at (336) 856-0080 or via email at [eric@semmax.com](mailto:eric@semmax.com).

**Item 3            Table of Contents**

Item 2	Material Changes.....	2
Item 3	Table of Contents .....	3
Item 4	Advisory Business.....	4
Item 5	Fees and Compensation.....	6
Item 6	Performance-Based Fees and Side-by-Side Management .....	8
Item 7	Types of Clients .....	9
Item 8	Methods of Analysis, Investment Strategies and Risk of Loss .....	9
Item 9	Disciplinary Action .....	11
Item 10	Other Financial Industry Activities and Affiliations .....	11
Item 11	Code of Ethics, Participation or Interest in Client Transactions and Personal Trading .....	14
Item 12	Brokerage Practices .....	14
Item 13	Review of Accounts.....	17
Item 14	Client Referrals and Other Compensation.....	18
Item 15	Custody .....	18
Item 16	Investment Discretion.....	19
Item 17	Voting Client Securities.....	19
Item 18	Financial Information .....	19
Item 19	Requirements for State-Registered Advisers.....	19

#### **Item 4            Advisory Business**

- A. Semmax Financial Advisors, Inc. (hereafter called Semmax Financial) has been incorporated in North Carolina since 4/26/2007. Semmax Financial became registered as an Investment Adviser Firm in August, 2007. Semmax Financial is owned by John E. Tyner, Jr.
- B. As discussed below, Semmax Financial offers to its clients (individuals, business entities, trusts, estates, and charitable organizations, etc.) investment advisory services, and, to the extent specifically requested by a client, financial review services.

#### **Investment Advisory Services**

The client may engage Semmax Financial to provide discretionary and/or non-discretionary investment advisory services on a non-wrap fee basis. Semmax Financial does not participate in any wrap fee programs. The client engages Semmax Financial and selects individual services on an unbundled basis, paying for each service separately (i.e. investment advisory, trade execution, custody, etc.). Generally, Semmax Financial's annual investment advisory fee is based upon a percentage (%) of the market value of the assets placed under Semmax Financial's management.

Semmax Financial's annual investment advisory fee shall include investment advisory services, and may also include, to the extent specifically requested by the client, financial review services. In the event that the client requires extraordinary consulting services, Semmax Financial may be contracted to perform the agreed upon consultations for a fee, the dollar amount of which shall be set forth as part of the Financial Review Services Agreement with Semmax Financial.

#### **Financial Review and Consulting Services (Stand Alone)**

To the extent requested by a client, Semmax Financial may provide financial review, or consulting services on a stand-alone basis. Semmax Financial offers services based on a negotiated fixed fee or on an hourly fee of up to \$300, based on the complexity and unique client needs. The fees for financial review services may be waived by Semmax Financial in certain circumstances. As the circumstances are specific to each financial review client relationship, the investment advisory representative will make the determination as to whether or not fees will be charged after initial consultations with the client.

Prior to engaging Semmax Financial to provide review or consulting services, clients are generally required to enter the Financial Review Services Agreement with Semmax Financial.

#### **Investment Services**

Semmax Financial offers advice on the following, but not limited to: Exchange listed Securities, Securities that are traded over the counter, Foreign Issuers, Warrants, Corporate

Debt Securities, Commercial Paper, Certificates of Deposit, Municipal Securities, variable life insurance, variable annuities, Mutual Fund shares, United States government securities, Options on both securities and commodities, as well as real estate. Semmax Financial uses Fundamental, Technical, and Cyclical security analysis methods. The main sources of information include, but are not exclusive to: Financial newspapers and magazines, Inspections of Corporate activities, Research materials prepared by others, Corporate rating services, Annual reports, prospectuses, and filings with the Securities and Exchange Commission.

### **Referral Services**

Semmax Financial does not currently refer clients to other Investment Advisers. In the past, Semmax Financial has referred Clients to Global Financial Private Capital, and received a fee for such referral. See Items 5 and 14.

### **Miscellaneous Advisory Services Disclosure**

**Non-Investment Consulting/Implementation Services.** If requested by the client, Semmax Financial may provide consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Neither Semmax Financial, nor any of its representatives, serves as an accountant or attorney, and no portion of Semmax Financial's services should be construed as same. To the extent requested by a client, Semmax Financial may recommend the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, etc.). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from Semmax Financial.

**Trade Errors:** Semmax Financial has implemented procedures designed to prevent trade errors; however, trade errors in client's investment assets may occur. Consistent with our fiduciary duty, it is the policy of Semmax Financial to correct trade errors in a manner that is fair to the client. In all situations where the client does not cause the trade error, the client will be made whole. In cases where the client causes the trade error, the client will be responsible for any loss resulting from the correction. Suitability of a trade error also factors into the resolution of the error.

**Client Obligations:** Each client of Semmax Financial is advised that it remains his/her/its responsibility to promptly notify Semmax Financial if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising Semmax Financial's previous recommendations and/or services.

**Disclosure Statement:** A copy of Semmax Financial's written Brochure as set forth on Part 2A of Form ADV shall be provided to each client either, prior to, or simultaneously with the execution of the Investment Advisory Agreement.

