



### ***Customer Relationship Summary Introduction***

Delta Asset Management is an investment adviser with the Securities and Exchange Commission (“SEC”). 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 [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### ***Relationships and Services***

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

We offer investment advisory services to retail investors, including the below:

- We will offer you investment advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you (by phone or e-mail) to discuss your portfolio on a timeframe that meets your needs. You will receive a monthly statement from your custodian and a quarterly statement from Delta. The Delta statement will include a list of your holdings, account performance and a copy of your management fee invoice.
- We manage accounts that allow us to buy and sell investments in your account without asking you in advance (a “*discretionary account*”) through the use of equities, fixed income assets, or a combination of both, in your portfolio. You may also impose restrictions on our ability to implement particular types of investments on your behalf if that is your preference.
- We do have requirements for retail investors to open or maintain an account or establish a relationship. We charge an annual minimum fee of \$3,000 per client relationship.

***For additional information***, please see our [Form ADV, Part 2A](#) brochure, specifically Items 4 and 7.

#### ***Conversation Starters: Ask us the following questions –***

- ✓ 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?

### ***Fees, Costs, Conflicts, and Standard of Conduct***

- We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy, and investments on an ongoing basis.
- If you open an advisory account, you will pay an on-going asset-based fee, billed at the end of each quarter for our services, based on the value of your advisory account(s) on the last day of the quarter. We can also provide a financial plan at no additional cost.
- Some broker-dealers or banks (“*custodian*”) charge a fee to hold your assets (called “*custody*”). Also, some custodians charge you a transaction fee when we buy and sell an investment for you. The custodian determines custody and transaction fees. We recommend that clients use Charles Schwab as their custodian. Charles Schwab does not charge custodian fees. Charles Schwab does not charge transactions fees on equity or exchange traded funds (ETF’s) but will charge transactions fees on mutual funds.
- 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. For more information, please see [Form ADV, Part 2A](#) brochure, Item 5.
- We only make money from the investment advisory services we provide to you.

- *When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. Our interests can conflict with your interests. We must tell you about them in a way you can understand, so that you can decide whether or not you to agree to them. Here are some examples to help you understand what this means.*
  - The higher the value of the assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if you do not buy or sell.
  - Our firm uses services from Schwab Advisor Services at a waived or reduced cost. By recommending that you maintain your accounts at Charles Schwab, this is a conflict of interest. Delta Asset Management, LLC is independently owned and is not affiliated with Charles Schwab. Although we may recommend that you establish accounts at Schwab, it is your decision to custody assets with Schwab.
  - We pay Schwab fees to receive client referrals through the Schwab Advisor Network program. Our participation in the program may raise conflicts of interest. We pay Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab and under the management of Delta.

*For additional information, please see our [Form ADV, Part 2A](#) brochure, specifically Items 4, 12 and 14.*

**| Conversation Starters:** *Ask us the following questions –*

- ✓ Help me understand how these fees and costs might affect my investments.
- ✓ How might your conflicts of interest affect me, and how will you address them?

### **Disciplinary History**

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

- Neither the firm nor its financial professionals have reported disciplinary disclosures.
- Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research your financial professionals.

### **Additional Information**

- For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at [adviserinfo.sec.gov](http://adviserinfo.sec.gov) or to our website, [www.deltaasset.com](http://www.deltaasset.com).
- You can call us at (901)767-4791 to request up-to-date information and request a copy of the relationship summary.

**| Conversation Starters:** *Ask us the following questions –*

- ✓ Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer?
- ✓ Who can I talk to if I have concerns about how this person is treating me?
- ✓ How will you choose investments to recommend for my account?
- ✓ Given my financial situation, why should I choose an advisory account?
- ✓ Will you work with my existing CPA/lawyer?
- ✓ How many assets under management do you have?

ITEM 1 - COVER PAGE



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**March 30, 2020**

This brochure provides information about the qualifications and business practices of Delta Asset Management, LLC ("Delta"). If you have any questions about the contents of this brochure, please contact us at 901-767-4791 or at delta@deltaasset.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Additional information about Delta Asset Management, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search for our firm by using our CRD number which is 113688.

Delta is registered with the SEC. However, this registration, while required by law, does not indicate any established or set level or skill or training on our part.

**ITEM 2 - MATERIAL CHANGES**

This section only discusses any material changes to this Form ADV Part 2A disclosure document since the date of our last annual update to this brochure which was on March 26, 2019.

- None

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#### **ITEM 4 - ADVISORY BUSINESS**

Delta has been in business since 1989. We provide our clients with investment advisory services consisting primarily of discretionary asset management through use of equity, fixed income and balanced (between equity securities such as stocks, fixed income securities such as municipal and government bonds and exchange traded mutual funds) portfolios. Our services and processes are designed to determine and address each client's specific investment needs through formulation of an asset allocation strategy tailored to meet the client's investment circumstances, objectives, time horizon objectives and risk tolerance. You may also impose restrictions on our ability to implement particular types of investments on your behalf if that is your preference. We maintain a model portfolio which we use as an allocation guide for managing our clients' accounts and in determining when to sell a particular security in a client's account taking into account the client's specific investment and tax considerations. Our model portfolio may limit the total number of individual securities held by our clients although a client's account may be composed of securities not included in our model portfolio depending upon the client's specific investment needs.

