

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

CRD #107368

Cox Global Associates, Inc.
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This brochure provides information about the qualifications and business practices of Cox Global Associates, Inc. If you have any questions about the contents of this brochure, please contact us at 281-395-8300. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Cox Global Associates, Inc. is a Registered Investment Advisory firm. Registration does not imply a certain level of skill or training.

Additional information about Cox Global Associates, Inc. is available on the SEC's website at www.adviserinfo.sec.gov.

March 2018

Item 2 Material Changes

Cox Global Associates, Inc. will offer a copy of its most current disclosure brochure upon request of a client or a perspective client.

The last update of this brochure was February 28, 2020.

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The Company

Cox Global Associates, Inc. is a Texas corporation formed in December, 1996. The principal of the company is Donald P. Cox, President. *Cox Global Associates, Inc.* is licensed with the State of Texas.

Financial/Investment Services

Cox Global Associates, Inc. currently serves individual and corporate investors offering a full spectrum of investment services. We are an independent firm, a Registered Investment Advisory firm using Geneos Wealth Management, Inc. as our Broker/Dealer. Advisory representatives of *Cox Global Associates, Inc.* are also representatives of Geneos Wealth Management, Inc. Geneos along with Pershing LLC enact all of our securities transactions. We associate ourselves with world known money managers who have demonstrated long-term success with their clients in different economic environments. Donald P. Cox is a registered representative with Geneos Wealth Management, Inc. The following are the investment services we offer:

Portfolio Management: Portfolios will utilize an asset allocation strategy that is appropriate for the client's situation and risk tolerance. Securities utilized may include:

- U.S. or Foreign Stocks, Stock Mutual Funds or ETFs
- U.S. or Foreign Government and Corporate Bonds, Bond Mutual Funds or ETFs
- Municipal Tax-Free Bonds and Muni Bond Mutual Funds or ETFs
- Real Estate or REITs (Real Estate Investment Trusts), Mutual Funds or ETFs
- Variable Annuities

Account Types May Include:

- 401(k) Profit Sharing Plans
- 403(b) ORP/TSA Plans
- Self Employed Retirement Plans (SEP IRA)
- Savings Incentive Match Plan for Employees (SIMPLE IRA)
- Individual Retirement Accounts (IRA)
- Roth Individual Retirement Accounts
- 529 College Savings Plans
- Taxable Accounts for Joint or Individual Ownerships
- Trust accounts

Managed Programs

In addition to the financial services listed above, we offer our clients the following managed programs within mutual funds, variable annuities, individual securities, Real Estate Investment Trusts (REITs), oil and gas royalties, Exchange Traded Funds (ETFs), and alternative investments within the companies approved by our Broker/Dealer, Geneos Wealth Management, Inc.

Programs are selected based on the individual objectives of the client. Each program, as selected by the client, is designed to allow the client to invest within certain types of securities.

I. CONSERVATIVE PROGRAM - This program is for the individual who chooses not to implement stocks in their investment strategy. It utilizes bond funds consisting of high quality corporate and U.S. Government bonds, and a money market fund within one or more mutual fund families. The objective in this program is to provide a better return than what either fund can do on their own. *Cox Global Associates, Inc.* determines where your funds are positioned in this account. At no time are stocks used in this program. It is designed for the conservative investor who seeks lower risk, synonymous returns, yet still wants to overcome the inevitable long-term trend in taxes and inflation. The primary objective is fixed income.

II. TAX-FREE PROGRAM - This program is also designed for the individual who chooses not to implement stocks for this portion of their investment strategy. It utilizes one or more well-established, high quality municipal-bond funds along with a tax-free money market fund within a mutual fund family or individual municipal bonds. It provides the investor a tax advantageous way to diversify an existing income or tax-free portfolio. It is especially suited for those who reinvest their dividends. This program provides liquidity and a conservative approach to adding a tax-free capital builder to your portfolio. The primary objective is tax-free growth or income.