- C. Semmax Financial shall provide investment advisory services specific to the needs of each client. Prior to providing investment advisory services, and investment adviser representative will ascertain each client's investment objective(s). Thereafter, Semmax Financial shall allocate and/or recommend that the client allocate investment assets consistent with the designated investment objective. Our clients grant discretion to Semmax to select third-party managers for client assets, and to terminate such managers or reallocate assets between or among managers. The client may, at any time, impose reasonable restrictions, in writing, on Semmax Financial's services.
- D. As mentioned earlier, Semmax Financial does not participate in Wrap Fee programs. (Item 4. B)
- E. As of July 1, 2016, Semmax Financial had \$ 86,830,720 in assets under management on a discretionary basis.

**Item 5 Fees and Compensation**

To the extent requested by a client, Semmax Financial may provide financial review or consulting services on a stand-alone basis. Semmax Financial offers services based on a negotiated fixed fee or on an hourly fee of up to \$300, based on the complexity and unique client needs. The fees for financial review services may be waived by the investment advisory representative in certain circumstances. As the circumstances are specific to each financial review client relationship, the investment advisory representative will make the determination as to whether or not fees will be charged after initial consultations with the client.

**Fee Basis**

Semmax Financial's annual investment advisory fee for discretionary and/or non-discretionary investment advisory services is negotiable and may not exceed 1.50% of the total assets placed under Semmax Financial management/advisement. The fees for these services will be based on a percentage of assets under management.

The fee structure for Semmax Financial is as follows:

Assets under Management	Annual Fee	Quarterly Fee
Up to \$2,000,000	1.50%	0.375%
\$2,000,001 - \$4,000,000	1.25%	.3125%
Over \$4,000,000	1.00%	0.250%

Accounts within the same household may be combined for a reduced fee.

As discussed below, Semmax Financial may at times utilize the services of Third Party Money Managers to manage client accounts. In such circumstances, Semmax will pay the Third Party Manager's asset management fee. These fees do not include brokerage fees that

may be assessed by the custodial broker dealer. Fees for these services will be based on a percentage of assets under management not to exceed any limit imposed by any regulatory agency. Semmax Financial does not charge additional management fees for Third Party managed account services. Third Party Money Managers may include Global Financial Private Capital (hereafter known as Global Financial).

**Global Financial Private Capital**

Assets under mgmt.	GFPC Fee
Up to \$1,000,000	.5%
\$1,000,001 - \$2,000,000	.5%
\$2,000,001 - \$4,000,000	.5%
Over \$4,000,000	.5%

- A. Clients may elect to have Semmax Financial’s advisory fee deducted from their custodial account. Both the Semmax Financial Investment Advisory Agreement and the custodial/clearing agreement may authorize the custodian to debit the account for the amount of the Semmax Financial investment advisory fee and the third party money managers (if used, and discussed below), and to remit them in compliance to regulatory procedures. In the event that Semmax Financial bills the client directly, billing will occur quarterly, and payment is due upon receipt of Semmax Financial’s invoice.
- B. As discussed below, unless the client directs otherwise or an individual client’s circumstances require, Semmax Financial shall generally recommend that Fidelity Investments, LLC (“Fidelity”) serves as the broker-dealer/custodian for client investment management services. Broker-dealers such as Fidelity charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions).
- C. Semmax Financial’s annual investment advisory fee shall be prorated and paid quarterly, either in arrears or in advance.

**In Advance**

Fees assessed in advance will be based upon the market value of the assets on the last business day of the previous quarter. For the initial billing period, the fee is pro-rated for the remainder of the quarter.

**In Arrears**

Fees assessed in arrears will be based upon the market value of the assets on the last business day of the quarter. For the initial billing period, the fee is pro-rated for the portion of the

quarter in which advisory services are used. This fee will be assessed during the first month of the following quarter.

Advisory fees for accounts custodied at Fidelity are charged quarterly in advance. Advisory fees for accounts custodied at Pershing are charged quarterly in arrears.

Semmax Financial has the sole discretion to charge a lesser advisory fee based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

The Investment Advisory Agreement between Semmax Financial and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the Investment Advisory Agreement. Semmax Financial will be entitled to a pro rata fee for the days service was provided in the final quarter and will refund the pro-rated portion of fees collected in advance based upon the number of days remaining in the quarter. Clients will be given a thirty (30) day written notice prior to any increase in fees.

- D. Neither Semmax Financial, nor any of its investment adviser representatives receive compensation for the sale of securities.

The recommendation by Semmax Financial adviser representatives for a client to purchase an insurance product may present a conflict of interest based upon the incentive of the representative to receive a commission on the insurance product. Semmax Financial manages the conflict of interest by reviewing any proposed insurance products to determine if the product is in the client's best interest. Advisory clients will sign an Insurance Commission Disclosure which identifies that insurance related products involve a commission. This disclosure will be signed by the client at the time they sign the Investment Advisory Agreement. Advisory clients are not required to purchase insurance products or services recommended by the representative, nor are they required to purchase them through Semmax, Inc.

Semmax Financial also continues to receive referral fees from Global for clients referred to Global in the past.

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

Neither Semmax Financial, nor any supervised person of Semmax Financial accepts performance based fees.

**Item 7                   Types of Clients**

Semmax Financial's clients shall generally include individuals, business entities, trusts, estates, and charitable organizations. Semmax Financial does not have a minimum account size for opening or maintaining an account. Semmax Financial does recognize that certain portfolios used by Third Party Money Managers do have certain minimums for opening and maintaining accounts. The client will be given said information if applicable to the advisory services utilized by Semmax Financial.

