

Part 2B of Form ADV: Brochure Supplement

Capital Ideas, Inc.
Charles M. Best
12720 Hillcrest Road, #910
Dallas, TX 75230
214-750-4400

Item 1 - Cover Page

This brochure supplement provides information about Charles M. Best that supplements the Capital Ideas, Inc. brochure. You should have received a copy of that brochure. Please contact Karen R. Burns, President and Chief Compliance Officer, if you did not receive Capital Ideas, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Charles M. Best is available on the SEC's website at www.adviserinfo.sec.gov.

Dated: March 16, 2021



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Item 2 - Educational Background and Business Experiences

Education History:

Charles McComber Best, born 1931, attended the Amos Tuck School of Business at Dartmouth College in Hanover, New Hampshire and received his Bachelor of Arts (“B.A.”) degree and his Master of Business Administration (“MBA”) in Business.

Business Background:

EMPLOYER	START DATE	END DATE	POSITION
Capital Ideas, Inc.	March, 2006	Current	Senior Vice President, Advisory Agent
Rhodes Securities, Inc.	April, 2020	Current	Registered Rep
Alliance Financial Holdings	May, 2006	Current	Chairman, Principal

Item 3 - Disciplinary Information

Charles M. Best does not have any material disciplinary information to disclose.

A full report that reflects the professional background, business practices, and conduct of our advisory agents is available through the Financial Industry Regulatory Authority’s (FINRA) BrokerCheck system link at www.finra.org/brokercheck or you may request disclosable information under BrokerCheck by calling (800) 289-9999, a toll-free hotline operated by FINRA.

You may also access a full report of our advisory agents through the IAPD link at www.adviserinfo.sec.gov. Should you have any technical difficulties with this link you can call 240-386-4848 for further assistance.

The information that appears on these websites is collected from individual investment adviser representatives, investment adviser firm(s), and/or securities regulator(s) as part of the securities industry’s registration and licensing process.

Item 4 - Other Business Activities

Charles M. Best is also a registered representative of Rhodes Securities, Inc. (Member FINRA/SIPC), but he remains doing business as Alliance Financial with securities offered through Rhodes Securities, Inc. In this capacity, he may sell securities through Rhodes Securities, Inc. and receive normal and customary commissions as a result of such purchases and sales. In addition, he may receive reimbursements on bank deposits. This presents a conflict of interest to the extent that he recommends that you invest in a security which results in a commission being paid to him.



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Item 5 - Additional Compensation

Charles M. Best does not receive any economic benefits for providing advisory services from someone who is not a client of Capital Ideas, Inc.

Item 6 - Supervision

All new accounts undergo careful analysis and review as to appropriateness of assets held and asset allocation and compared to the investment objectives stated by you. After an account has been approved for a specific investment program, the Chief Compliance Officer will monitor the trading activities in the account to ensure that the securities purchased or sold are consistent with your investment objectives.

The Chief Compliance Officer will review the activity in each account at least quarterly to determine if the account has been managed in a manner consistent with investment objectives. The Chief Compliance Officer will also look for any evidence of excessive trading or conflicts of interest between the advisor and you.

Our Firm has established written policies and procedures that it will utilize to supervise. In addition, a Code of Ethics has been adopted, which we have agreed to follow and comply with.

The confidence and trust placed in our Firm and its employees is something we value and endeavor to protect.

The Supervisor for Charles M. Best is Karen R. Burns, President and Chief Compliance Officer of Capital Ideas, Inc. Karen R. Burns can be reached at 214-750-4400 should you have any additional questions or concerns.



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Capital Ideas, Inc.
Clifford J. Brott, Jr.
12720 Hillcrest Road, #910
Dallas, TX 75230
214-750-4400

Item 1 - Cover Page

This brochure supplement provides information about Clifford J. Brott, Jr. that supplements the Capital Ideas, Inc. brochure. You should have received a copy of that brochure. Please contact Karen R. Burns, President and Chief Compliance Officer, if you did not receive Capital Ideas, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Clifford J. Brott, Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

Dated: March 16, 2021



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Item 2 - Educational Background and Business Experiences

Education History:

Clifford John Brott, Jr., born 1949, attended the University of Texas at Austin in Austin, Texas and received his Bachelor of Arts (“B.A.”) degree in Economics.

Professional Licenses:

Clifford J. Brott, Jr. has a Certified Financial Planner (“CFP”) professional designation. 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



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- 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.

Clifford J. Brott, Jr. has a Texas Group I Insurance license. The Group I Insurance license allows him to sell health, dental, disability and traditional life insurance products. However, Clifford J. Brott, Jr. does not sell insurance products through Capital Ideas, Inc.

Insurance licenses are issued by all states. Each insurance department establishes the required qualifications for this license.

