



COLLINS CAPITAL  
MANAGEMENT, INC.

# DISCLOSURE BROCHURE

PREPARED IN COMPLIANCE WITH THE INVESTMENT ADVISERS ACT OF 1940 RULE 204-3(A)  
SEC#80168304

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This brochure provides information about the qualifications and business practices of Collins Capital Management, Inc. If you have any questions about the contents of this brochure, please contact us at (904) 493-7500 and/or [scollins@collinsemi.com](mailto:scollins@collinsemi.com). The information contained 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 Collins Capital Management, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

The term "Registered Investment Advisor" is not intended to imply that Collins Capital Management has attained a certain level of skill or training. It is used strictly to reference the fact that we are "Registered" as an "Investment Advisor" with the United States Securities and Exchange Commission-and with such other regulatory agencies that may have limited regulatory jurisdiction over our business practices.

**Material Changes (since last annual update December 2011)**

No Material Changes have occurred between January 1, 2011 and December 31, 2011.

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## **ADVISORY BUSINESS**

Collins Capital Management, Inc. (hereinafter referred to as “the Company”, “we”, “us” and “our”) is a SEC Registered Investment Advisor that offers personalized investment solutions uniquely tailored to each client’s risk parameters. Collins Capital Management was established in October 2002 by Sheila Collins, Principal /Owner. Collins Capital is not a publicly held company.

Our focus is to manage portfolios for high net-worth individuals, corporations, qualified plans, family trusts, estates, and charitable foundations by deploying the following strategies:

- ❖ Aggressive Growth (95/5)-designed with a higher risk profile, to yield superior investment returns utilizing various capitalization methods which could include micro cap stocks.
- ❖ Growth (80/20)-designed to yield superior investment returns that perform well within the current economic environment.
- ❖ Growth and Income (60/40)-designed to produce consistent returns along with providing a stream of income to the client.
- ❖ Balanced (45/55)-designed to produce stable investment returns along with a stream of income.
- ❖ Enhanced Income (35/65)-designed to produce stability of principal along with a stream of income to the client.
- ❖ Tax Implication Strategies-Sensitivity to tax implications utilizing tax exempt instruments to achieve the client’s goal.
- ❖ Exchange Traded-designed to yield superior investment returns based on a growth strategy.
- ❖ Socially Responsible Investing (SRI) (60/40) - designed to invest in firms that provide the environmental or social criteria of interest to the client. Structured to produce consistent returns along with providing a stream of income to the client.

## **ADVISORY SERVICES**

Our investment services are designed to build long-term wealth while maintaining risk tolerance levels acceptable to the client. The type of services we offer to a particular Client will vary in format and complexity depending on their individual needs and circumstances. With every managed account, we incorporate investment strategies that have been pre-determined from the investment parameters outlined by the client during the interview process.

Portfolio management services of the Company primarily utilize equities (stocks), fixed income mutual fund (bond) vehicles, and money market funds to make up the composition mix within each client’s portfolio.

We have developed 8 model portfolio structures that are used as asset allocation guidelines in designing a client’s portfolio. Each model consists of a different “target” allocation comprised of equities and fixed income from at least eight (8) economic groups and sectors. These economic groups and sectors represent companies with like products and/or services. We allocate client assets across these different groups and sectors to reduce over-exposure in any one area of the economy, and therefore, create a more prudent approach to managing risk.

PORTFOLIO MODELS	% OF STOCKS	% OF BONDS
Aggressive	95	5
Growth	80	20
Growth and Income	60	40
Balanced	45	55
Enhanced Income	35	65
Income	25	75
ETF-Exchange Traded	80	20
SRI-Social Responsibility	60	40

Such classifications are a representation of a typical account composition but should not be construed as absolute. Ultimately, the exact composition makeup and allocation of securities are determined by the client's investment parameters, which can compose a more detailed and/or complex structure.