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

**Methods of Analysis**

The following are methods of analysis that may be utilized in producing investment advice.

**Fundamental Value:** A method of evaluating a security by attempting to measure the intrinsic value of a security by examining related economic, financial, and other qualitative and quantitative factors. Fundamental value analysis attempts to study everything that can affect the security's value and individually specific factors. The goal of this analysis is to produce a value that an investor can compare with the security's current price. This form of analysis uses real data to evaluate a security's value. When used with additional research, we believe this method may provide an element of protection against significant loss of value.

**Fundamental Growth:** A method of evaluating a security by attempting to measure the intrinsic growth potential of a security relative to the growth expectations already contained in the current price. The goal of this method is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with the security. In our opinion, when used with additional research, this method may provide an element of protection against significant loss of value.

**Cyclical:** A method that analyzes the investments sensitivity to business cycles and whose performance is strongly tied to the overall economy. For example, cyclical companies tend to make products or provide services that are in lower demand during downturns in the economy and higher demand during upswings. This method seeks to make its gains by buying the securities at the bottom of a business cycle, just before the turn around begins.

The main sources of information used by Semmax Financial in reference to its methods of analysis are primarily: Financial Newspapers and Magazines, Inspections of Corporate Activities, Research Materials prepared by others, Corporate Rating Services, Annual Reports, Prospectuses, Filings with the Securities and Exchange Commission.

**Investment Strategies**

Semmax Financial utilizes numerous investment strategies to implement any investment advice given to clients. These strategies may include Long Term purchases (securities held at least a year), Short Term purchases (securities sold within a year), Trading (securities sold within 30 days), and Option Writing (including covered options, uncovered options or spreading strategies). Investments are made in equities, exchange-traded funds (“ETFs”), and pooled investment funds such as mutual funds or derivatives of any of the foregoing. The frequent trading of securities may have a positive or negative impact on investment performance. Performance from active trading can be lowered due to an increase in brokerage and other transaction costs.

### **Risk of Loss**

Clients must understand that past performance is not indicative of future results. Therefore, current and prospective clients should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in securities (including stocks, mutual funds, and bonds) involves risk of loss. Further, depending on the different types of investments, there may be varying degrees of risk. Clients and prospective clients should be prepared to bear investment loss, including loss of original principal.

Because of the inherent risk of loss associated with investing, Semmax Financial is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market conditions or declines. There can be no assurance that any employed investment strategy will prove profitable or successful. In list of these risks/rewards, a client may direct Semmax Financial, in writing, not to employ any or all such strategies for their accounts.

Below is a description of several of the principal risks that client investment portfolios face.

*Management Risks.* While Semmax manages client investment portfolios based on Semmax’s experience, research and proprietary methods, the value of client investment portfolios will change daily based on the performance of the underlying mutual funds and other securities in which they are invested. Accordingly, client investment portfolios are subject to the risk that Semmax allocates assets to asset classes that are adversely affected by unanticipated market movements, and the risk that Semmax’s specific investment choices could underperform their relevant indexes.

*Risks of Investments in Mutual Funds, ETFs and Other Investment Pools.* As described above, Semmax may invest client portfolios in mutual funds, ETFs and other investment pools (“pooled investment funds”). Investments in pooled investment funds are generally less risky than investing in individual securities because of their diversified portfolios; however, these investments are still subject to risks associated with the markets in which they invest. In addition, pooled investment funds’ success will be related to the skills of their particular managers and their performance in managing their funds. Pooled investment funds are also

subject to risks due to regulatory restrictions applicable to registered investment companies under the Investment Company Act of 1940.

*Equity Market Risks.* Semmax will generally invest portions of client assets directly into equity investments, either individual stocks or into pooled investment funds that invest in the stock market. As noted above, while pooled investments have diversified portfolios that may make them less risky than investments in individual securities, funds that invest in stocks and other equity securities are nevertheless subject to the risks of the stock market. These risks include, without limitation, the risks that stock values will decline due to daily fluctuations in the markets, and that stock values will decline over longer periods (e.g., bear markets) due to general market declines in the stock prices for all companies, regardless of any individual security's prospects.

*Option Risks.* The purchaser of a put or call option can lose all of the cost of the option (the premium). Most options expire "out of the money," meaning the purchaser will lose his or her premium on most options purchased. Selling puts and/or calls in a particular equity does not affect the downside risk of owning that equity, as described in "Equity Market Risks," above. There are additional significant risks involved in selling uncovered or "naked" puts or calls, that is, puts or calls on securities in which you as the client do not already own an underlying position in the security.

*Fixed Income Risks.* Semmax may invest portions of client assets directly into fixed income instruments, such as bonds and notes, or may invest in pooled investment funds that invest in bonds and notes. While investing in fixed income instruments, either directly or through pooled investment funds, is generally less volatile than investing in stock (equity) markets, fixed income investments nevertheless are subject to risks. These risks include, without limitation, interest rate risks (risks that changes in interest rates will devalue the investments), credit risks (risks of default by borrowers), or maturity risk (risks that bonds or notes will change value from the time of issuance to maturity).

**Item 9            Disciplinary Action**

Semmax Financial has not been the subject of any disciplinary action.

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

Licensed Insurance Agents. The representatives of Semmax Financial in their individual capacities are licensed insurance agents. Semmax Financial adviser representatives may offer certain insurance products through Semmax, Inc, an affiliate of Semmax Financial. Semmax Inc. was incorporated in North Carolina in Dec. 2003. The President and Owner of Semmax,

Inc. is John E. Tyner, Jr. Any insurance product purchased through Semmax, Inc. usually involves a commission from the Insurance provider.