III. GROWTH PROGRAM - This program is designed for the investor seeking long-term capital growth. It implements the use of domestic funds within a mutual fund and/or variable annuity family. We can also use a quality bond fund (corporate/government) and a money market fund within the same fund family. The long-term objective of this program is to take advantage of major trends in the domestic markets while protecting assets in a money market or bond fund during periods of uncertainty. The primary objective is long-term growth.

IV. PROGRESSIVE GROWTH PROGRAM - This program is for the individual seeking maximum long-term growth with the use of domestic stocks, bonds, and money markets within one or more mutual fund families. Our goal is to provide maximum growth from equity upturns in the market and at the same time be positioned in a money market or quality government/corporate bond fund when conditions dictate. The profile of the stock funds used in this approach is mainly young superior companies in their emerging growth years. It allows us to take optimum advantage of broad market advances, while at the same time investing in established companies looking for new growth directions. This program is designed for the investor who accepts the risk/reward ratio that is part of implementing the periodic use of stocks in this part of their portfolio. The primary objective is long-term growth using emerging growth companies.

V. GLOBAL GROWTH PROGRAM - This program is designed for the long-term investor seeking growth by taking advantage of an ever-changing global economy. The program diversifies the investor's opportunities over a number of individual countries, economic conditions, and market cycles, implementing proven global fund managers. The funds we use may also invest in domestic stocks to hedge certain economic conditions. Like our other programs, we have the flexibility to move to a money market or bond fund during periods of uncertainty. With major changes in market capitalization the past 30 years, this program is appropriate for a portion of an investor's assets looking to realize long-term equity growth in their portfolio. The primary objective is long-term growth using funds with global growth companies.

VI. STRATEGIC ALLOCATION PROGRAMS

Strategic Allocation - This program is for the investor seeking long-term growth with potential income. This is done by positioning their investment assets on a percentage basis within a mutual fund family. The mix of stock, bond, and REITs (Real Estate Investment Trusts) funds can fluctuate depending upon the level of the stock market and direction of interest rates. The investment goal of the Strategic Allocation program is to lower risk while seeking a return that can take advantage of stocks, bonds, Real Estate Investment Trusts, and mutual funds.

Strategic Allocation – Flex - This program is for the investor seeking long-term growth with potential income through the use of mutual funds, variable annuities, individual securities, REITs (Real Estate Investment Trusts), oil and gas royalties, Exchange Traded Funds (ETFs), alternative investments, and individual bonds. Risk levels are in the moderate-to-aggressive level generally as is appropriate according to specific individual account needs. The percentage of stocks, mutual funds, REITs, oil and gas royalties, ETFs and alternative investments in a portfolio is determined by individual accounts needs. All Strategic Allocation-Flex accounts will vary in investment holdings depending on when dollars are invested. The investment goal of the Strategic Allocation-Flex program is to utilize a wide variety of individual securities, bonds, REITs, oil and gas royalties, mutual funds, ETFs, alternative investments, and money market instruments in seeking moderate-to-aggressive returns in the markets with potential income.

VII. RETIREMENT PLAN POSITIONING PROGRAM – You may have your own 401K or Profit Sharing plan through the company in which you are employed, and that plan's investment options are available for you to select. *Cox Global Associates, Inc.*'s Retirement Plan Positioning program can assist you with positioning your portfolio. The primary objective of this program would be for our firm to offer guidance to you for reallocation of your assets within the funds that are offered by your retirement plan. This reallocation process can occur on a quarterly basis.

ACCOUNTS – Managed and Non-Managed

Cox Global Associates, Inc. manages, on a discretionary basis, 26 accounts with assets totaling approximately \$347,802.65 (These figures were calculated as of February 29, 2020.)

FEE SCHEDULE

The managed programs at *Cox Global Associates, Inc.* do not have a required minimum size account. There is, however, a minimum quarterly fee of \$37.50 for all managed accounts. Our fees are paid in advance for the quarter. Accounts over \$1.5 million are negotiable. The initial billing would include a pro-rated fee for the balance of the quarter.