We may also on occasion use additional investment vehicles to achieve the client's desired investment objective; such as other publicly traded securities. Typically we utilize various equity, ETF's, foreign securities, warrants, preferred stock, convertible preferred, option contracts, corporate bonds, closed end funds, commercial paper, CD's, Municipals, U.S. Government Bonds, partnerships, oil & gas interests and mutual funds.

Our strategies are driven by pre-set fundamental criteria for each individual asset selected for the client account. The overall objective, based on the individual model, is to achieve the performance goal based on the risk/reward parameters of the client.

In addition, Financial Planning services are provided for a flat fee or hourly rate. A typical fee is from \$250 to \$1500 or a negotiated hourly rate depending on the complexity of the work involved. Clients sign a Consulting Services Agreement and fees are due at the time of executing the contract but may be collected after services are rendered.

The Company does not participate in *wrap fee programs*.

**Discretionary client assets as of December 31, 2010 were \$41,554,168**

### FEES AND COMPENSATION

The standardized fee structure below represents the annual percentage charged for portfolio management provided on an asset-based fee arrangement. The fee for a quarter is one fourth of the annual applicable percentages multiplied by the aggregate market value of the assets in the account on the last business day of each calendar quarter. The fee schedule is as follows:

PORTFOLIO VALUE	ANNUAL RATES
First \$500,000	1.75%
Next \$500,000	1.50%
Next \$1 Million	1.00%
Over \$2 Million	.75%

Minimum Annual Fee: \$500

Minimum Account: \$50,000

The Company retains discretion to modify the above fee structure depending on the size, complexity, and nature of the portfolio managed. The fees may be negotiable on a client to client basis. The minimum annual fee may be waived.

## **BILLING**

Fees for the first quarter are payable on the date the account is opened based on the market value of the client's account on that date, pro-rated for the number of days remaining in the first quarter. Subsequent quarterly fees are payable in advance based on the aggregate market value of the last business day of the prior quarter. Market value is based on the last reported price on the valuation date.

With the client authorization, Advisory fees will be taken first from free credit balances and/or from any money market funds or balances. Clients will receive a copy of the invoice as a notice that their account will be invoiced and forwarded to the custodian for processing; or the client can elect to be billed for fees incurred.

Fees for portfolio management services are exclusive of any charges imposed by the custodial firm, such as: (i) any Exchange/SEC fees; (ii) service or account charges, such as, but are not limited to: debit balances, wiring funds, overnight mailing or postage/handling fees; (iii) annual maintenance or termination fees; (iv) ticket charges by the brokerage firm for securities transactions. **Typical ticket charges are \$7.95 for equity orders and \$15 for mutual fund orders. Ticket charge may be less for accounts over 1 million and higher for clients that do not select to have their confirms and statements sent to them via email.** The above fees are also exclusive of expense and management fees charged by mutual funds.

Fees are payable quarterly in advance based on the aggregate market value of the last business day of the prior quarter. Market value is based on the last reported price on the valuation date.

Clients have five (5) full business days after entering into an Investment Advisory Agreement in which to cancel our investment services and not incur any costs. Thereafter, should the client wish to terminate investment services on a day other than the last day of the month, the Company shall be paid fees due through the date of termination on a pro-rata basis.

To terminate our investment services, a written notice should be submitted at least 30 days prior to the actual termination date, which provides clear instruction as to what the client wants done with his/her account (i.e. liquidate the account, finalize all transactions and/or cease all investment activity). Once the termination notice has been received and we have implemented the final instructions from the client, we are no longer responsible for the management of client assets, from the date the termination goes into effect, the client becomes responsible for making their own investment decisions. If the assets are withdrawn prior to the end of the quarter, the pro rata portion of the fee will be reimbursed to the Client.

Certain Registered Investment Advisers (RIA's) may offer and accept compensation for fixed annuities, life insurance products and other insurance products with the Company's prior approval to avoid any conflicts of interest. The Company will recommend "no load" mutual funds.