Semmax Financial receives marketing materials from Advisors Excel, an insurance marketing organization focused on helping independent advisors increase their life insurance and annuity business. While much of this material benefits the business of Semmax, Inc. (see above), Semmax Financial also utilizes the marketing material in connection with its advisory business. Advisors Excel receives marketing compensation in connection with some of the insurance products purchased by our clients based on the recommendations of our representatives. Although the receipt of such marketing material is not conditioned upon any particular level of insurance business conducted by Semmax, Inc. with Advisors Excel, the receipt of such material is implicitly based upon a continuation of the relationship between the two firms.

Conflicts of Interest: The recommendation by Semmax Financial adviser representatives for a client to purchase an insurance product may present a conflict of interest based upon (1) the incentive of the representative to receive a commission on the insurance product. or (2) the incentive of Semmax Financial to continue to receive marketing materials from Advisors Excel. Semmax Financial manages the conflict of interest by reviewing any proposed insurance products to determine if the product is in the client's best interest. Advisory clients will sign an Insurance Commission Disclosure which identifies that insurance related products involve a commission. This disclosure will be signed by the client at the time they sign the Investment Advisory Agreement. Advisory clients are not required to purchase insurance products or services recommended by the representative, nor are they required to purchase them through Semmax, Inc.

Affiliated Insurance Agency. John E. Tyner, Jr. who is the President and Owner of Semmax Financial, is also the President and owner of Semmax, Inc. Semmax, Inc. provides insurance related products to its clients and prospective clients.

Affiliated Tax Agency. John E. Tyner, Jr., who is the President and Owner of Semmax Financial is also the President and Owner of Semmax Tax. Semmax Tax is a subsidiary of Triad Tax Advisory & Financial Services ("Triad Tax"). Triad Tax was incorporated in North Carolina in February 2004. Semmax Tax serves to provide tax services for clients. John E. Tyner, Jr. may at times receive compensation from Semmax Tax. Clients of Semmax Financial are not required to use the services of Semmax Tax. This affiliation can create a conflict of interest. Semmax Financial manages this conflict of interest by carefully reviewing any recommendation to purchase a tax product to assure that the product is in the client's best interest.

Semmax Financial has entered into an agreement with Global Financial Private Capital, an investment adviser registered with the Securities and Exchange Commission<sup>1</sup> "Global."

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<sup>1</sup> Registration does not imply any particular level of skill.

Under this arrangement, Global will become a Sub-Adviser to Semmax. Global will have discretion to manage the assets to the same extent that Semmax has discretion. We have entered into a Sub-Advisory Agreement with Global to facilitate this relationship. We have also implemented a new Investment Advisory Agreement by which our clients grant Semmax the authority to retain and terminate third party managers, and to allocate assets between or among third-party managers. This arrangement may create a conflict of interest in that typically Semmax receives higher fees for not referring clients to be co-managed by Global. We manage this conflict of interest by carefully considering whether any additional benefit would be attained by client being advised directly by Semmax.

Affiliated pooled investment vehicle. Semmax also serves as Manager of a limited liability company known as Semmax Futures Fund, LLC (“SFF”). SFF is a pooled investment vehicle that invests in commodity-linked investment instruments. SFF is exempt from registration with the Commodities Futures Trading Commission as a Commodity Pool Operator, but nevertheless is in the process of applying to register with the National Futures Association to become so registered.

Semmax investment adviser representative Joe Berry, age 45, joined Semmax in 2014 as an investment adviser representative. Mr. Berry is responsible for the trading activity of SFF. Prior to joining Semmax, Mr. Berry was employed in various management roles with Clayton Homes, a Fortune 500 company, for approximately nine years. Mr. Berry is licensed as a commodity trading advisor with Semmax, and has passed his Series 3 examination and provides individualized oversight regarding the buying and selling of futures contracts. Mr. Berry also holds his North Carolina insurance licenses for Life and Property and Casualty Insurance. He has passed the Series 65 examination for investment adviser licensees. For further information regarding Mr. Berry, please refer to his Form ADV, Part 2B (“Brochure Supplement”).

Limited liability company interests in SFF are offered to existing, former, and future Semmax clients. An interest in SFF may not be suitable for all such clients, and even for those clients for whom an interest is suitable, it may not be suitable for the client’s entire portfolio. Semmax carefully evaluates whether the objectives of SFF are consistent with those of the clients to whom it offers interests.

Neither Semmax nor any other person or entity receives sales compensation for selling or offering interests in SFF.

Semmax charges a management fee of 3% of the assets of SFF, which charges are operating expenses of SFF and, along with other operating expenses, are charged pro rata to the net asset values of the SFF interest owners. There is a conflict of interest in the offering and operation of SFF, in that Semmax earns a higher fee for the management of SFF than that which it charges and earns in the management of separately managed accounts of Semmax clients. Semmax clients may not, however achieve the benefit of investing in the particular strategy employed by SFF through separately managed accounts. Semmax manages this

conflict of interest by carefully determining client suitability before recommending that a client invest in SFF.

