

## item 1 – cover page



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# Part 2A of Form ADV: Firm Brochure

June 10, 2020

This brochure provides information about the qualifications and business practices of Greybox Investments. If you have any questions about the contents of this brochure, please contact us at 205.703.0900. 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. References to Greybox Investments as a “registered investment adviser” or descriptions of being “registered” do not imply a certain level of skill or training. Additional information about Greybox Investments also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Our CRD Number is 174077.

## item 2 - material changes

Greybox Investments (“Greybox, we, us, our, ours”) last filed an annual updating amendment on March 27<sup>th</sup>, 2020. Since that date, we have:

- registered with the SEC;
- revised the description of the services we offer;
- adjusted the disclosure about fees and compensation accordingly;
- specified the broker-dealer/custodians we recommend; and
- added disclosure under Financial Information to describe our participation in the Paycheck Protection Program.

We send you a summary of any material changes to our brochures by April 29<sup>th</sup> of each year. We may also provide updated disclosure

information about material changes on a more frequent basis. Any summaries of changes include the date of our last annual update of our brochure.

You may request a copy of our complete brochure by contacting us at 205.703.0900 or via email at [dcarlson@greyboxinvestments.com](mailto:dcarlson@greyboxinvestments.com). We will provide you with our most recent brochure at any time without charge.

Additional information about our company is available via the SEC’s website: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

The SEC’s website also provides information about any persons affiliated with us who are registered as investment adviser representatives of Greybox Investments.

Information on our investment adviser representatives who work with your account can be found in our brochure supplements located at the end of our disclosure brochure.

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CRD Number 174077

## ***item 4 - advisory business***

DMC Group, LLC is a limited liability company organized under the laws of the state of Alabama in 2014. DMC Group, LLC, doing business as Greybox Investments, is an SEC registered investment advisory firm wholly owned by Donie M. Carlson.

As of March 30, 2020, we managed approximately \$75 million in client assets where we make the investment decisions. An additional \$27 million in client assets were managed where our clients make investment decisions based upon our recommendations.

### ***Custom Portfolio Solutions***

#### ***Quantitative Equity Strategies***

We offer quantitative management of stocks across various styles of investing, capitalization ranges, geographic, and economic sectors.

We utilize risk factor models to build style and sector based quantitative strategies for clients seeking efficient exposure to equities with a specific set of characteristics. Typically, our quantitative products are constructed using 30-60 stocks that provide clients access to component portfolios, using specific factor criteria (leverage, momentum, volatility, dispersion, etc.).

Strategies involve the investment in US Exchange-traded equities and may include the use of American Depositary Receipts (ADRs) or Global Depositary Receipts (GDRs) across all capitalization ranges.

### ***Custom Portfolio Solutions***

Utilizing the same quantitative analytics and investment process we use to construct component equity strategies, we build custom solutions that meet the direct needs of clients. Typically, we use an assortment of factors including risk constraints, style factors, sector exposures, tax budgets, and turnover constraints to build clients their own unique solution. These solutions can be delivered through a variety of formats be it a Unified Managed Account (“UMA”) or Separately Managed Account (“SMA”) model.

### ***Wealth Management***

We build individual client asset allocations utilizing quantitative factor weights across equity and fixed income asset classes to customize solutions for each client’s specific investment goals and time horizons. Our asset allocation approach involves forward-looking market forecasts for different asset categories. We believe forward looking estimates of risk and return provide better results for clients over time, rather than viewing risk in general historical windows. In addition to utilizing both internal strategies and external strategies, we add tax efficient rebalancing and social equity screening for unique client needs. We recognize the accommodation of client specific constraints can lead to differences between account compositions and the timing of transactions, which can lead to differences in performance between accounts with and without these restrictions.

We use a variety of publicly traded investment components to meet specific client solutions, including individual stocks, bond, ETFs and mutual funds

## item 5 - fees and compensation

We offer our advisory services on a fee-only basis. Our fee<sup>1</sup> is charged monthly in arrears. It is calculated during the month following the end of a month and is based upon the market value of the assets in your account on the last day of the previous month.

Financial institutions that hold client accounts are referred to as custodians. Your custodian determines the values of the assets in your portfolio.