We do not provide legal, tax or accounting advice or services and you should not assume that we are providing you such services at any time. Also, you should understand that, generally speaking, securities or other investments for which we provide advice to you are not deposits or obligations of any bank, are not endorsed or guaranteed by any bank and are not insured by the Federal Deposit Insurance Corporation, the Federal Reserve Board or any other governmental agency and that neither Delta nor any of its affiliated companies is a trust or banking institution.

Delta has entered into "wrap fee" arrangements sponsored by LPL Financial Corporation, which is unaffiliated with Delta. Under a wrap fee arrangement, a brokerage firm may recommend retention of Delta to manage all or a portion of your assets; pay us our fee for our services; monitor and evaluate our services in managing your assets; execute securities transactions which we implement on your behalf; and provide you with custodial services for your assets, or the brokerage firm may provide any combination of these services, for a set fee to be paid by you to the brokerage firm. Under a wrap fee arrangement, your assets would be managed by us in the same manner as assets managed by us for our clients not in a wrap fee arrangement although this would be subject to your particular investment needs and objectives and we may have limited or minimal contact with you where the brokerage firm maintains the direct and primary relationship with you. You should understand that, depending upon the amount of the wrap fee the brokerage firm charges you, the number of securities transactions in your account, the value of custodial or other services you will receive under the arrangement, the amount of the wrap fee may or may not be less than the total cost for such services added together if you obtained them separately and therefore such arrangements may not be suitable for all clients based on the client's individual financial circumstances and investment goals. You can find more specific information on each wrap fee arrangement in the Wrap Fee Program Brochure which should be available to you from the wrap fee arrangement sponsor. Delta does not act as a sponsor of any wrap fee arrangements.

The principal owners of Delta are Myron Mall, Managing Director; Edward Taylor, Managing Director; David Smith, Managing Director and Hightower Advisors, LLC. The amount of client assets we manage on a discretionary basis as of December 31, 2019 is \$1,127,764,937.

#### **ITEM 5 - FEES AND COMPENSATION**

Delta is solely compensated for its investment advisory services by charging you a management fee based on the market value of your assets under our management based upon the fee schedule set forth below:

<b><u>Market Value</u></b>	<b><u>Stock Rate</u></b>	<b><u>Bond Rate</u></b>
First \$ 2,000,000	1.00%	.50%
Over \$ 2,000,000 to \$ 5,000,000	.70%	.35%
Over \$ 5,000,000 to \$10,000,000	.50%	.25%
Over \$10,000,000	.35%	.15%

Monitoring of legacy positions .25% on the value of the positions.

Fees are billed quarterly in arrears based upon the market value of the assets at the end of the preceding quarter. If your relationship with us is begun or ended during a calendar quarter, your fee will be prorated for the appropriate number of days completed or remaining in the quarter and, where applicable, you will be issued a refund for any portion of your quarterly fee paid in advance (such as in a wrap fee arrangement) or which was otherwise unearned. Fees are rounded to the nearest dollar.

We charge an annual minimum fee of \$3,000 per client relationship.

We may negotiate the amount of your fee depending upon circumstances including but not limited to account composition and complexity, other client, employee or family relationships, etc. which may result in different fees being charged by us for client accounts similar in composition and objectives. Our employees and their family related accounts may be charged a reduced fee, or no fee, for our services.

You may pay your fee to us directly upon receipt of an invoice from us or you may authorize your custodian to allow us to directly debit our fee from your account or accounts. If you choose the latter method, your custodian will not confirm our fee but will pay the amount based on the fee amount communicated to the custodian by us and send it directly to us. You will receive a periodic statement from your custodian which will show the amount of the fee which has been sent to us. You should confirm the accuracy of our fee calculation upon receipt of your custodian's statement.

The fees you pay us do not include brokerage commissions or other fees or charges associated with securities transactions implemented with or through a brokerage firm, mark-ups or mark-downs in principal transactions, deferred sales charges, stock exchange fees, wire transfer or related processing fees, transfer taxes or other charges mandated by law or regulation all of which will be charged to you in addition to our fee. We do not receive any portion of any of the foregoing expenses or fees. You should go to the section on Brokerage Practices in our brochure for more information on how we select or recommend brokerage firms for your securities transactions and information related to that process.

You should understand that mutual funds, including exchange traded funds, in which your assets are invested by us or by others, impose separate investment management fees and other operating expenses, described in the fund's prospectus, for which you, the client, will be charged separately from the fee paid to us for our services.

As we discussed in the section on Advisory Services in our brochure, we have entered into "wrap fee" arrangements with certain brokerage firms where you pay the brokerage firm an agreed upon fee for investment management by us or other investment advisory firms such as us, brokerage commissions, custodial services and possibly consulting services. We receive a portion of the "wrap fee" you pay the brokerage firm for our services. Our portion of the fee averages .75% of your assets managed by us depending upon our arrangement with the brokerage firm which sponsors the wrap fee arrangement.

Clients should be aware that similar or comparable services may be available from other firms including other investment management firms at a cost higher or lower than that available through us.

#### **ITEM 6 - PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

This section does not apply to Delta Asset Management, LLC

#### **ITEM 7 - TYPES OF CLIENTS**

Our clients include individual persons, banks or thrift institutions, pension and profit-sharing plans, trusts, estates, charitable organizations and corporations or similar business entities. We do not have a minimum account size.