The following is our fee schedule per program and quarterly/annual management with appropriate breakpoints:

SCHEDULE A - Growth Program, Progressive Growth Program, Global Growth Program and Strategic Allocation Programs

<u>\$ Under Mgt.</u>	<u>Quarterly Charge</u> <u>\$ Under Mgt.</u>	<u>Annual</u> <u>% Charge</u>
\$0 - \$500,000	0.313%	1.25%
\$500,001 - \$1 million	0.250%	1.00%
\$1,000,001 - \$1.5 million	0.188%	0.75%
Over \$1.5 million	negotiable	negotiable

SCHEDULE B - Tax Free Program and Conservative Program

\$0 - \$500,000	.250%	1.00%
\$500,001 - \$1 million	.200%	0.80%
\$1,000,001 - \$1.5 million	.150%	0.60%

SCHEDULE C – For Clients having BILLABLE managed accounts totaling over \$50,000 and adding on a monthly basis, maximum annual fee is 1.25%.

SCHEDULE R – Retirement Plan Positioning Program

\$0 - \$500,000	0.50%
\$500,001 - \$1 million	0.35%
Over \$1 million	0.25%

Minimum Quarterly Fee \$37.50. Clients with more than one program are billed at Schedule A.

Cox Global Associates, Inc. will fee waive a managed account for one year when initiated with more than \$20,000 if any commissions are generated and paid to *Cox Global Associates, Inc.* Clients holding assets within an alternative investment are not charged a fee on those investments. For clients having **billable** managed accounts totaling over \$50,000 and adding on a monthly basis to their account, their maximum annual fee would be 1.25%. The same declining breakpoints used in Schedule A and B would apply. Tax-Free and Conservative Programs managed accounts remain at 1.00% annually with appropriate breakpoints also applied.

In addition to the investment advisory fees charged, clients also pay management fees to the investment adviser of each fund based upon client's investment in those funds.

Clients have the option of paying their fees by signing a Letter-of-Authorization that will automatically remove their quarterly fees from their Pershing/brokerage accounts. If a client prefers, a check can be written to pay these fees.

Clients' choice of mutual fund class to use is as follows:

Class A Share - Front end loaded commissions up to 5.75% of investment. Mutual fund companies offer the investor discounts on sales charges known as breakpoints if large investments are made in the same mutual fund family. Clients may also use letters of intent and rights of accumulation to receive breakpoints.

Class C Share - Back end loaded at 1%. The 1% contingent deferred sales charge is charged to the client if shares are redeemed within the first year. This class of share precludes the one year fee waiver.

No-Load Class - These no load funds have neither front or back end loads. This class is excluded from being fee waived and is billable upon opening account. Common no load share classes include Institutional Shares, F-Shares and R-Shares.

A client may terminate their advisory agreement within 5 days written notice without penalty from *Cox Global Associates, Inc.* Upon entering into an agreement with *Cox Global Associates, Inc.*, a client acknowledges receipt of Part 2 of Form ADV; a disclosure statement containing the equivalent information; or a disclosure statement containing at least the information required by Part 2A Appendix I of Form ADV, if the client is entering into a wrap fee program sponsored by the investment advisor. If the appropriate disclosure statement was not delivered to the client at least 48 hours prior to the client entering into any written or oral advisory contract with this investment advisor, then the client has the right to terminate the contract without penalty within five business days after entering into the contract. For the purposes of the provision, a contract is considered entered into when all parties to the contract have signed the contract, or, in the case of an oral contract, otherwise signified their acceptance, any other provisions of this contract notwithstanding. Clients will receive a refund of pre-paid fees on a pro-rata basis. Since fees are calculated on a quarterly basis, the actual days within the quarter are determined, and the fees to be refunded will be based on a daily calculation from the received date of notification to terminate. No fees are refunded on partial withdrawals made during a calendar quarter. No assignment of this contract shall be made by the investment advisor without the written consent of the other party to the contract.

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

Not Applicable.

Types of Clients

We provide investment services to individuals, businesses, trusts and corporate retirement plans. The managed programs at *Cox Global Associates, Inc.* do not have a required minimum size account.

Cox Global Associates, Inc. uses charts, time lines, fundamental indicators, moving averages, trendlines, cash positions (mutual funds), interest rates, inflation numbers and technical indicators to analyze positions within our managed programs. Employees of *Cox Global Associates, Inc.*, that are managed accounts, buy the same mutual funds, securities, and/or annuities and are positioned in the same managed programs as our clients based on current market conditions and timing of the receipt of funds.