Fees are based on the value of your cash and securities at the end of the month that the custodian receives them and, in the case of a partial month, are prorated based upon the number of calendar days in the month that our agreement is in effect.

### Wealth Management Fees

Tiers:	
Below \$1,000,000	0.95%
From \$1,000,001 to \$2,500,000	0.85%
Over \$2,500,000	0.75%

### Additional Information about Fees

You authorize us in writing to have the custodian pay us directly by charging your account. This authorization must be provided in writing. Fees are assessed monthly in arrears. The month end calculation of fees is based on your account's asset value, as determined by the custodian, as of the close of business

<sup>1</sup> All fees are negotiable at our sole discretion. Such negotiations may be based upon account size, scope

on the final business day of the month. This closing value is assessed on a daily accrual of the annual rate as calculated by dividing the annual rate by 365 (or 366 in a leap year) then multiplying by the actual number of days in the assessed month. This calculation methodology is abbreviated as ACT/365. The fee is invoiced to the custodian and paid in the month following the month of service.

Your custodian provides you with statements that show the amount paid directly to us. You should verify the calculation of our fees.

The advisory agreement can be terminated upon thirty (30) days written notice. Should either one of us terminate the advisory agreement before the end of a billing period, any unpaid fees for services received by you become immediately due and payable. The amount owed by you is calculated by applying the daily fee assessment to the number of calendar days in the month that our agreement was in effect. This amount, which equals the pro rata amount we earned for the partial month, is your fee.

In addition to our fee, you may be required to pay other charges by your custodian/broker-dealer such as:

- custodial fees,
- brokerage commissions,
- transaction fees,
- SEC fees,
- internal fees and expenses charged by mutual funds or ETF, and
- other fees and taxes on brokerage accounts and securities transactions.

None of these fees are paid to or are shared with us.

and complexity of services, prior relationships and related account holdings.

We will explain the specific costs associated with any investments with you upon request.

Please be sure to read the section entitled “Brokerage Practices,” which follows later in this brochure.

### ***item 6 - performance-based fees***

Performance-based fees are designed to give a portion of the returns of an investment to the investment adviser as a reward for positive performance. The fee is generally a percentage of the profits made on the investments. Greybox Investments does not charge any performance-based fees.

### ***item 7 - types of clients***

We provide advisory services primarily to individuals, high net worth individuals, charitable organizations, and corporations.

The minimum account sizes are:

- Wealth Management Mutual Fund/ETF Only Models - \$100,000 minimum
- Wealth Management Customized Solutions - \$500,000 minimum

### ***item 8 - methods of analysis, investment strategies and risk of loss***

We primarily select specific investments for portfolios using quantitative multi-factor analysis.

Quantitative factor analysis is the assessment of individual components of risk and their attribution to return. Multi-

factor analysis seeks to quantify elements of risk that exist in each investment and their interaction with complimentary investments so that the aggregate portfolio is properly diversified. Quantitative factors include: size, valuation, leverage, growth and momentum.

In addition to quantitative analysis, fundamental assessment is applied to select specific sources of factor risk.

Fundamental analysis is a method of evaluating a company that has issued a security by attempting to measure the value of its underlying assets. It entails studying overall economic and industry conditions as well as the financial condition and the quality of the company’s management. Earnings, expenses, assets, and liabilities are all important in determining the value of a company. The value is then compared to the current price of the issuing company’s security to determine whether to purchase, sell or hold the security.

Although we manage your portfolio 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.

Our investment strategies may include long-term and short-term purchases and sales. You may place reasonable restrictions on the strategies to be employed in your portfolio and the types of investments to be held in your portfolio.

All investments involve risks that can result in loss:

- loss of principal,

- a reduction in earnings (including interest, dividends and other distributions), and
- the loss of future earnings.

Additionally, these risks may include:

- market risk,
- interest rate risk,
- liquidity risk,
- issuer risk, and
- general economic risk.

### ***item 9 - disciplinary information***

We have not been the subject of any legal or disciplinary events that would be material to your evaluation of our business or the integrity of our management.

