

Cannon Financial Strategists, Inc. is a registered investment advisor with the SEC. We are an investment advisor and provide advisory accounts and services rather than brokerage accounts and services. It is important to understand the differences and fees charged for such. For your convenience, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers and investing.

What investment services and advice can you provide me?

Cannon Financial Strategists, Inc. (“Cannon”) primarily provides investment advisory services to individual clients and institutional retirement plans. We tailor our advisory services to match your investment objectives, goals, risk parameters, and other information which you provide to us. We monitor the holdings and performance of your account on an ongoing basis and provide you with periodic reports regarding the performance and holdings of your account. For institutional retirement plans Cannon may serve as an investment fiduciary as defined by ERISA or as a consultant for governmental plans.

There are different types of advisory accounts you can choose. You can select an advisory account that allows us to buy and sell investments in your account without asking you in advance (a “discretionary account”), or we may give you advice and you decide what investments to buy and sell (a “non-discretionary account”).

For our discretionary services, you give your financial professional or an investment manager the authority to buy and sell securities, either absolutely or subject to certain restrictions. This authority varies according to the advisory program, and there is a prohibition against exercising discretion in client accounts unless granted written authority to enter orders on your behalf. For these discretionary services, investment monitoring is offered as part of our standard services and is provided at least annually.

For our non-discretionary services, you make the ultimate decision regarding the purchase and/or sale of investments. For these non-discretionary services, investment monitoring is offered as part of our standard services and is provided at least annually. Investment advice may be provided regarding asset allocation, investment portfolio construction, investment selection, or other services as agreed upon by both parties, and there may be limitations on investment offerings.

Some questions you might ask one of our representatives:

- ***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?

Investment advisory fees are charged based upon the type of service provided and are based on rates agreed upon within your Investment Advisory Agreement. Asset-based fees are billed quarterly, generally in arrears, based upon the average daily balance of the account for the entire billing period. The general fee structure for assets under management is a progressive scale with a decreasing percentage charged to higher asset levels. Further information on fee structure can be found in item 5 of our brochure at cannonfinancialstrategists.com/formADV.

There may be other fees to cover execution, brokerage and custodial costs. Such fees will be discussed as needed. You will authorize in writing the custodian to deduct all transaction charges and other charges from your account.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

A question you might ask one of our representatives:

- **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?

When we act as your investment adviser, we are required to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means: Advisory fees you pay us are based upon assets under management (AUM), the more AUM you invest with our Firm, the higher your fees will be.

The firm occasionally accepts commissions for recommending specific products. If there are instances when the best instrument to help you most efficiently meet your financial objectives would pay a commission and this instrument is included in your billable portfolio, the fee you are charged is offset by the commission amount.

Our investment advisory services are described in Items 5, 10, 12, and 14 of our brochure which can be found at cannonfinancialstrategists.com/formADV.

A question you might ask one of our representatives:

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

How do your financial professionals make money?

Cannon's financial advisors are paid a percentage of the revenue the firm earns from the advisory services.

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

No, none of our professionals have legal or disciplinary history. Investor.gov/CRS can be used as a free and simple search tool to research us and all our financial professionals.

A question you might ask one of our representatives:

- **As a financial professional, do you have any disciplinary history? For what type of conduct?**

Additional information about our services can be found in our brochure at cannonfinancialstrategists.com/formADV, and an electronic copy of this form may be found at cannonfinancialstrategists.com/formCRS. You can also request up-to-date information about our firm by calling: (706) 548-3422.

A question you might ask one of our representatives:

- **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?**