#### **ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

Delta's methods of analysis and investment strategies incorporate the client's needs and investment objectives, time horizon, and risk tolerance. Delta is not bound to a specific investment strategy for the management of investment portfolios, but rather considers the risk tolerance levels gathered at the account opening, as well as on an on-going basis. Although not bound to a specific method or strategy, our primary method of investment analysis and investment strategies to provide services to our client involves the use of fundamental analysis which is the analysis of a company's financial statements, its management, competitive advantages, markets, etc. Our primary investment strategy is the use of long-term purchases (securities generally held for at least a year).



Our strategies and investments may have unique and significant tax implications. Regardless of your account size or other factors, we strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

Investing in securities involves risk of loss that clients should be prepared to bear. Although we manage your portfolio with strategies and in a manner consistent with your risk tolerances, there can be no guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

All investments involve the risk of loss, including (among other things) loss of principal, a reduction in earnings (including interest, dividends, and other distributions), and the loss of future earnings. These risks include market risk, interest rate risk, issuer risk, and general economic risk. Regardless of the methods of analysis or strategies suggested for your particular investment goals, you should carefully consider these risks, as they all bear risks.

Below are some more specific risks of investing:

**Market Risk.** The prices of securities in which clients invest may decline in response to certain events taking place around the world, including those directly involving the companies whose securities are owned by the client or an underlying fund; conditions affecting the general economy; overall market changes; local, regional or global political, social or economic instability; and currency, interest rate and commodity price fluctuations. Investors should have a long-term perspective and be able to tolerate potentially sharp declines in market value.

**Management Risk.** Delta's investment approach may fail to produce the intended results. If our perception of the performance of a specific asset class or underlying fund is not realized in the expected time frame, the overall performance of client's portfolio may suffer.

**Equity Risk.** Equity securities tend to be more volatile than other investment choices. The value of an individual mutual fund or ETF can be more volatile than the market as a whole. This volatility affects the value of the client's overall portfolio. Small- and mid-cap companies are subject to additional risks. Smaller companies may experience greater volatility, higher failure rates, more limited markets, product lines, financial resources, and less management experience than larger companies. Smaller companies may also have a lower trading volume, which may disproportionately affect their market price, tending to make them fall more in response to selling pressure than is the case with larger companies.

**Fixed Income Risk.** The issuer of a fixed income security may not be able to make interest and principal payments when due. Generally, the lower the credit rating of a security, the greater the risk that the issuer will default on its obligation. If a rating agency gives a debt security a lower rating, the value of the debt security will decline because investors will demand a higher rate of return. As nominal interest rates rise, the value of fixed income securities is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate.

**Municipal Securities Risk.** The value of municipal obligations can fluctuate over time, and may be affected by adverse political, legislative and tax changes, as well as by financial developments that affect the municipal issuers. Because many municipal obligations are issued to finance similar projects by municipalities (e.g., housing, healthcare, water and sewer projects, etc.), conditions in the sector related to the project can affect the overall municipal market. Payment of municipal obligations may depend on an issuer's general unrestricted revenues, revenue generated by a specific project, the operator of the

project, or government appropriation or aid. There is a greater risk if investors can look only to the revenue generated by the project. In addition, municipal bonds generally are traded in the “over-the-counter” market among dealers and other large institutional investors. From time to time, liquidity in the municipal bond market (the ability to buy and sell bonds readily) may be reduced in response to overall economic conditions and credit tightening.

Investment Companies Risk. When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client’s overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF’s shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF’s shares may be halted if the listing exchange’s officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide “circuit breakers” (which are tied to large decreases in stock prices) halts stock trading generally. Delta has no control over the risks taken by the underlying funds.

#### **ITEM 9 - DISCIPLINARY HISTORY**

This section does not apply to Delta Asset Management, LLC or any of its employees.

#### **ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Delta is affiliated through common ownership with HighTower Advisors, LLC, an investment adviser registered with the Securities and Exchange Commission, and HighTower Securities, LLC, a broker-dealer registered with the Securities and Exchange Commission. HighTower Securities, LLC is also a licensed general insurance broker and agency and commodity-trading advisor. HighTower Securities is a member of FINRA, the MSRB, and SIPC and are registered in various states as required. Delta is separately managed from Hightower Advisors, LLC and Hightower Securities, LLC, and there is no conflict of interest with this arrangement.

The following firms are also affiliated with Delta based on a common ownership interest through our majority owner, HighTower Advisors, LLC:

Kanawha Capital Management, LLC– investment adviser  
Duncker Streett & Co., LLC – investment adviser  
Harvey Investment Company, LLC – investment adviser  
The Rikoon Group, LLC – investment adviser  
Axiom Asset Management, LLC – investment adviser

However, Delta does not have a relationship or arrangement with any of these affiliated firms which is material to our business or to our clients.