Control of Risk is essential in successful investing. In bond accounts, a 5% guideline is applied; in stock accounts, a 10% guideline is used for review. These guidelines are only signals and are not used to trigger immediate action. These guidelines offer no guarantee of an exact loss floor with mutual funds and variable annuities being traded at the close of business each day. On individual stocks, trades can be made during trading hours if needed.

All investments have some degree of risk that a client should be prepared to bear. *Cox Global Associates, Inc.* strongly recommends clients to review the funds' prospectuses and other information in which they are invested. Past performance is no guarantee of future results.

Investing in securities involves risk of loss. Further, depending on the different types of investments, there may be varying degrees of risk:

- Market Risk. Either the market as a whole, or the value of an individual company, goes down, resulting in a decrease in the value of client investments. This is referred to as systemic risk.
- Equity (Stock) Market Risk. Common stocks are susceptible to fluctuations and to volatile increases/decreases in value as their issuers' confidence in or perceptions of the market change.
- Company Risk. There is always a certain level of company or industry specific risk when investing in stock positions. This is referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that a company may perform poorly or that its value may be reduced based on factors specific to it or its industry (e.g., employee strike, unfavorable media attention).
- Fixed Income Risk. Investing in bonds involves the risk that the issuer will default on the bond and be unable to make payments. In addition, individuals depending on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed income investors receive set, regular payments that face the same inflation risk.
- ETF and Mutual Fund Risk. Exchange traded fund (ETF) and mutual fund investments bear additional expenses based on a pro-rata share of operating expenses, including potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risk of owning the underlying securities held by the ETF or mutual fund.

- Management Risk. Your investments also vary with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our strategies do not produce the expected returns, the value of your investments will decrease.
- Alternative Investment Risk. These investments have a high degree of risk. It is possible for you to experience total loss or a substantial loss of investment. In the absence of a public market for these securities, there is lack of liquidity and an expected investment time horizon usually in excess of five years. There are no guarantees that you will receive a distribution and payments of distributions may also decrease or diminish your interest.

Item 9 Disciplinary Information

No current information to disclose.

Item 10 Other Financial Industry Activities and Affiliations

Advisory representatives of *Cox Global Associates, Inc.* are also representatives of Geneos Wealth Management, Inc. Geneos along with Pershing LLC enact all of our securities transactions.

Our recommendation that clients maintain their assets in accounts with our broker/dealer or custodians may be based in part on the benefit to us of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by such broker/dealers. This may create a conflict of interest. You are under no obligation to act on our recommendations.

Donald P. Cox is a Registered Representative with Geneos Wealth Management, Inc. He is also licensed for Life, Accident, Health, and HMO within the state of Texas.

An investment advisor is considered a fiduciary. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts. In addition, an investment advisor has a duty of utmost good faith to act solely in the best interest of each of its clients. *Cox Global Associates, Inc.* and its representatives have a fiduciary duty to all clients. *Cox Global Associates, Inc.* and its representatives fiduciary duty to clients is considered the core underlying principle for *Cox Global Associates, Inc.*'s Code of Ethics and represents the expected basis for all representatives dealings with clients. *Cox Global Associates, Inc.* has the responsibility to make sure that the interests of clients are placed ahead of it or its representatives own investment interest. All representatives will conduct business in an honest, ethical and fair manner. All representatives will comply with all federal and state securities laws at all times. Full disclosure of all material facts and potential conflicts of interest will be provided to clients prior to services being conducted. All representatives have a responsibility to avoid circumstances that might negatively affect or appear to affect the representatives' duty of complete loyalty to their clients.

Cox Global Associates, Inc.'s Code of Ethics is available to all clients and/or perspective clients upon request.

Cox Global Associates, Inc. or its representatives may buy or sell securities or have an interest or position in a security for their personal account, which they also recommend to clients. Our firm is and shall continue to be in compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. As these situations may represent a potential conflict of interest, it is a policy of *Cox Global Associates, Inc.* that no representative shall prefer his or her own account to that of the advisory client. Representatives may not trade the same security in their personal account on the same day as they trade it in a client's account unless the trades are executed in an average price account that allows all accounts to receive the same price, or if you receive a better price than your representative.