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

Semmax Financial maintains an investment policy relative to personal securities transactions. This investment policy is part of Semmax Financial's overall Code of Ethics. This Code of Ethics serves to establish a standard of business conduct for all Semmax Financial representatives and "access" persons. "Access" persons include advisers, their assistants, Compliance personnel, and senior management. The Semmax Financial Code of Ethics is based on the guiding principle that the interests of the client are our top priority. Semmax Financial officers, directors, advisers, and other employees have a fiduciary duty to their clients and must diligently perform that duty to maintain the complete trust and confidence of our clients.

In accordance with the Insider Trading and Securities Fraud Enforcement Act of 1988, Semmax Financial maintains and enforces written procedures designed to prevent the misuse of material nonpublic information by Semmax Financial or any person associated with Semmax Financial.

Semmax Financial and/or representatives of Semmax Financial may buy or sell securities that are also recommended to clients. This practice may create a situation where Semmax Financial and/or representatives of Semmax Financial are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. Semmax Financial has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of Semmax Financial's "access persons."

"Access Persons" are given a copy of the Code of Ethics. Within one week of reception of the Code of Ethics, they are indicate in writing that they have read the Code and agree to its provisions. They are required to review the Code annual and acknowledge in writing by March Thirty-First (31), that their personal investing has complied with the requirements. All "access persons" must report their personal securities transactions to Semmax Financial. This activity includes any activity in any account where the person has a monetary interest. This activity applies to the buying and selling of equities, bonds, closed end mutual funds, options, futures, and private placements. All "access persons" must provide Semmax Financial with a current list of their brokerage accounts on an annual basis. All "access persons" must report their personal transactions to Semmax Financial. This is accomplished by the receipt of the Quarterly Transaction Report which is due by the thirtieth (30<sup>th</sup>) of the month following a calendar quarter.

## **Item 12 Brokerage Practices**

**Recommended Brokerage:** In the event that the client requests that Semmax Financial recommend a broker-dealer/custodian for execution and/or custodial services, Semmax Financial generally recommends that investment management accounts be maintained at Fidelity Investments. Prior to engaging Semmax Financial to provide investment management services, the client will be required to enter into a formal Investment Advisory Agreement with Semmax Financial setting forth the terms and conditions under which Semmax Financial shall manage the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that Semmax Financial considers in recommending Fidelity (or any other broker-dealer/custodian to clients) include historical relationship with Semmax Financial, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by Semmax Financial clients shall comply with Semmax Financial duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where Semmax Financial determines, in good faith, that the commission/transaction fee is reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although Semmax Financial will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, Semmax Financial investment management fee. Semmax Financial's best execution responsibility is qualified if securities that it purchases for client accounts are mutual funds that trade at net asset value as determined at the daily market close.

**Research and Additional Benefits:** Although not a material consideration when determining whether to recommend that a client utilize services of a particular broker-dealer/custodian, Semmax Financial may receive from Fidelity (or another broker-dealer/custodian) without cost (and/or at a discount) support services and /or products, certain of which assist Semmax Financial to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by Semmax Financial may be investment-related research, pricing information, and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings and other educational and/or social events, marketing support, computer hardware and /or software and /or other products used by Semmax Financial in furtherance of its investment advisory business operations.

Semmax also receives marketing materials from Adviser Excel in connection with insurance sales as described in Item 10 above.

Semmax also receives research, analysis, market and other commentary and access to performance reporting software from Global Financial Private Capital, LLC.

As indicated above, certain of the support services and /or products that may be received may assist Semmax Financial in managing and administering client accounts. Others do not directly provide such assistance, but rather assist Semmax Financial to manage and further develop its business enterprises.

The Securities and Exchange Commission has defined “soft dollar” practices as arrangements under which products or services, other than execution of securities transactions, are obtained by an investment adviser firm or through a broker-dealer in exchange for the direction by the adviser of client brokerage transactions to the broker-dealer. Semmax receives the benefits from Fidelity and Global described above in connection with client securities transactions.

Semmax Financial clients do not pay more for investment transactions effected and/or assets maintained at Fidelity as a result of this arrangement. There is no corresponding commitment made by Semmax Financial to Fidelity or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities, or other investment products as a result of the above arrangement.

Nevertheless, receipt of the benefits described in this section from Fidelity and Global may create a conflict of interest. Semmax manages that conflict of interest by conducting a best execution analysis to assure that the total costs to the client is reasonable in relation to the value of the services provided.

**Directed Brokerage:** The client may direct Semmax Financial to use a particular broker-dealer (subject to Semmax Financial’s right to decline and /or terminate the engagement) to execute some or all transactions for the client’s accounts. In such event, the client will negotiate terms and arrangements for the account with that broker-dealer, and Semmax Financial will not seek better execution services or prices from other broker-dealers or be able to “batch” the client’s transactions for execution through other broker-dealers with orders for other accounts managed by Semmax Financial. As a result, clients may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. In the event that the client directs Semmax Financial to effect securities transactions for the client’s accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through Semmax Financial.

In the event that the transactions for a client’s accounts are effected through a broker-dealer that refers investment management clients to Semmax Financial, there exists the potential for conflict of interest if the accounts incur higher commission or transaction costs than the accounts would otherwise have incurred had the client determined to effect account

transactions through alternative clearing arrangements that may have been available through Semmax Financial.