Clients have the option to purchase investment products through other brokers or agents that are not affiliated with the Company.

Management fees provide the Company's primary compensation. The Company does not charge a commission or markup in addition to the advisory fees.

### **PERFORMANCE-Based Fees and Side by Side Management**

*Performance-based fees and side-by-side management*-The Company does not manage or accept performance-based fee accounts.

### **TYPES OF CLIENTS**

Our focus is to manage portfolios for high net-worth individuals, corporations, qualified plans, family trusts, estates, and charitable foundations. However, our firm will manage assets for clients that may result in a minimum account.

Minimum Account: \$50,000

### **METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

In analyzing investment recommendations, the Company uses a fundamental and technical approach to gathering information. Such analysis considers the economic conditions, earnings, cash flow, book value projections, industry outlook, price-earnings ratios, dividends, general level of interest rates, debt ratios, charting and other pertinent information to guide the Company in its decisions. Clients should be prepared to bear the risk of loss when investing in securities.

The Company generally recommends long-term investment strategies requiring a minimum of at least a five-year time horizon. However, depending on the client profile and risk parameters, we may invest in short term purchases.

The Company provides investment advice based on asset allocation strategies and modeling.

### **DISCIPLINARY INFORMATION**

The Company currently has no legal or disciplinary event(s) to disclose regarding the integrity of its management personnel.

The Company has no criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which the firm was convicted of:

- Fraud, false statements or omissions, wrongful taking of property, bribery, forgery, counterfeiting, or extortion; or a conspiracy to commit any of these offenses.
- *Pending* criminal proceedings that involve any of the above.
- Violations of an *investment-related* statute or regulation.
- Subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting the firm or a management person from engaging in any *investment-related* activity, or from violating any *investment-related* statute, rule, or order.

The Company has no administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory in which the firm or a management person was found to have:

- Caused an *investment-related* business to lose its authorization to do business.
- Involved in a violation of an *investment-related* statute or regulation and was the subject of an order by the agency or authority.

The Company has no self-regulatory (SRO) proceeding in which the firm or a management person was found to have:

- Caused an *investment-related* business to lose its authorization to do business.
- Been involved in a violation of the SRO rules.

### **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATION**

The Company is not affiliated with **Fidelity Investments**.

All Registered Investment Advisors who carry brokerage licenses are also Registered Representatives with **Triad Advisors**.

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

Pursuant to SEC Rule 204A-1 adopted under the Investment Advisers Act of 1940, as a fiduciary, the Company has an affirmative duty to render continuous, unbiased investment advice, and at all times act in the clients' best interest. To maintain this ethical responsibility to clients, the Company has adopted a Code of Ethics that establishes the fundamental principles of conduct and professionalism expected by all officers, directors and employees in discharging their duties. This Code is a value-laden guide committing such persons to uphold the highest ethical standards. The Company Code of Ethics is designed to deter inappropriate behavior and heighten awareness as to what is right, fair, just and good by promoting:

- ✓ Honest and ethical conduct
- ✓ Full and accurate disclosure
- ✓ Compliance with applicable rules and regulations
- ✓ Reporting of any violation to the Code
- ✓ Accountability

A copy of the Company's Code of Ethics is provided upon opening the account and is available to review upon request.

### **PARTICIPATION OR INTERESTS**

It is against Company policies for any officers, directors and employees to invest in a private business interest or other non-marketable investment with client (s) unless the Company has granted prior approval, and is not in violation of any SEC and/or State rules and regulations.

Personnel of the Company are permitted to have their accounts managed by the firm and invest their own assets in investments that may be recommended to clients. Priority will be given to client transactions when purchasing or selling securities. We may purchase or sell securities in a batch that could include their accounts to facilitate a best execution. Personal trading activities conducted by the Company's officers, directors and employees are monitored by The Company to ensure that such activities do not impact upon client security or create conflicts of interest. These policies are designed to prevent detriment to the Client or any benefit to the Company's officers, directors or employees. The

Company employees and IAR's are subject to the provisions of our policies regarding personal securities transactions and applicable securities rules and regulations.