General Requirements:

- An individual applying for a Texas insurance license must be at least 18 years of age
- Applicants are not required to be sponsored to pursue their license
- Applicants must submit fingerprints as part of the license application
- Texas has no pre-licensing education requirement unless a 90-day temporary license is desired. To obtain a 90-day temporary license, candidates must complete 40 hours of pre-licensing education
- Candidates must apply for licensure within 12 months from receiving a passing grade on the examination

Business Background:

EMPLOYER	START DATE	END DATE	POSITION
Capital Ideas, Inc.	April, 1984	Current	Chairman
Rhodes Securities, Inc.	April, 2020	Current	Registered Rep
Alliance Financial Holdings	May, 2006	Current	Principal



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Item 3 - Disciplinary Information

Clifford J. Brott, Jr. does not have any material disciplinary information to disclose.

A full report that reflects the professional background, business practices, and conduct of our advisory agents is available through the Financial Industry Regulatory Authority's (FINRA) BrokerCheck system link at www.finra.org/brokercheck or you may request disclosable information under BrokerCheck by calling (800) 289-9999, a toll-free hotline operated by FINRA.

You may also access a full report of our advisory agents through the IAPD link at www.adviserinfo.sec.gov. Should you have any technical difficulties with this link you can call 240-386-4848 for further assistance.

The information that appears on these websites is collected from individual investment adviser representatives, investment adviser firm(s), and/or securities regulator(s) as part of the securities industry's registration and licensing process.

Item 4 - Other Business Activities

Clifford J. Brott, Jr. is also a registered representative of Rhodes Securities, Inc. (Member FINRA/SIPC), but he remains doing business as Alliance Financial with securities offered through Rhodes Securities, Inc. In this capacity, he may sell securities through Rhodes Securities, Inc. and receive normal and customary commissions as a result of such purchases and sales. In addition, he may receive reimbursements on bank deposits. This presents a conflict of interest to the extent that he recommends that you invest in a security which results in a commission being paid to him.

Item 5 - Additional Compensation

Clifford J. Brott, Jr. does not receive any economic benefits for providing advisory services from someone who is not a client of Capital Ideas, Inc.

Item 6 - Supervision

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The Chief Compliance Officer will review the activity in each account at least quarterly to determine if the account has been managed in a manner consistent with investment objectives. The Chief Compliance Officer will also look for any evidence of excessive trading or conflicts of interest between the advisor and you.

Our Firm has established written policies and procedures that it will utilize to supervise. In addition, a Code of Ethics has been adopted, which we have agreed to follow and comply with.



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The confidence and trust placed in our Firm and its employees is something we value and endeavor to protect.

The Supervisor for Clifford J. Brott, Jr. is Karen R. Burns, President and Chief Compliance Officer of Capital Ideas, Inc. Karen R. Burns can be reached at 214-750-4400 should you have any additional questions or concerns.



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Capital Ideas, Inc.
Karen R. Burns
12720 Hillcrest Road, #910
Dallas, TX 75230
214-750-4400

Item 1 - Cover Page

This brochure supplement provides information about Karen R. Burns that supplements the Capital Ideas, Inc. brochure. You should have received a copy of that brochure. Please contact Karen R. Burns, President and Chief Compliance Officer, if you did not receive Capital Ideas, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Karen R. Burns is available on the SEC's website at www.adviserinfo.sec.gov.

Dated: March 16, 2021



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Item 2 - Educational Background and Business Experiences

Education History:

Karen Rayburn Burns, born 1962, attended the University of Texas in Dallas, Texas and received her Bachelor of Science ("B.S.") degree in Economics and Finance.

Business Background:

EMPLOYER	START DATE	END DATE	POSITION
Capital Ideas, Inc.	September, 1999	Current	President and Chief Compliance Officer
Rhodes Securities, Inc.	April, 2020	Current	Registered Rep
Alliance Financial Holdings	May, 2006	Current	Principal

Item 3 - Disciplinary Information

Karen R. Burns does not have any material disciplinary information to disclose.

A full report that reflects the professional background, business practices, and conduct of our advisory agents is available through the Financial Industry Regulatory Authority's (FINRA) BrokerCheck system link at www.finra.org/brokercheck or you may request disclosable information under BrokerCheck by calling (800) 289-9999, a toll-free hotline operated by FINRA.

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Item 4 - Other Business Activities

Karen R. Burns is also a registered representative and principal of Rhodes Securities, Inc. (Member FINRA/SIPC), but she remains doing business as Alliance Financial with securities offered through Rhodes Securities, Inc. In this capacity, she does sell securities through Rhodes Securities, Inc. and receives normal and customary commissions as a result of such purchases and sales. In addition, she may receive reimbursements on bank deposits. This presents a conflict of interest to the extent that she recommends that you invest in a security which results in a commission being paid to her.



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Item 5 - Additional Compensation

Karen R. Burns does not receive any economic benefits for providing advisory services from someone who is not a client of Capital Ideas, Inc.

Item 6 - Supervision

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Our Firm has established written policies and procedures that it will utilize to supervise. In addition, a Code of Ethics has been adopted, which we have agreed to follow and comply with.

The confidence and trust placed in our Firm and its employees is something we value and endeavor to protect.

The Supervisor for Karen R. Burns is Clifford J. Brott, Jr., Chairman of Capital Ideas, Inc. Clifford J. Brott, Jr. can be reached at 214-750-4400 should you have any additional questions or concerns.