## **ITEM 11 - CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

Delta has adopted a written Code of Ethics under which all our full time employees are generally restricted from effecting transactions in securities for their personal accounts absent written pre-approval by our chief compliance officer or designee in order to seek to avoid conflicts of interest with transactions being effected in client accounts. Our employees may buy or sell the same securities that we recommend that our clients invest in or that we purchase or sell on our clients' behalf. This presents a conflict of interest between our employees' own financial interest and the best interest of our clients. We have addressed this conflict of interest by imposing trading restrictions under the Code of Ethics which include restrictions on our employees' personal trading based upon investment activity occurring in, or being contemplated for, our clients' accounts. There are certain exceptions from the pre-clearance requirements for transaction which we do not believe present a conflict of interest between our employees and our clients such as where our employees receive the same averaged price and incur the same proportional transaction costs as our clients through a block order of equity securities.

Pre-approval must also be obtained by employees before investing in initial public offerings of securities and before investing in a private placement of securities. Our employees are required to submit quarterly reports relating to their personal transactions and an annual report of their personal securities holdings to us. Our Code of Ethics also contains policies and procedures which are intended to prevent the misuse of material non-public information. A copy of our Code of Ethics is available to you upon request by contacting us through the contact information provided on the Cover Page of this brochure.

## **ITEM 12 - BROKERAGE PRACTICES**

Delta considers the following factors in selecting or recommending brokerage firms for your transactions and in determining the reasonableness of the compensation or other remuneration paid to the brokerage firms:

- Quality of Support Services and Technology
- Trade Implementation Costs
- Value of Research and Related Information and Products Provided
- Market Liquidity Provided
- Confidentiality of Trading Intentions
- Investment Styles (compatibility between Delta and the brokerage firm)
- Financial Stability
- Trade Error Resolution Process
- Ability to Execute Difficult Trades

- Other Factors Which May Be Identified by Delta from Time to Time

We have established an Execution Review Committee which periodically reviews our brokerage practices and the reasonableness of compensation or other remuneration paid to brokerage firms and monitors our efforts to seek best execution of client transactions.

Research and Other Soft Dollars Benefits: Where more than one brokerage firm satisfy our criteria, preference may be given to brokerage firms which provide us with certain brokerage and research services and products as allowed by law under Section 28(e) of the Securities Exchange Act of 1934 which Delta may use to execute client transactions even though the commissions or similar costs for particular transactions may be higher than the commissions or costs incurred by using another brokerage firm which does not provide Delta with these brokerage and research services or products. Payments to brokerage firms for these services through commission revenue rather than direct cash payments are referred to as “soft dollars”. Under these circumstances, we will make a good faith determination that the amount of commission is reasonable in relation to the value of the brokerage and research services or products provided by the brokerage firm(s) which we consider to be a significant benefit to our clients. We may use these brokerage and research services and products to benefit all of our clients’ accounts, not just those whose transactions paid for the services.

The brokerage and research services or products received by us under the arrangement described above include general investment research.

Our use of client brokerage commissions or similar costs for transactions to obtain brokerage or research services and products presents a conflict of interest to us because we do not have to internally produce the service or product or purchase it directly elsewhere. This also means that we will have a financial incentive to select or recommend brokerage firms which provide us such brokerage and research services or products rather than based on a consideration of the lowest commission cost to our clients. To address these conflicts, Delta uses a commission comparison report to review the reasonableness of commission amounts and rates used to obtain brokerage and research services and products described above. This review is conducted during meetings of our Execution Review Committee.

Charles Schwab & Co., Inc.: We may recommend or require that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. (Schwab), a FINRA registered broker-dealer, member SIPC, to maintain custody of their assets and to effect trades for their accounts. Although we may recommend or require that clients establish accounts at Schwab, it is the client’s decision to custody assets with Schwab. Delta is independently owned and operated and not affiliated with Schwab.

Schwab provides us with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisors such as Delta on an unsolicited basis, at no charge so long as a total of at least \$10 million of the advisor’s clients’ assets are maintained in accounts at Schwab Institutional but are not otherwise contingent upon our committing to Schwab any specific amount of business such assets in custody or trading commissions. These services include the execution of securities transactions, custody, research,

and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For our client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders such as our clients through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts maintained by our clients.

Schwab Institutional also makes available to us other products and services that benefit us but may not directly benefit our clients' accounts. Many of these products and services may be used to service all or some substantial number of our accounts, including accounts not maintained at Schwab.

Schwab's products and services that assist us in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of our fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting. Included in the products and services provided by Schwab to us is Reuters which is a platform to access sell side research and financial news.

Schwab Institutional also offers other services intended to help us manage and further develop our business enterprise. These services may include: (i) compliance, legal and business consulting; (ii) publications and conferences on practice management and business succession; and (iii) access to employee benefits providers, human capital consultants and insurance providers. Schwab may make available, arrange and/or pay third-party vendors for the types of services rendered to us. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to us. Schwab Institutional may also provide other benefits to our employees such as educational events or occasional business entertainment. In evaluating whether to recommend or require that our clients custody their assets at Schwab, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely base our evaluation on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a conflict of interest since our recommendation that our clients maintain accounts at Schwab may be based in part on the availability to Delta of all or some of the products or services described above.

TD Ameritrade, Inc.: We participate in the institutional advisor program (the "Program") offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment advisors such as Delta services which include custody of securities, trade execution, clearance and settlement of transactions. We receive some benefits from TD Ameritrade through our participation in the Program.