### **BROKERAGE PRACTICES**

The Company generally recommends **National Financial Services** (NFS) as the custodian and **Fidelity Brokerage Services** (licensed broker/dealer and member of NYSE/SIPC). NFS is a subsidiary of **Fidelity Investments**.

**Fidelity Brokerage Services** provides on-line services for account administrative and operational support, including electronic trading, account forms and applications, trading authorization, accounting and reporting, and other relevant administration and support services. There is no cost to the client to access their **Fidelity investment account**.

The Company is not a subsidiary of, or affiliated with, **Fidelity** or **NFS** in any manner. The Company is solely responsible for investment advice rendered, and advisory services are provided separately and independently of **Fidelity or NFS**.

Client account transactions are typically completed independently for each Client's account. However, we may purchase or sell the same securities or instruments for a number of Clients simultaneously. In such case, orders for the same security may be combined or "batched" to facilitate best execution.

### **DIRECTION OF TRANSACTIONS AND COMMISSION RATES**

The Company does not have the discretionary authority to determine the broker/dealer to be used or the commission rates to be paid. The choice of brokerage firm to act as the custodian over each client account will always be approved by the client. If asked, the Company will suggest **Fidelity Investments**; however, it should be understood that the Company does not have the authority to negotiate commissions or obtain volume discounts, and best execution may not be achieved.

### **REVIEW OF ACCOUNTS**

Quarterly performance reports will be provided to the client by mail, email, or by personal meeting. The reports serve as an account summary highlighting asset allocation, cumulative performance returns, cost basis and positions held, year-to-date summary on all changes, portfolio appraisal, and chart with current industry allocation.

All Financial Advisors attempt to meet with our clients quarterly but no less than annually.

Factors that may trigger a client review other than the quarterly meeting would be a death; a change in financial circumstances; investment objective.

Client Reports are provided on a quarterly basis and include the following information:

- Performance Summary
- Portfolio Appraisal
- Performance History
- Copy of quarterly Invoice

## **CLIENT REFERRALS AND OTHER COMPENSATION**

The company may compensate someone for client referrals. If so, the Solicitor signs an agreement prior to soliciting the client for our services. The Solicitor's responsibilities are outlined in a separate Solicitor's Agreement. The Solicitor is fully disclosed to the client within the Investment Advisory Agreement. The fee schedule is not increased due to the Solicitor's Agreement. The solicitor's fee is a result of the solicitor's efforts in referring client accounts to the Company for investment services.

## **CUSTODY**

The company does not have custody of any assets. **National Financial Services (NFS, LLC)** is the custodian and provides a monthly statement for active accounts and a quarterly statement for inactive accounts.

## **INVESTMENT DISCRETION**

The Company will establish a Discretionary Management Agreement and Trading Authority for all managed portfolios to execute securities transactions at anytime without the consent or advice of the client unless otherwise negated by the client.

## **VOTING CLIENT SECURITIES**

The Company is expressly precluded from taking any action on behalf of the Client, will not take any action on behalf of Client, and shall not be obligated to render any advice to Client, with respect to (1) the voting of proxies solicited by, or with respect to, the issuers of any securities held in the portfolio, or (2) legal proceedings involving securities or other investments presently or formerly held in the portfolio, or the issuers thereof, including bankruptcies. If the Investment Account is for a pension or other employee benefit plan governed by ERISA, the right to vote proxies for securities held in the Account are reserved for the plan trustees or a named fiduciary by the client.

## **FINANCIAL INFORMATION**

The Company does not require or solicit prepayment of fees of more than \$1,200 per client.

The Company does not have custody of client funds and securities.

The Company has never been the subject of a bankruptcy petition.

