

**Part 2A of Form ADV: *Firm Brochure***

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This brochure provides information about the qualifications and business practices of Targeted Capital, LLC. If you have any questions about the contents of this brochure, please contact us at 732-240-1099 or [don.jump@jumpcpacom](mailto:don.jump@jumpcpacom).

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 Targeted Capital, 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, 125814 (known as our "CRD number")/

## **Item 2    Material Changes**

The SEC adopted "Amendments to Form ADV" in July, 2010.

This Firm Brochure, dated 03/24/2015, is Targeted Capital LLC's ("TC") new disclosure document prepared according to the SEC's new requirements and rules. As a state-registered investment adviser, our firm is required to comply with the new reporting and filing requirements.

As you will see, this document is a narrative that is substantially different in form and content, and includes some new information that we were not previously required to disclose.

After our initial filing of this Brochure, this Item will be used to provide our clients with a summary of new and/or updated information. We will inform you of the revision(s) based on the nature of the updated information.

Consistent with the new 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**

TC is a state-registered investment adviser with its principal place of business located in New Jersey. TC began conducting business in 1999.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company).

- Donald Edwin Jump, Member
- Kathryn Perry, Member

TC offers the following advisory service to our clients:

### **ADVISORY REFERRAL SERVICES**

TC acts as a solicitor on behalf of various independent registered investment advisers.

Based on a client's individual circumstances and needs, we will assist in determining which independent adviser's portfolio management services are appropriate for that client. Factors considered in making this determination, including account size, risk tolerance, and a client's investment experience, are discussed during our consultation with the client.

TC will meet with the client on a regular basis, or as determined by the client, to review the account. We will, when needed, suggest changes in the client's portfolio ("rebalancing"), to more effectively address each client's goals. The client may then instruct the independent adviser to make any or all of the changes we recommended. These recommendations are our own, and are neither recommended nor approved by any independent advisers.

Any rebalancing of the portfolio is done with the client's approval, and will be reviewed and implemented by the independent investment adviser.

At the time of conducting the advisory solicitation, TC will ensure that all federal and/or state specific requirements governing solicitation activities are met.

### **Amount of Managed Assets**

As disclosed above, our firm acts as a solicitor on behalf of various independent registered investment advisers. Because our services do not include portfolio management, pension consulting or other advisory services that pertain to the management or the oversight of management of client assets, we are not required to report a value of managed assets.

## **Item 5 Fees and Compensation**

### **Advisory Referral Services Fees**

We do not enter into an advisory agreement with any client nor do we charge a fee to any client for referrals to other Advisers. Fees for such referrals are paid by other the Advisers as a percentage of the fees the other Advisers receive from the client. Client advisory fees are not increased in any way as a result of our referral of any clients to other Advisers.

We typically receive a range of 25% to 50% of the advisory management fee paid by the client to the other advisers.

Clients will receive a separate disclosure document describing the fee paid to us by the other advisers.

Clients should refer to the other advisers' disclosure document for information regarding fees, billing practices, including any account minimum and/or minimum annual advisory fee requirements established by the adviser, as well as their account termination policies.

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

TC does not charge any fees based on a share of capital gains on or capital appreciation of the assets of a client. We encourage our clients to review the disclosure documents and advisory agreements of their respective independent, registered investment adviser for information regarding any fees being charged based on a share of capital gains on or capital appreciation of the client's assets.

## **Item 7 Types of Clients**

TC provides advisory referral services to the following types of clients:

- Individuals (the majority of which are high net worth individuals)
- Pension and profit sharing plans (other than plan participants)
- For-profit corporations and partnerships

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

As disclosed in Item 4, TC acts as a solicitor for non-affiliated (independent) registered investment advisers. Primarily, TC refers clients who are in need of investment management services to the other advisers. We make such referrals based on the client's circumstances and investment objectives.

While TC makes a concerted effort to ensure that the adviser is appropriate for each of the clients it refers, we do not control or influence the adviser's day-to-day analysis, asset management and/or recommendations made to clients. Therefore, prior to engaging the an adviser, we strongly encourage the client to review the firm's disclosure document(s) and advisory agreement in order to obtain a full description of the services offered.

A risk of engaging and investing with an adviser whose recommendations, services or investments have been successful in the past is that the firm may not be able to replicate that success in the future. In addition, there is also a risk that the adviser may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for a client.

Clients should understand that investing in any securities, including mutual funds, involves a risk of loss of both income and principal.

## **Item 9    Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Neither TC firm nor its management personnel have any reportable disciplinary events to disclose.

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

Management personnel of TC are also partners in the accounting firm of Jump, Perry and Company, LLP, where they are individually licensed and practicing Certified Public Accountants providing accounting services for separate and typical compensation.

Jump, Perry and Company, LLP typically recommends TC to accounting clients in need of advisory services.

Conversely, TC typically recommends Jump, Perry and Company, LLP to advisory clients in need of accounting services. Accounting services provided by Jump, Perry and Company, LLP are separate and distinct from our advisory services, and are provided for separate and typical compensation.

There are no referral fee arrangements between our firms for these recommendations. No TC client is obligated to use Jump, Perry and Company, LLP for any accounting services and conversely, no accounting client is obligated to use the advisory services provided by us.

Jump, Perry and Company, LLP 's accounting services do not include the authority to sign checks or otherwise disburse funds on any of our advisory client's behalf.