As stated above, Delta participates in TD Ameritrade's institutional customer program and we may recommend TD Ameritrade to our clients for custody and brokerage services. There is no direct link between our participation in the Program and the investment advice we give to our clients, although we

do receive economic benefits through our participation in the Program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk designated to serving us; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from our client accounts held at TD Ameritrade; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to us by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by us or by our related persons or entities. Some of the products and services made available by TD Ameritrade through the Program may benefit us but may not benefit our clients' accounts directly although may assist us in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help us manage and further develop our business enterprise. The benefits received by us or our employees through participation in the Program do not depend on the amount of brokerage transactions directed to TD Ameritrade by us. As part of our fiduciary duties to our clients, we endeavor at all times to put the interests of our clients first. Clients should be aware, however, that the receipt of economic benefits by us or our related persons or entities in and of itself creates a potential conflict of interest and may indirectly influence the Delta' choice of TD Ameritrade for custody and brokerage services.

**Directed Brokerage:** We will execute transactions through a particular brokerage firm as a result of your decision to direct us to execute transactions through a particular brokerage firm or as a result of your decision to participate in a "wrap fee" arrangement in which case trades are generally executed through the brokerage firm with which you have entered into the "wrap fee" arrangement. In this situation, you will be responsible for negotiating the commission rates you pay, not us. You should be aware of our inability to negotiate commissions, obtain volume discounts and that best execution may not be achieved for transactions in your account(s). As a result, transactions in accounts directed by you to a particular brokerage firm may result in higher commissions, greater spreads or less favorable net prices than would be the case if we were authorized to choose the brokerage firm through which to execute transactions for your account(s).

You should also be aware that disparities in commission charges for similar transactions in accounts in different clients of ours may exist and that there is a conflict of interest arising from such directed brokerage practices. You should be aware that transactions for accounts which we have been instructed by you, or by the brokerage firm in the event of a wrap fee arrangement, to direct to a specified brokerage firm may be placed subsequent to transactions we enter for client accounts where we determine the brokerage firm through which to execute transactions for clients. This may result in less favorable execution for those accounts where we have been instructed by you to direct trades to a specified brokerage firm for execution.

You should be aware that you have brokerage options which you should consider other than instructing us to direct to your transactions to a particular brokerage firm including the use by us of other

brokerage firms we determine to use for execution of client transactions possibly at a lower commission cost and that this option may be available through us.

**Blocked Transactions:** We may group or block orders from time to time for the same security for more than one client account at the same custodian in order to more effectively execute the orders. This is what is known as a “block transaction”. This process can create trading efficiencies, prompt attention to the order and improve price execution since the block transaction may be executed at various prices but averaged as to price. Personal transactions of our employees may be included in such block transactions. Where such block transactions are not fully executed, we will seek to allocate the executed portion of the block transaction on a basis which we consider fair to our clients over time. Generally, this will mean a pro rata allocation or allocation on a rotational basis although we may, in certain circumstances, allocate purchases or sales on some other basis, after consideration of factors such as taxability of the account, cash available for investment, asset mix of the account, objectives and restrictions of the account, company and industry concentrations, broker designations specified by the client, size of the execution versus the total order size, and partial positions versus full positions. Any employee transactions will be excluded from block transactions which are not fully executed.

**Trade Errors:** Errors in executing client transactions may occur from time to time which we will seek to correct on a timely basis so that you will not incur a loss or other costs as a result of any such errors. Any loss or costs incurred as a result of the correction of such errors will be borne by us or by your broker/custodian while any market gains result from the correction of such errors will usually be retained by your broker/custodian or by you.

### **ITEM 13 - REVIEW OF ACCOUNTS**

Our clients’ accounts are reviewed on a continuous basis by the individual portfolio manager with primary responsibility for the particular account and on an annual basis by our Investment Committee made up of our portfolio managers: Myron Mall, Managing Director; Edward Taylor, II, Managing Director; Alan Catmur, Senior Vice President; William Gates, Vice President., and David Cooke, Vice President. Factors which may trigger more frequent reviews include change in client investment objectives or circumstances such as retirement or a large contribution or withdrawal to or from an account, significant developments or events specific to a particular security held in the account, or significant market, economic or political developments.

We will provide you written reports concerning your account(s) with us on at least a quarterly basis. These quarterly reports will include total cost basis for each security as well as market value and income yield and the current and historical performance for the account and possibly grouped with other accounts related to you. This report will also include an invoice for our quarterly fee. If you are involved in a wrap fee arrangement as described in the section on Advisory Business, you may receive reports including those assets of yours for which we are providing services. This report will come directly from the brokerage firm which created the wrap fee arrangement. You should also receive written reports directly from your custodian concerning your account(s) which generally contain information relating to all transactions and other account activity.

## ITEM 14 - CLIENT REFERRALS AND OTHER COMPENSATION

We may from time to time enter into written agreements with other persons or companies who refer potential clients to us in exchange for a referral or solicitor fee which typically is a percentage of the fee we receive from the referred client for our services or a percentage of the value of the referred account. This means that the persons or companies who refer potential clients to us as described will have a financial interest in your selecting us to provide you services. If you are referred to us through an arrangement like this, you will receive a written document which will disclose that we have an arrangement with the solicitor, any affiliation between us and the solicitor, and a description of the compensation the solicitor will receive from us if you establish an account with us. The fee we charge you for our services will not be increased as a result of our use of these referral arrangements.