# **FORM ADV Part 2B**

PREPARED IN COMPLIANCE WITH THE INVESTMENT ADVISERS ACT OF 1940

**Collins Capital Management, Inc.  
7077 Bonneval Road, Suite 340  
Jacksonville, Florida 32216**

**Contact:**

**Sheila Collins or Helen Rake**  
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**Fax: 904.493.7501**  
**Toll Free: 877.494.7500**

## BUSINESS QUALIFICATIONS FOR PRINCIPALS

### **SHEILA COLLINS-President and RF™**

Date of Birth: September 13, 1950

Sheila Collins is responsible for the leadership and direction of the Company, as well as, ensuring investment portfolio activities are being performed to the expectations of the clients. Mrs. Collins has over 33 years of professional experience and worked in a principal capacity in the areas of operations, personal finance and investment management.

Education: N.A.S.D. Exams: Series 7: General Securities  
Series 24: General Principal  
Series 28: Financial and Operations Principal  
Series 51: Limited Principal-Municipal  
State of Florida: Series 66: Investment Advisor/Blue Sky  
Insurance : Life and Variable Annuity License  
RF™ Registered Fiduciary - Designation 06/16/2011

Business: 2002/Present Collins Capital Management, Inc.  
Position: President (owner)  
10-2011/Present Fidelity Investments  
Position: Registered Investment Advisor  
10-2011/Present Triad Advisors  
Position: Branch Manager  
2002/ 10-2011: Collins Capital Management, Inc.  
Position: President (owner)  
Invest Financial Corporation  
Position: OSJ Branch Manager  
2000-2002: Allen C. Ewing  
Position: Investment Advisor Representative  
1999-2000 Sears Thompson Investment Group  
Position: President (owner)  
(Sears Thompson sold to Intrepid Capital-  
Allen C. Ewing was the Broker Dealer)  
1978-1999 Sears Thompson Investment Group  
Position: Chief Financial Officer

### **Outside Business Activities:**

Pinnacle Insurance and Financial Services, LLC  
CFA-Associate Member

### **Disciplinary Information:**

There are no disciplinary events to report.

**Supervision:**

Provided by our Broker Dealer; **INVEST** Financial Corporation

**BUSINESS QUALIFICATIONS FOR PRINCIPALS**

**Helen M. Rake, CFP®** (see certification explanation page 14)

Date of Birth: March 10, 1970

Helen Rake is a principal of the Company. She is actively involved in investment portfolio management and is on the investment committee. Mrs. Rake has over 12 years of professional experience and has worked in the areas of personal finance and investment management.

Education: N.A.S.D. Exams: Series 7: General Securities

Series 24: General Principal

Series 63: Blue Sky

State of Florida: Series 65: Investment Advisor

Insurance : Life, Health & Variable Annuity License

CFP: ® Certified 11/01/04

Business: 03-2001/current Collins Capital Management, Inc.

Position: Principal

10-2011/current Fidelity Investments

Position: Investment Advisor

10-2011/current Triad Advisors

Position: Registered Representative

03-2004/current: Collins Capital Management, Inc.

Position: Investment Advisor

03-2004/10-2011 Invest Financial Corporation

Position: Investment Advisor Representative

06/2001-03/2004: The Pinnacle Group/Jefferson Pilot Securities

Position: Financial Services Associate

03/2001-06/2001 Met Life Securities

Position: Sales

10/1999-03/2001 American Express Financial Advisors

Position: Financial Advisor

**Outside Business Activity**

06/22/10-present US Green Builder Council North Florida

Residential Green Building Committee Member

WE Channel and Cando Productions, LLC

Veddy Theatre Group

HMR Financial Solutions Inc

Int'l Centre for Research and Innovation in Fostering

Greater Florida Disability Income and Life Center

**Disciplinary Information:**

There are no disciplinary events to report.

## Supervision:

Provided by: Sheila Collins, OSJ Manager

### CFP® Certification Explanation

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 62,000 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, administered in 10 hours over a two-day period, 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.