Management personnel who are partners of Jump, Perry and Company, LLP will spend the majority of their time on their accounting practice.

As previously disclosed, we recommend the services of various registered investment advisers to its clients. In exchange for this recommendation, we receive a referral fee from the selected investment adviser. The fee received by us is typically a percentage of the fee charged by that investment adviser to the referred client. The portion of the advisory fee paid to us does not increase the total advisory fee paid to the selected investment adviser by the client.

We do not charge the client any fees for these referrals. We will only recommend advisers that pay us a referral fee.



We are aware of the special considerations required under Rule 206(4)-3 of the Investment Advisers Act of 1940. As such, all appropriate disclosure shall be made and all applicable Federal and State laws will be observed.

Clients should be aware that the receipt of additional compensation by TC and its management persons or employees creates a conflict of interest that may impair the objectivity of our firm and these individuals when making advisory recommendations.

TC endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for us or our employees to earn compensation from the referral of clients to other registered investment advisers;
- we disclose to the client in a separate disclosure document the compensation we receive in exchange for the client's referral to the selected investment adviser;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- we conduct initial and periodic due diligence on the selected investment advisers to establish that the advisers are suitable to recommend to our clients; and

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

Due to nature of our advisory business, TC and individuals associated with our firm cannot and do not engage in principal transactions or agency cross transactions.

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 by an independent, registered investment advisory firm. It is the express 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 our employees from benefiting from transactions placed on behalf of advisory clients.

As all investment recommendations and the implementation of those recommendations are made by the independent, registered investment adviser, related persons of our firm are not aware of such transactions prior to their execution. Accordingly, neither TC nor our related persons can take advantage of trading in our clients' accounts.

Furthermore, TC has established the following restrictions in order to ensure our fiduciary responsibilities:

- 1) A director, officer or employee of TC shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No related person of our firm may prefer his or her own interest to that of the advisory client.
- 2) TC maintains a list of all securities holdings for itself, and anyone associated with this advisory practice with access to advisory recommendations. These holdings are reviewed on a regular basis by Donald E. Jump, Member.
- 3) TC requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
- 4) Any individual not in observance of the above may be subject to termination.

## **Item 12 Brokerage Practices**

TC does not recommend broker-dealers to Advisory Referral Service clients. We recommend the services of other independent registered investment advisers, who may or may not recommend broker-dealers to clients, and/or have their own policy, practice and procedure on brokerage.

As our firm does not directly recommend the services of any particular broker-dealer, we do not consider any factors, nor do we determine the reasonableness of any broker's commissions. Clients must evaluate the brokerage services of any particular broker, independently of TC.

Also, as we do not directly recommend the services of any particular broker-dealer, and we are not directly involved with the client's selection of any particular broker-dealer; our firm does not consider the value of products, research, or services in regards to selecting a broker or determining brokerage commissions. Clients must evaluate such factors, independently of TC when selecting a broker dealer.

Clients should refer to the disclosure document(s) of recommended independent registered investment adviser(s) for information on the brokerage recommendations, practices and policies for those entities.

## **Item 13 Review of Accounts**

### Reviews

Clients should refer to the independent registered investment adviser's disclosure document for information regarding the nature and frequency of reviews provided by the IRIA.

TC will provide reviews as contracted for at the inception of the advisory relationship. In such instances, the reviews are conducted by Donald E. Jump.

## Reports

Clients should refer to the independent registered investment adviser's disclosure document for information regarding the nature and frequency of reports provided by them

TC will provide these client accounts with reports as contracted for at the inception of the advisory relationship.

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

It is TC's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.

As disclosed throughout this Firm Brochure, TC acts as a solicitor for independent, registered investment advisory firms, and for doing so, receives an ongoing fee for such referrals.

Please refer to Item 10 for detailed disclosures regarding any resultant conflicts of interests and our firm's policies and procedures to mitigate such conflicts.

## **Item 15 Custody**

Due to the nature of our advisory services, TC neither bills nor directly debits advisory fees from client accounts.

Our firm is compensated by the independent, registered investment adviser which has responsibility for the timing and processes regarding the billing and collection of advisory fee payments from clients.

As part of our fiduciary duty, we urge all of our advisory clients to carefully review and compare their quarterly reviews of account holdings and/or performance results to those they receive from their custodian.

## **Item 16 Investment Discretion**

Due to the nature of our advisory services and as previously disclosed in Item 4 of this brochure, TC does not provide asset management services and therefore does not exercise any discretionary authority.

## **Item 17 Voting Client Securities**

Due to the nature of the advisory services provided by us, TC does not vote proxies on behalf of clients. Clients should refer to the independent, registered investment adviser's disclosure brochure(s) for information regarding their proxy voting policies and procedures.

## **Item 18 Financial Information**

TC is compensated for its advisory services by the independent, registered investment adviser selected by our clients.

Accordingly, under no circumstances do we require prepayment of advisory fees in excess of \$500 more than six months in advance of services rendered.

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

The following individuals are the principal executive officers and management persons of TC:

- Donald E. Jump, Member
- Kathryn, Member

Information regarding the formal education and business background for each of these individuals is provided in their respective Brochure Supplements.

We are required to disclose all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted.

Our firm and our management personnel have no reportable disciplinary events to disclose.

As previously disclosed in "Other Financial Industry Activities and Affiliations" (Item 10), neither TC nor any management personnel have a relationship or arrangement with any issuer of securities.