Charles Schwab & Co., Inc.: We receive client referrals from Charles Schwab & Co., Inc. (“Schwab”) through our participation in Schwab Advisor Network® (the “Service”). The Service is designed to help investors find an independent investment advisor. Schwab is a brokerage firm independent of and unaffiliated with us. Schwab does not supervise us and has no responsibility for our management of your assets or our other advice or services. We pay Schwab fees to receive client referrals through the Service. Our participation in the Service may raise conflicts of interest as described below.

We pay Schwab a Participation Fee on all referred client accounts that are maintained in custody at Schwab and Non-Schwab Custody Fee on all client accounts that are maintained at, or transferred to, another custodian. The Participation Fee is a percentage of the fees the client pays us or a percentage for the value of the assets in your account, subject to a minimum Participation Fee. We pay Schwab the Participation Fee for so long as the referred client’s account remains in custody at Schwab and under the management of Delta. The Participation Fee is charged to us quarterly and may be increased, decreased or waived by Schwab from time to time. The Participation Fee is paid by us and not by you. We have agreed not to charge clients referred through the Service fees or costs greater than the fees or costs we charge clients with similar accounts with us who were not referred to us through the Service.

We generally pay Schwab a Non-Schwab Custody Fee if custody or a referred client’s account is not maintained by, or assets in your account are transferred from, Schwab. This Fee does not apply if the client was solely responsible for the decision to not maintain custody at Schwab. The Non-Schwab Custody Fee is higher than the Participation Fees we generally pay in a single year. Thus, we will have an incentive to recommend that your accounts be held in custody at Schwab.

The Participation and Non-Schwab Custody Fees will be based on assets in accounts of our clients who were referred by Schwab and those referred clients’ family members living in the same household. Thus, we will have an incentive to encourage household members of our clients referred through the Service to maintain custody of their accounts and execute transactions at Schwab and to instruct Schwab to debit our fees directly from your account.

Clients of ours who maintain custody of their accounts at Schwab will not be charged separately for custody, but Schwab will receive compensation from our clients in the form of commissions or through transaction related compensation on securities transactions executed through Schwab. Schwab also will receive a fee (generally lower than the commissions on transactions it executes) for clearance and



settlement of transactions executed through brokerage firms other than Schwab. Schwab's fees for transactions executed at other brokerage firms are in addition to the other brokerage firm's fee. Thus, we will have an incentive to cause transactions to be executed through Schwab rather than through another brokerage firm although we understand we have a duty to seek best execution of our clients' transactions. Transactions for client accounts maintained in custody at Schwab may be executed through a different brokerage firm than trades for our other clients so transactions in accounts maintained in custody at Schwab may be executed at different times and different prices than transactions in client accounts that are executed at other brokerage firms.

Please refer to the section on Brokerage Practices in our brochure for information on other economic benefits we may receive for providing services to you.

#### **ITEM 15 - CUSTODY**

Delta is deemed to have custody of those client assets held in accounts for which the client has authorized Delta to directly debit its management fees from the client's custodial account although the assets in those accounts are maintained separately with a qualified custodian. Some clients may execute limited powers of attorney or other standing letters of authorization that permit Delta to transfer money from their account with the client's independent qualified Custodian to third parties. This authorization to direct the Custodian may be deemed to cause our firm to exercise limited custody over your funds or securities and for regulatory reporting purposes, we are required to keep track of the number of clients and accounts for which we may have this ability. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. In addition to any account statements you may receive from us, you will receive account statements from the independent, qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate any transfers that may have taken place within your account(s) each billing period. You should carefully review these statements for accuracy and compare these statements to statements you receive from us for any discrepancies. You should also remember that the statements you receive from your custodian are your official record of your accounts and assets for tax purposes.

#### **ITEM 16 - INVESTMENT DISCRETION**

We will accept discretionary investment authority over your assets if you agree to such an arrangement. This is typically accomplished through execution of a limited trading authority contained in your client agreement with us or through similar authority contained in a wrap fee arrangement you may execute with the brokerage firm which established the wrap fee arrangement. When executing your client agreement with us, you can further limit the extent of discretionary investment authority to be granted to us although this may impact the level of services, we can provide you. You may also place restrictions on our authority such as instructions not to make investments in certain industries or to not sell certain investments you may have due to possible adverse tax consequences to you.

#### **ITEM 17 - VOTING CLIENT SECURITIES**

We have policies and procedures in place for voting proxies relating to certain investments in your account(s) with us designed to result in the voting of proxies in our clients' best interests. We generally adhere to predetermined voting guidelines and will typically vote with recommendations from the management of the particular investment in your account. Proxies relating to securities held in our Model Portfolio are reviewed by our research department prior to voting by us which will generally adhere to the predetermined voting guidelines unless the Investment Committee determines that a vote contrary to the guidelines is in the best financial interest of our clients. Any such vote will be agreed to by all members of the Investment Committee and documented in writing. We do not vary from our guidelines due to any potential conflict of interest we may have including business or personal relationships with management or other business interests or considerations. Generally, we do not allow clients to instruct us how to vote specific proxies although we will consider such instructions upon request. You may obtain a complete copy of our policies and procedures for voting proxies and a record of how we have voted the proxies for your investments by contacting us through the contact information we included on the Cover Page of this brochure.