Cox Global Associates, Inc. does not have custody of the client's funds or securities. The investment is always listed in the client's name and *Cox Global Associates, Inc.* does not have access to any of our client's funds. All contributions and withdrawals are initiated by the client. This does not account for penalties incurred by IRS regulations and/or mutual fund guidelines which are presented in full to all clients prior to purchase. Funds can generally be obtained within several days after a written request is made to the fund company.

We are an independent firm, a Registered Investment Advisory firm using Geneos Wealth Management, Inc. as our Broker/Dealer. We have the flexibility to select the investments, funds, stocks or bonds without any direction from our broker/dealer. This is done per our client's needs and comfort level to the best of our professional capabilities. Accounts in our managed programs with similar investment objectives are all moved at the same time no matter what the size. Moves within our programs do not create commissions for *Cox Global Associates, Inc.* or its representatives. In our trend management, using a risk adverse philosophy, we can have several programs invested in the same security at the same time, usually when we are being defensive in a volatile or overbought market. It is possible for a Growth program and a Conservative program to both be invested in bonds at the same time if the bond markets offer a safer investment to preserve capital and capture appreciation.

Item 12 Brokerage Practices

Cox Global Associates, Inc.'s representatives are registered representatives of Geneos Wealth Management, Inc. – our broker/dealer and are required to use the services of Geneos. Together we offer a wide range of approved securities products for which due diligence has been performed prior to selection. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer. If you are a client under the *Cox Global Associates, Inc.*'s Investment Advisory Agreement, you pay no commissions. All commissions are paid by the representative. If you contract for our management services, we must use custodians and products that have been approved by Geneos.

We take seriously our obligation of best execution for client transactions.

Item 13 Review of Accounts

Client reviews are done on a semi-annual or annual basis depending upon the client's request. *Cox Global Associates, Inc.* offers its clients account reviews on a quarterly basis at the request of the client, since we report the value of each account on a quarterly basis. You receive statements from your account custodian monthly if there is activity in the account and quarterly if there is not activity in the account.

We can perform reviews more frequently if you request it or if you notify us about a change that would trigger a review. A review may also be instigated in the event of a change in prevailing market conditions. A representative will review the account with the client

Cox Global Associates, Inc. shall annually offer to deliver upon request to each of its clients, this "Disclosure Brochure". Any revised "Disclosure Brochure" is available to each client upon request to *Cox Global Associates, Inc.*

Item 14 *Client Referrals and Other Compensation*

Not applicable.

Cox Global Associates, Inc. does not have custody of the client's funds or securities. The investment is always listed in the client's name and *Cox Global Associates, Inc.* does not have access to any of our client's funds. All contributions and withdrawals are initiated by the client. There may be withdrawal penalties incurred by IRS regulations and/or mutual fund guidelines which are presented in full to clients prior to purchase. Funds can generally be obtained within several days after a written request is made to the fund company.

Quarterly statements are sent directly to the client's address-of-record from Pershing LLC for all Pershing/brokerage accounts. Direct business accounts held with mutual fund companies are sent from the specific mutual fund family. If a client chooses, a paperless statement is available with most fund companies, and email notifications are provided to the client when statements are available.

Cox Global Associates, Inc. accepts discretionary authority to manage accounts on behalf of clients. In meeting with prospects or clients, *Cox Global Associates, Inc.* reviews investment options according to client's investment objectives. Programs are then chosen to meet client's investment objectives. *Cox Global Associates, Inc.* requires that all clients sign written investment advisory agreements giving the firm the authority to determine, without obtaining the client's prior approval, the types and the amounts of securities that are bought or sold and the broker/dealer to be used. Clients may impose reasonable limitations, in writing, on our discretionary authority.

Item 17 Voting *Client* Securities

Cox Global Associates, Inc. declines to vote any proxies. Decisions on voting of proxies will be made directly by the client.

Item 18 Financial Information

Not applicable.