**Aggregation of Orders:** Semmax Financial may implement, when advantageous to all parties, the aggregation of orders for its clients. Such aggregation is to be separately disclosed to existing clients and no advisory account is to be favored over any other. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rata basis. The policies for aggregation shall be fully disclosed in Semmax Financial's ADV. Semmax Financial will not aggregate unless such aggregation is consistent with its duty to seek best execution and the terms of Semmax Financial's investment advisory agreement with each client for which trades are being aggregated. Each client that participates in an aggregated order will participate at the average share price for all Semmax Financial's transactions in that security on a given business day, with transaction costs shared pro-rata based on each client's participation in the transaction. Semmax Financial will prepare, before entering an aggregated order, a written statement ("Allocation Statement") specifying the participating client accounts and how it intends to allocate the order among those clients. The aggregated order is to be allocated, when it is filled, in accordance with the Allocation Statement. If the order is partially filled, it will be allocated pro-rata based on the Allocation Statement. Semmax Financial will reflect separately in its books and records, for each client account, the orders of which are aggregated, the securities held by, and bought and sold for that account. Semmax Financial shall not receive any additional compensation or remuneration of any kind as a result of such aggregation. Individual investment advice and treatment will be accorded to each advisory client.

**Cross Transactions:** When advantageous to the parties involved, Semmax Financial may implement cross transactions between two investment advisory clients of Semmax Financial. Prior to implementing a cross transaction in a client's account, the client will provide standing authorization allowing Semmax Financial to implement such transactions. This authorization is obtained after full written disclosure of the agency cross transactions. Each client involved is to receive written confirmation at or before the completion of the transaction including the nature of the transaction, the date of the transaction, offering the time the transaction took place. Semmax Financial does not receive any compensation for such cross trades.

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

Semmax Financial reviews all advisory accounts no less than quarterly. These reviews examine the performance of the advisory accounts and also compare them to the objectives stated by the client in the investment advisory agreement. The reviews of advisory accounts are done by the registered investment advisers of Semmax Financial. Any notification to Semmax Financial or its representatives by the client in reference to a change in life status

(employment, retirement, marital status, etc.) will be reason for an automatic review of advisory accounts for said client. Advisory clients of Semmax Financial receive account statements no less than quarterly for managed accounts. These statements are provided by the custodian. Clients receive confirmations on transactions in accounts from the custodian, along with an additional statement for the month in which a transaction occurs. Semmax Financial also sends out to its advisory clients a quarterly balance “invoice.” This provides a listing of balances at the end of quarter for all accounts, along with declaring the management fees of Semmax Financial on the account.

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

As referenced in Item 12 above, Semmax Financial may receive an indirect economic benefit from Fidelity. Semmax Financial, without cost (and/or at a discount), may receive support services and /or products from Fidelity. Semmax Financial clients do not pay more for investment transactions effected and/or assets maintained at Fidelity as a result of this arrangement. There is no corresponding commitment made by Semmax Financial to Fidelity or any other entity to invest any specific amount or percentage of client assets in any specified mutual fund, securities or other investment products as a result of the above arrangement.

If a client is introduced to Semmax Financial by a registered solicitor of Semmax Financial, such solicitor may receive a referral fee. Such solicitor arrangement is to be done in accordance with SEC Rule 206(4)-3. Semmax Financial will have a written policy in reference to such a registered solicitor arrangement. If the client is introduced to Semmax Financial by the solicitor, the solicitor shall disclose the nature of his/her/its relationship, and shall provide each prospective client with a copy of Semmax Financial’s written Brochure with a copy of the written disclosure statement from the solicitor to the client disclosing the terms of the solicitation arrangement between Semmax Financial and the solicitor, including the compensation to be received by the solicitor from Semmax Financial. Semmax Financial currently does not offer cash referral payments to clients who refer individuals who become clients of Semmax Financial.

#### **Item 15            Custody**

Semmax Financial does not maintain custody of client funds and securities. Semmax Financial shall have the ability to have its advisory fee for each client debited by the custodian on a quarterly basis. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. Semmax Financial shall disclose to the client on a quarterly statement showing the amount of the fee, the client’s assets upon which the fee was based and the specific manner in which the fee was calculated. The account custodian does not verify the accuracy of Semmax Financial’s advisory fee calculation.

**Item 16            Investment Discretion**

The client can determine to engage Semmax Financial to provide investment advisory services on a discretionary basis. The client will be required to sign the Investment Advisory Agreement which grants Semmax Financial full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage Semmax Financial on a discretionary basis may, at any time, impose restrictions, in writing; on Semmax Financial's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, etc.).

**Item 17            Voting Client Securities**

Semmax Financial does not vote proxies on behalf of clients. All proxy materials on behalf of a client's accounts are to be sent directly to the client or a designated representative of the client, who is responsible for voting the proxy. Semmax Financial may answer client questions regarding proxy-voting matters in an effort to assist the client in determining how to vote the proxy. However, the final decision of how to vote the proxy rests with the client.

**Item 18            Financial Information**

Semmax Financial does not solicit fees of more than \$500 per client, six months or more in advance.

Semmax Financial is unaware of any financial condition that is reasonable likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.

Semmax Financial has not been the subject of a bankruptcy petition.

