

**William "Bill" Burton, CFP<sup>®</sup>, CPFA**  
**Capital Investors Advisory Corporation**

**5910 Venture Drive, Suite B  
Dublin, OH 43017**

**Telephone: 614-224-6828  
Facsimile: 614-224-6832**

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

**February 13, 2023**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Bill Burton that supplements the Capital Investors Advisory Corporation brochure. You should have received a copy of that brochure. Contact us at 614-224-6828 if you did not receive Capital Investors Advisory Corporation's brochure or if you have any questions about the contents of this supplement.

Additional information about Bill Burton (CRD # 1036681) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### Bill Burton, CFP®, CPFA

*Year of Birth:* 1958

#### Formal Education After High School:

Bachelor of Science degree from the University of Dayton in Business Administration in 1980 (Summa Cum Laude); attended Graduate School at the University of Rochester, Public Policy Analysis, completed the Certified Financial Planner program from the College for Financial Planning in 1984.

#### Business Background:

- Capital Investors Advisory Corp., President/Chief Compliance Officer, 2/1988 - Present
- Royal Alliance Associates, Inc. Representative, 11/1989 - 12/2019

#### *Certifications:* **CFP®, CPFA**

The **CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP® (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Certified Plan Fiduciary Advisor (CPFA)**

The CPFA designation demonstrates an individual's knowledge, expertise and commitment to working with retirement plans. Plan advisers who earn their CPFA demonstrate the expertise required to act as a plan fiduciary or help plan fiduciaries manage their roles and responsibilities. To receive the CPFA designation, individuals must successfully pass the CPFA Examination. In order to maintain the CPFA designation, the individual must complete 20 continuing education credits bi-annually. The certification is administered by the National Association of Plan Advisers.

## **Item 3 Disciplinary Information**

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Bill Burton has no required disclosures under this item.

## **Item 4 Other Business Activities**

### **Insurance Agent**

Bill Burton is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Burton for insurance related activities. This presents a conflict of interest because Mr. Burton may have a financial incentive to recommend insurance products to you. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Bill Burton is only licensed to sell insurance in the state of Ohio. As such, Mr. Burton can only solicit and/or sell insurance products to Ohio residents.

### **Trustee Services**

In addition to serving as the Principal, Chief Compliance Officer, and sole Investment Advisor Representative of Capital Investors Advisory Corporation, William K. Burton may also serve as trustee for certain clients. In this capacity, Mr. Burton will earn a separate trustee fee for serving as the trustee.

## **Item 5 Additional Compensation**

Refer to the *Other Business Activities* section above for disclosures on Mr. Burton's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation*, *Other Financial Industry Activities and Affiliations*, and *Client Referrals and Other Compensation* sections of Capital Investors Advisory Corporation's firm brochure for additional disclosures on this topic.

## **Item 6 Supervision**

As the President/Chief Compliance Officer of Capital Investors Advisory Corporation, Bill Burton supervises the advisory activities of our firm, including himself. Bill Burton can be reached at 614-224-6828.

## **Item 7 Requirements for State Registered Advisers**

Bill Burton does not have any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.

**Corey M. Burton, CFP<sup>®</sup>, CPFA**  
**Capital Investors Advisory Corporation**

**5910 Venture Drive, Suite B  
Dublin, OH 43017**

**Telephone: 614-224-6828  
Facsimile: 614-224-6832**

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

**February 13, 2023**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Corey M. Burton that supplements the Capital Investors Advisory Corporation brochure. You should have received a copy of that brochure. Contact us at 614-224-6828 if you did not receive Capital Investors Advisory Corporation's brochure or if you have any questions about the contents of this supplement.

Additional information about Corey M. Burton (CRD # 7114422) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### Corey M. Burton, CFP<sup>®</sup>, CPFA

Year of Birth: 1985

#### Formal Education After High School:

- Miami University, BS Finance, 2008
- Miami University, BS Accounting, 2008

#### Business Background:

- Capital Investors Advisory Corporation, Investment Adviser Representative, 1/2022 - Present
- Capital Investors Advisory Corporation, Vice President, 4/2019 - Present
- Abercrombie & Fitch, Director, Finance, 2/2011 - 4/2019

Certifications: CFP, CPFA

### CERTIFIED FINANCIAL PLANNER™ (CFP<sup>®</sup>)

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP<sup>®</sup> professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). CFP<sup>®</sup> certification is voluntary. No federal or state law or regulation requires financial planners to hold CFP<sup>®</sup> certification. You may find more information about CFP<sup>®</sup> certification at [www.cfp.net](http://www.cfp.net).

CFP<sup>®</sup> professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP<sup>®</sup> professional, an individual must fulfill the following requirements:

**Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.

**Examination** – Pass the comprehensive CFP<sup>®</sup> Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.

**Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.

**Ethics** – Satisfy the Fitness Standards for Candidates for CFP<sup>®</sup> Certification and Former CFP<sup>®</sup> Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP<sup>®</sup> professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

**Ethics** – Commit to complying with CFP Board's Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning.

CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client. **Continuing Education** – Complete 30 hours of continuing education hours every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **Certified Plan Fiduciary Advisor (CPFA)**

The CPFA designation demonstrates an individual's knowledge, expertise and commitment to working with retirement plans. Plan advisers who earn their CPFA demonstrate the expertise required to act as a plan fiduciary or help plan fiduciaries manage their roles and responsibilities. To receive the CPFA designation, individuals must successfully pass the CPFA Examination. In order to maintain the CPFA designation, the individual must complete 20 continuing education credits bi-annually. The certification is administered by the National Association of Plan Advisers.

### **Item 3 Disciplinary Information**

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Corey M. Burton has no required disclosures under this item.

### **Item 4 Other Business Activities**

Corey M. Burton is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as Vice President/Investment Adviser Representative of Capital Investors Advisory Corporation. Moreover, Mr. Burton does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

### **Item 5 Additional Compensation**

Corey M. Burton does not receive any additional compensation beyond that received as an Vice President/Investment Adviser Representative of Capital Investors Advisory Corporation.

### **Item 6 Supervision**

In the supervision of our associated persons, advice provided is limited based on the restrictions set by Capital Investors Advisory Corporation, and by internal decisions as to the types of investments that may be included in client portfolios. We conduct periodic reviews of client holdings and documented suitability information to provide reasonable assurance that the advice provided remains aligned with each client's stated investment objectives and with our internal guidelines.

My supervisor is: Bill Burton, President/Chief Compliance Officer

Supervisor phone number: 614-224-6828

## **Item 7 Requirements for State Registered Advisers**

Corey M. Burton does not have any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.