Donald P. Cox is the principal executive officer for *Cox Global Associates, Inc.* He is also a representative with the brokerage firm of Geneos Wealth Management, Inc.

He is responsible for supervising the activities and services provided by *Cox Global Associates, Inc.* and in overseeing and enforcing the firm's compliance issues. He can be contacted at 281-395-8300.

Please refer to the Investment Advisor Representative Brochure Supplement for specific information for Donald P. Cox.

**INVESTMENT ADVISOR REPRESENTATIVE
BROCHURE SUPPLEMENT
(March 2017)**

Donald P. Cox
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281-395-8300

This brochure supplement provides information about Donald P. Cox that supplements the Investment Advisor Disclosure Brochure for *Cox Global Associates, Inc.* You should have received a copy of that brochure. Please contact *Cox Global Associates, Inc.* if you did not receive a copy of the Investment Advisory Disclosure Brochure or if you have any questions about the contents of this supplement.

Additional information about Donald P. Cox is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience:

Donald P. Cox, born September 24, 1952, is Chairman of the Board and President of *Cox Global Associates, Inc.* He is a graduate of Sam Houston State University with a Bachelor of Business Administration in Marketing. Mr. Cox has been in various aspects of the investment advisory business since 1985. From 1985 to 1990, Mr. Cox was a Senior Account Executive with SIMCO, a Registered Investment Advisory firm. In May 1990, Mr. Cox started his own Registered Investment Advisory firm. He has served on several Board of Directors and organizations such as Treasurer for Sam Houston State University Interfraternity Council, President of Exchange Club of the Magic Circle, the Board of Directors for Exchange Clubs, President of IRBBA (International Red Brangus Breeders Association), Board of Directors for IRBBA, and past president and Board of Directors of Central Texas Red Brangus Association. He served as President of IBBA (International Brangus Breeders Association) during 2010. Mr. Cox served two terms on the IBBA Board of Directors. Don Cox served on the Board of Directors for The Escape Center. He served on the Board of Trustees for his church and as the church Business Manager for 14 years. Currently he is the President of the Harris-Fort Bend County Municipal District 4 and has been Chairman of the City of Katy Charter Review Committee. Prior to entering the Investment Advisory business in 1985, Mr. Cox worked in management for the JCPenney Company for 10 years. While working at JCPenney Company, he served as General Merchandise Manager, Operations Manager and District Merchandise Manager. Mr. Cox is a native Houstonian. He has four grown children and currently resides in Katy, Texas.

Disciplinary Information:

Donald P. Cox has no current disciplinary information to disclose.

Other Business Activities:

Donald P. Cox is the principal executive officer for *Cox Global Associates, Inc.* He is also a representative with the brokerage firm of Geneos Wealth Management, Inc.

Outside Business Activities:

Mr. Cox owns his own cattle ranch under the company name of Cox Excalibur. He employs a full-time ranch manager and staff to operate the business.

Don Cox is the majority partner of a commercial building, Pin Oak Atrium building. The building partners employ an Operations Manager to handle the duties and facilities of maintaining the building.

Licensed Insurance Agent Disclosure:

Don Cox is also an independently licensed insurance agent. He is licensed for Life, Accident, Health, and HMO with the state of Texas. If you elect to purchase insurance products through Don Cox he may earn commissions. He could receive fees for the advice and also receive commissions for implementing insurance transactions. You are not obligated to implement the advice provided by Don Cox or to implement transactions through him in his separate capacity as an insurance agent.

Additional Compensation:

As a registered representative of Geneos Wealth Management, Inc., Mr. Cox may receive commissions for implementing the purchase and/or sale of securities or other investment products.

Supervision:

Mr. Cox is responsible for supervising the activities and services provided by *Cox Global Associates, Inc.* and in overseeing and enforcing the firm's compliance issues. He can be contacted at 281-395-8300.

Requirements for State-Registered Advisors:

In May 1997, the Securities Commissioner of Texas found that Cox, Arre & Associates, Inc. was not properly registered with the State of Texas. Although the firm was properly registered with the SEC, they were not registered in the State. This incident has been resolved for over 17 years.