**Item 19            Requirements for State-Registered Advisers**

- A. John E. Tyner, Jr. is the President and Owner of Semmax Financial

Education Background:           BS Communications    Tennessee Temple University  
1986

Business Background:	06/2011 to Present	Semmax Financial Group, President
	04/2007 to Present	Semmax Financial Advisors, Inc. President
	01/2004 to Present	Triad Tax Advisory & Financial Services, Inc.            President
	12/2003 to Present	Semmax, Inc.            President
	02/2002 to Present	KCJ Properties    President

- B. President John E. Tyner, Jr.'s principal business is split between a registered investment adviser with Semmax Financial and a licensed insurance agent with Semmax, Inc. He offers clients advice and products from both of those activities. Approximately 50% of John's time is spent in his insurance practice. He receives compensation by way of commission from the Insurance Companies he uses. Clients are not required to purchase any insurance products, nor investment advisory services.

President John E. Tyner, Jr. is also the President of Semmax Tax, a subsidiary of Triad Tax Advisory & Financial Services, Inc. The purpose of this company is to assist seniors with their tax preparation. John receives minimal compensation for such tax preparation work. Clients are not required to use the services of Semmax Tax.

President John E. Tyner, Jr. is also a shareholder and silent partner of Friends & Family Fianza Bail Bonds, Inc. This corporation is involved in bail bonds in Pennsylvania. John does not presently receive compensation for this. It takes up less than 1% of his time.

- C. Representatives of Semmax Financial are not compensated for advisory services with performance-based fees.
- D. Neither Semmax Financial, nor its management persons have been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving an investment or investment related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, extortion; or dishonest, unfair, or unethical practices.

Semmax Financial and its management persons have not been awarded or otherwise being found liable in civil, self-regulatory organization, or administrative proceeding involving any of the following: investment or an investment-related business activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

**NOTE:** Semmax Financial remains available to address any question a client or prospective client may have regarding any above conflict of interest.

Additional information about John E. Tyner, Jr. is available on Item 19 and on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Brochure Supplement: Semmax Financial Advisors, Inc.**  
**ADV 2B**

**Supervised Advisers**

John E. Tyner  
1447 Trademart Blvd  
Winston-Salem, NC 27127  
(336) 856-0080

Semmax Financial Advisors, Inc.  
1447 Trademart Blvd  
Winston-Salem, NC 27127  
336- 856-0080 – (Telephone)  
336-856-0071 (Facsimile)

**Brochure Supplement**  
**July 19, 2016**

This brochure supplement provides information about John E. Tyner, which supplements the Semmax Financial Advisors, Inc. Brochure. You should have received a copy of that brochure. Please contact Eric Mattinson at Semmax Financial Advisors, Inc. if you did not receive the Brochure of Semmax Financial Advisors, Inc., or if you have questions about the contents of this Supplement.

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

**Brochure Supplement: Semmax Financial Advisors, Inc.**  
**ADV 2B**

**John E. Tyner: President and registered investment adviser with Semmax Financial**

**Year of birth: 1962**

Item 2. Education Background:           BS Communications     Tennessee Temple University     1986

Business Background:	06/2011 to Present	Semmax Financial Group, President
	04/2007 to Present	Semmax Financial Advisors, Inc. President
	01/2004 to Present	Triad Tax Advisory & Financial Services, Inc.            President
	12/2003 to Present	Semmax, Inc.            President
	02/2002 to Present	KCJ Properties    President

Item 3. Disciplinary Information

- A. No material criminal or civil actions have been taken in domestic, foreign or military court of competent jurisdiction against this supervised person.
- B. No administrative proceedings before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority have been taken against this supervised person.
- C. No self-regulatory organization proceedings have been taken with this supervised person
- D. This supervised person has not had his license or designations revoked or suspended because of a violation of rules relating to professional conduct.

Item 4. Other Business Activities

President John E. Tyner, Jr.'s principal business is split between a registered investment adviser with Semmax Financial and a licensed insurance agent with Semmax, Inc. He offers clients advice and products from both of those activities. Approximately 50% of John's time is spent in his insurance practice. He receives compensation by way of commission from the Insurance Companies he uses. Clients are not required to purchase any insurance products, nor investment advisory services.

President John E. Tyner, Jr. is also the President of Semmax Tax, a subsidiary of Triad Tax Advisory & Financial Services, Inc. The purpose of this company is to assist seniors with their tax preparation. John receives minimal compensation for such tax preparation work. Clients are not required to use the services of Semmax Tax.

President John E. Tyner, Jr. is also a shareholder and silent partner of Friends & Family Fianza Bail Bonds, Inc. This corporation is involved in bail bonds in Pennsylvania. John does not presently receive compensation for this. It takes up less than 1% of his time.

#### Item 5. Additional Compensation

Said supervised person does not receive any compensation from a non-client for providing advisory services.

#### Item 6. Supervision

Semmax Financial supervises the advice provided by this supervised person. This is done by review of any and all advice given, materials used to provide the advice, review of the clients' objectives along with the advice given to make sure they are in agreement. President John E. Tyner, Jr. is responsible for all supervision of advisors of Semmax Financial. He can be reached at (336) 856-0080.

#### Item 7. Requirements for State-Registered Advisers

A. Neither Semmax Financial, nor its management persons have been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving an investment or investment related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, extortion; or dishonest, unfair, or unethical practices.

