

Cannon Capital Management, Inc.
Customer Relationship Summary
June 24, 2024

Item 1: Introduction

Cannon Capital Management, Inc. is a registered investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at the [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing.

Item 2: Relationship and Services

What investment services and advice can you provide me?

We offer investment advisory, financial planning, and pension consulting services to retail clients on a regular basis. We monitor and review your accounts on a regular basis as part of our standard service. We offer advisory services to you on a discretionary basis, meaning we buy and sell investments without asking you in advance. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement and can be changed upon your request. We require a minimum account size of \$500,000. Factors that trigger reviews include changes to our investment recommendations, changes in market conditions, and changes to your financial situation and/or investment needs. For clients to whom we provide financial planning services, we conduct reviews on an “as needed” basis triggered by the client’s request. We may also suggest financial planning reviews when triggered by a change in your financial situation and/or investment needs.

Additional Information

For additional information, please see our Form ADV Part 2A, Items 4 and 7.

<https://adviserinfo.sec.gov/firm/summary/144247>

Conversation Starters - Ask your financial professional:

- ♦ ***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? What do these qualifications mean?***

Item 3: Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

Our investment advisory fees are based on the percentage of assets under management which are billed quarterly in advance. Your asset-based fee is based on the balance in your account as of the last day of the calendar quarter. Our fees vary and are negotiable. Your fee is agreed upon when we begin a relationship with you. You are responsible for the payment of all third-party fees which include custodian fees, brokerage fees, mutual fund fees, and transaction fees. Those fees are separate and distinct from the fees and exchanges we charge.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. More detailed information about our fees and costs are included in our Form ADV Part 2A (Items 5.A., B., C., and D.)

<https://adviserinfo.sec.gov/firm/summary/144247>

Conversation Starters - Ask your financial professional:

- ♦ ***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 have 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 is an example to help you understand what this means: The owners of Cannon Capital also own a separate private fund, Tuvalu Ventures, LLC. An incentive exists for Cannon Capital or its representatives to recommend Cannon Capital clients to invest in units of ownership of Tuvalu Ventures, LLC.

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Conversation Starters - Ask your financial professional:

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

Additional Information: These arrangements and additional information about other conflicts of interest are discussed in more detail in our Form ADV Part 2A. <https://adviserinfo.sec.gov/firm/summary/144247>

How do your financial professionals make money?

Our financial professionals receive an investment management fee based on a percentage of assets under management. In limited instances, our financial professionals charge an hourly fee for clients without an investment management fee relationship with us.

Item 4: Disciplinary History

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

No – Neither the Firm nor any of our IARs have a disciplinary history. We invite you to visit investor.gov/CRS for a free and simple search tool to research our Firm and IARs.

Conversation Starters - Ask your financial professional:

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

Item 5: Additional Information

For additional information about our investment advisory services or to request a copy of this Relationship Summary, call us at (801) 566-3190. For more information on our investment advisory services, see our Form ADV brochure on [Investor.gov](https://investor.gov) or adviserinfo.sec.gov.

Conversation Starters - Ask your financial professional:

- ◆ **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?**
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