#### **ITEM 18 - FINANCIAL INFORMATION**

This section does not apply to Delta Asset Management, LLC as we have never filed for bankruptcy nor are we subject to any financial conditions which could impair our ability to meet our obligations to you. In addition, we do not require nor solicit the prepayment of any advisory fees.

**FORM ADV PART 2B**

**BROCHURE SUPPLEMENT**

**ITEM 1 - COVER PAGE**

**Myron Mall**

**Managing Director**



**700 Colonial Rd, Suite 220, Memphis TN 38117**

**901-767-4791**

**[www.deltaasset.com](http://www.deltaasset.com)**

**March 16, 2020**

This brochure supplement provides information about **Myron Mall** that supplements the Delta Asset Management brochure. You should have received a copy of that brochure. Please contact Candy Chrisman if you did not receive Delta Asset Management brochure or if you have any questions about the contents of this supplement.

Information about Myron Mall is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1940

Education: Parsons College, B.A. 1963  
Northwestern University, National Graduate Trust School 1979  
Certified Financial Services Counselor 1990

Experience: Managing Director, Delta Asset Management, LLC, 1989- Present  
President and Director, Commerce Capital Management, Inc., 1984-1989  
Senior Vice President, Trust Division, National Bank of Commerce, 1967-1984

## **ITEM 3 - DISCIPLINARY INFORMATION**

This section does not apply to Mr. Mall.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

This section does not apply to Mr. Mall.

## **ITEM 5 - ADDITIONAL COMPENSATION**

This section does not apply to Mr. Mall.

## **ITEM 6 - SUPERVISION**

Delta Asset Management has written procedures in place to supervise the activities of Mr. Mall. In addition, Delta Asset Management monitors the services and advice provided by Mr. Mall through the use of an Investment Committee which reviews his clients' accounts on an annual basis.

Mr. Mall is a managing director and owner of Delta Asset Management and, as such, has no direct supervisor.

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**ITEM 1 - COVER PAGE**

**Edward Taylor, II**

**Managing Director**



**700 Colonial Rd, Suite 220, Memphis TN 38117**

**901-767-4791**

**[www.deltaasset.com](http://www.deltaasset.com)**

**March 16, 2020**

This brochure supplement provides information about **Edward Taylor, II** that supplements the Delta Asset Management brochure. You should have received a copy of that brochure. Please contact Candy Chrisman if you did not receive Delta Asset Management brochure or if you have any questions about the contents of this supplement.

Information about Edward Taylor, II is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1959

Education: Washington & Lee, B.A. 1981  
Chartered Property Casualty Underwriter (CPCU) 1996

Experience: Managing Director, Delta Asset Management, LLC, 1996- Present  
Assistant Vice President, Sedgwick, Inc, 1990-1996  
Vice President, Hesta, Inc, 1989-1990  
Vice President, The Kuester Companies, Inc, 1984-1989

## **ITEM 3 - DISCIPLINARY INFORMATION**

This section does not apply to Mr. Taylor.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

This section does not apply to Mr. Taylor.

## **ITEM 5 - ADDITIONAL COMPENSATION**

This section does not apply to Mr. Taylor.

## **ITEM 6 - SUPERVISION**

Delta Asset Management has written procedures in place to supervise the activities of Mr. Taylor. In addition, Delta Asset Management monitors the services and advice provided by Mr. Taylor through the use of an Investment Committee which reviews his clients' accounts on an annual basis.

Mr. Taylor is a managing director and owner of Delta Asset Management and, as such, has no direct supervisor.

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**ITEM 1 - COVER PAGE**

**Alan Catmur  
Senior Vice President**



**700 Colonial Rd, Suite 220, Memphis TN 38117**

**901-767-4791**

**[www.deltaasset.com](http://www.deltaasset.com)**

**March 16, 2020**

This brochure supplement provides information about **Alan Catmur** that supplements the Delta Asset Management brochure. You should have received a copy of that brochure. Please contact Candy Chrisman if you did not receive Delta Asset Management brochure or if you have any questions about the contents of this supplement.

Information about Alan Catmur is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1944

Education: University of Memphis, B.A. 1971  
University of Memphis, M.B.A. 1977

Experience: Senior Vice President, Delta Asset Management, LLC, 2000- Present  
President and Director, Commerce Capital Management, Inc., 1991-2000  
Financial Advisor, Robinson Humphrey Company, Inc., 1985-1990  
Equity Research Analyst/Institutional Equity Sales, Morgan Keegan & Co. Inc., 1981-1985  
Assistant Treasurer/Planning Coordinator, First Tennessee National Corp, 1978-1981

## **ITEM 3 - DISCIPLINARY INFORMATION**

This section does not apply to Mr. Catmur.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

This section does not apply to Mr. Catmur.

## **ITEM 5 - ADDITIONAL COMPENSATION**

This section does not apply to Mr. Catmur.

## **ITEM 6 - SUPERVISION**

Delta Asset Management has written procedures in place to supervise the activities of Mr. Catmur. In addition, Delta Asset Management monitors the services and advice provided by Mr. Catmur through the use of an Investment Committee which reviews his clients' accounts on an annual basis.