Semmax Financial and its management persons have not been awarded or otherwise being found liable in civil, self-regulatory organization, or administrative proceeding involving any of the following: investment or an investment-related business activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

B. John E. Tyner has not been the subject of a bankruptcy petition.

**Brochure Supplement: Semmax Financial Advisors, Inc.**  
**ADV 2B**

**Supervised Advisers**

Eric David Mattinson  
1447 Trademart Blvd  
Winston-Salem, NC 27127  
(336) 856-0080

Semmax Financial Advisors, Inc.  
1447 Trademart Blvd  
Winston-Salem, NC 27127  
336- 856-0080 – (Telephone)  
336-856-0071 (Facsimile)

**Brochure Supplement**  
**July 19, 2016**

This brochure supplement provides information about Eric David Mattinson, which supplements the Semmax Financial Advisors, Inc. Brochure. You should have received a copy of that brochure. Please contact Eric Mattinson at Semmax Financial Advisors, Inc. if you did not receive the Brochure of Semmax Financial Advisors, Inc., or if you have questions about the contents of this Supplement.

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

**Brochure Supplement: Semmax Financial Advisors, Inc.**  
**ADV 2B**

**Eric David Mattinson: registered investment adviser with Semmax Financial**

**Year of birth: 1982**

Item 2. Education Background:	Bachelor's Degree in Biblical Studies Piedmont Baptist College	2005
	Master's Degree in Management and Leadership Liberty University	2010
Business Background:	08/2012 to Present	Semmax Financial Representative
	11/2010 to 07/2012	Sun Trust Bank Licensed Branch Mgr.
	07/2007 to 10/2010	Wachovia Bank Licensed Banker
	01/2007 to 07/2007	USA Financial Services Independent Agent

Item 3. Disciplinary Information

- E. No criminal or civil actions have been taken in domestic, foreign or military court of competent jurisdiction against this supervised person.
- F. No administrative proceedings before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority have been taken against this supervised person.
- G. No self-regulatory organization proceedings have been taken with this supervised person
- H. This supervised person has not had his license or designations revoked or suspended because of a violation of rules relating to professional conduct.

Item 4. Other Business Activities

None listed

Item 5. Additional Compensation

Said supervised person does not receive any compensation from a non-client for providing advisory services.

Item 6. Supervision

Semmax Financial supervises the advice provided by this supervised person. This is done by review of any and all advice given, materials used to provide the advice, review of the clients' objectives along with the advice given to make sure they are in agreement. President John E. Tyner, Jr. is responsible for all supervision of advisors of Semmax Financial. He can be reached at (336) 856-0080.

Item 7. Requirements for State-Registered Advisers

- C. Neither Semmax Financial, nor its management persons have been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving an investment or investment related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, extortion; or dishonest, unfair, or unethical practices.

Semmax Financial and its management persons have not been awarded or otherwise being found liable in civil, self-regulatory organization, or administrative proceeding involving any of the following: investment or an investment-related business activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

- D. Eric David Mattinson has not been the subject of a bankruptcy petition.

**Brochure Supplement: Semmax Financial Advisors, Inc.**  
**ADV 2B**

**Supervised Advisers**

Joseph King Berry  
1447 Trademart Blvd  
Winston-Salem, NC 27127  
(336) 856-0080

Semmax Financial Advisors, Inc.  
1447 Trademart Blvd  
Winston-Salem, NC 27127  
336- 856-0080 – (Telephone)  
336-856-0071 (Facsimile)

**Brochure Supplement**  
**July 19, 2016**

This brochure supplement provides information about Joseph King Berry, which supplements the Semmax Financial Advisors, Inc. Brochure. You should have received a copy of that brochure. Please contact Eric Mattinson at Semmax Financial Advisors, Inc. if you did not receive the Brochure of Semmax Financial Advisors, Inc., or if you have questions about the contents of this Supplement.

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

**Brochure Supplement: Semmax Financial Advisors, Inc.**  
**ADV 2B**

**Joseph King Berry: Investment Adviser Representative with Semmax Financial**

**Year of Birth: 1970**

Item 2. Education Background: Hillsborough County Community College 1991-1992  
Grace Baptist Bible College 2013-2014

Business Background: 2014 – Present Semmax Financial, Investment Adviser  
Representative  
2013- 2014 Piedmont Triad Insurance, Agent  
1996 – 2013 CMH Homes, Inc., General Manager

Item 3. Disciplinary Information

- I. No criminal or civil actions have been taken in domestic, foreign or military court of competent jurisdiction against this supervised person.
- J. No administrative proceedings before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority have been taken against this supervised person.
- K. No self-regulatory organization proceedings have been taken with this supervised person
- L. This supervised person has not had his license or designations revoked or suspended because of a violation of rules relating to professional conduct.

Item 4. Other Business Activities

None listed

Item 5. Additional Compensation

Said supervised person does not receive any compensation from a non-client for providing advisory services.

## Item 6. Supervision

Semmax Financial supervises the advice provided by this supervised person. This is done by review of any and all advice given, materials used to provide the advice, review of the clients' objectives along with the advice given to make sure they are in agreement. President John E. Tyner, Jr. is responsible for all supervision of advisors of Semmax Financial. He can be reached at (336) 856-0080.

## Item 7. Requirements for State-Registered Advisers

- E. Neither Semmax Financial, nor its management persons have been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving an investment or investment related business or activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, extortion; or dishonest, unfair, or unethical practices.

Semmax Financial and its management persons have not been awarded or otherwise being found liable in civil, self-regulatory organization, or administrative proceeding involving any of the following: investment or an investment-related business activity; fraud, false statement(s), or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

- F. Joseph King Berry has not been the subject of a bankruptcy petition.