Mr. Catmur is supervised by Myron Mall, David Smith and Edward Taylor, each of whom is a Managing Director and can be reached at 901-767-4791.



**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**ITEM 2 - COVER PAGE**

**David C. Smith**

**Managing Director**



**700 Colonial Rd, Suite 220, Memphis TN 38117**

**901-767-4791**

**[www.deltaasset.com](http://www.deltaasset.com)**

**March 16, 2020**

This brochure supplement provides information about **David Smith** that supplements the Delta Asset Management brochure. You should have received a copy of that brochure. Please contact Candy Chrisman if you did not receive Delta Asset Management brochure or if you have any questions about the contents of this supplement.

Information about David Smith is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1961

Education: University of Memphis, B.A. 1984  
University of Memphis, M.B. A. 1985

Experience: Senior Vice President, Delta Asset Management, LLC, 01/2011- Present  
Chief Financial Officer, American Pacific Inc, 06/2006 – 01/2011  
Analyst, Neshoba Financial Planning, 03/2005 – 06/2006

## **DESIGNATIONS**

Mr. Smith currently holds the following professional designation:

Certified Financial Planner – This program is administered by the Certified Financial Planner Board of Standards, Inc. Those with this designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on numerous topics including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards. Compensation method is fee only.

Mr. Smith is a Chartered Financial Analyst charter holder. The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

## **ITEM 3 - DISCIPLINARY INFORMATION**

This section does not apply to Mr. Smith.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

This section does not apply to Mr. Smith.

## **ITEM 5 - ADDITIONAL COMPENSATION**

This section does not apply to Mr. Smith.

## **ITEM 6 - SUPERVISION**

Delta Asset Management has written procedures in place to supervise the activities of Mr. Smith.

Mr. Smith is a managing director and owner of Delta Asset Management and, as such, has no direct supervisor.

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**ITEM 1 - COVER PAGE**

**William Gates**

**Vice President**



**700 Colonial Rd, Suite 220, Memphis TN 38117**

**901-767-4791**

**[www.deltaasset.com](http://www.deltaasset.com)**

**March 16, 2020**

This brochure supplement provides information about **William Gates** that supplements the Delta Asset Management brochure. You should have received a copy of that brochure. Please contact Candy Chrisman if you did not receive Delta Asset Management brochure or if you have any questions about the contents of this supplement.

Information about William Gates is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1980

Education: University of Mississippi, BBA – Managerial Finance 2004  
University of Mississippi, BA – International Studies 2004

Experience: Vice President, Delta Asset Management, LLC , 2015-Present  
Senior Financial Advisor, VALIC, 09/2009-12/2014  
Financial Advisor, Morgan Stanley Smith Barney, 08/2006-09/2009

## **DESIGNATIONS**

Mr. Gates currently holds the following professional designation:

Certified Financial Planner – This program is administered by the Certified Financial Planner Board of Standards, Inc. Those with this designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on numerous topics including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards. Compensation method is fee only.

## **ITEM 3 - DISCIPLINARY INFORMATION**

This section does not apply to Mr. Gates.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

This section does not apply to Mr. Gates.

## **ITEM 5 - ADDITIONAL COMPENSATION**

This section does not apply to Mr. Gates.

## **ITEM 6 - SUPERVISION**

Delta Asset Management has written procedures in place to supervise the activities of Mr. Gates. In addition, Delta Asset Management monitors the services and advice provided by Mr. Gates through the use of an Investment Committee which reviews his clients' accounts on an annual basis.

Mr. Gates is supervised by Myron Mall, David Smith and Edward Taylor, each of whom is a Managing Director and can be reached at 901-767-4791.

**FORM ADV PART 2B**

**BROCHURE SUPPLEMENT**

**ITEM 1 - COVER PAGE**

**Chris C. Jones**

**Vice President**



**700 Colonial Rd, Suite 220, Memphis TN 38117**

**901-767-4791**

**[www.deltaasset.com](http://www.deltaasset.com)**

**March 16, 2020**

This brochure supplement provides information about **Chris Jones** that supplements the Delta Asset Management brochure. You should have received a copy of that brochure. Please contact Candy Chrisman if you did not receive Delta Asset Management brochure or if you have any questions about the contents of this supplement.

Information about Chris Jones is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1978

Education: Mississippi State University, B.B.A. 2001

Experience: Vice President, Delta Asset Management, LLC, 01/2008- Present  
Research Analyst, Morgan Asset Management, 06/2006 – 01/2008  
Analyst, Morgan Keegan & Co, 03/2003 – 06/2006

## **DESIGNATIONS**

Mr. Jones currently holds the following professional designation:

Mr. Jones is a Chartered Financial Analyst charter holder. The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

## **ITEM 3 - DISCIPLINARY INFORMATION**

This section does not apply to Mr. Jones.

## **ITEM 4 - OTHER BUSINESS ACTIVITIES**

This section does not apply to Mr. Jones.

## **ITEM 5 - ADDITIONAL COMPENSATION**

This section does not apply to Mr. Jones.

## **ITEM 6 - SUPERVISION**

Delta Asset Management has written procedures in place to supervise the activities of Mr. Jones.

Mr. Jones is supervised by Myron Mall, David Smith and Edward Taylor, each of whom is a Managing Director and can be reached at 901-767-4791.