### ***item 10 - other financial industry activities and affiliations***

Neither Greybox Investments or any of our management persons is engaged in other financial industry activities or has other industry affiliations that would create a material conflict of interest.

### ***item 11 - code of ethics, participation or interest in client transactions and personal trading***

We have adopted a Code of Ethics (“Code”) to address the securities-related conduct of our supervised persons. The Code includes our policies and procedures developed to protect your interests in relation to the following:

- the duty at all times to place your interests ahead of ours;

- that all personal securities transactions of our supervised persons be conducted in a manner consistent with the Code and avoid any actual or potential conflict of interest, or any abuse of a supervised person’s position of trust and responsibility;
- that supervised persons may not take inappropriate advantage of their positions;
- that information concerning the identity of your security holdings and financial circumstances are confidential; and
- that independence in the investment decision-making process is paramount.

We will provide a copy of the Code to you or any prospective client upon request.

We do not buy or sell securities for our firm that we also deploy for clients. Our supervised persons are permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account(s). The personal securities transactions by supervised persons raise potential conflicts of interest when they trade in a security that is owned by you or considered for purchase or sale for you.

We have adopted policies and procedures that are intended to address these conflicts of interest. These policies and procedures:

- require our supervised persons to act in your best interest,
- prohibit favoring one client over another, and
- provide for the review of transactions to discover and correct any same-day trades that result in a supervised person receiving a better price than a client.



Supervised persons must follow our procedures when purchasing or selling the same securities purchased or sold for you.

## ***item 12 - brokerage practices***

The custodian you use to hold your assets will also serve as your broker-dealer. We typically recommend that you choose Charles Schwab & Co. Inc. or, in the case of a trust, Synovus as your custodian. Your custodian/broker-dealer (“Custodian(s)”) will assist us in servicing your accounts. We are independently owned and operated and not affiliated with any Custodian. We do have mutually beneficial business arrangements with the Custodians our clients use. Information regarding the benefits of these relationships are described below.

In recommending the Custodian as the securities brokerage firm responsible for executing transactions for your portfolios, we consider at a minimum the firm’s:

- existing relationship with us,
- financial strength,
- reputation,
- reporting capabilities,
- execution capabilities,
- pricing, and
- types and quality of research.

The lowest possible transaction cost is not the determining factor in the recommendation of a broker-dealer to execute transactions for your accounts, but whether the firm can provide, in our view, the best qualitative execution for your account.

Your Custodian provides us with access to its institutional trading and custody services, which includes:

- brokerage,

- 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.

We are not required to effect a minimum volume of transactions or maintain a minimum dollar amount of client assets to receive these services. However, some custodians do charge separately for holding client accounts, while others are compensated by you through other fees related to the securities transactions it executes for your accounts. Please review your custodial agreement carefully to determine what your custodial charges will be.

Custodians also make available to us other products and services that benefit us but may not benefit you directly. Some of these products and services assist us in managing and administering our client accounts, such as software and other technology that:

- provide access to account data such as:
  - duplicate trade confirmations,
  - bundled duplicate account statements, and
  - access to an electronic communication network for client order entry and account information;
- facilitate trade execution, including:
  - access to a trading desk serving advisory participants exclusively and
  - access to block trading which provides the ability to combine securities transactions and then allocate the appropriate number

- of shares to each individual account;
- provide research, pricing information and other market data;
- facilitate payment of our fees from client accounts;
- assist with back-office functions, record keeping and client reporting; and
- receipt of compliance publications.

Because the amount of our compensation or the products or services we receive may vary depending on the Custodian we recommend to our clients, there is a potential for a conflict of interest in making that recommendation. Our recommendation of specific broker-dealers may be based in part on the economic benefit to us and not solely on the nature, cost or quality of custody and brokerage services provided to you and our other clients. We nonetheless strive to act in your best interests at all times.

Commissions and other fees for transactions executed through the Custodians we recommend may be higher than commissions and other fees available if you use another broker-dealer firm to execute transactions and maintain custody of your account. We believe, however, that the overall level of services and support provided to our clients outweighs the benefit of possibly lower transactions cost which may be available under other brokerage arrangements.

Many of the services described above are used to benefit all or a substantial number of our accounts, including accounts not maintained at the Custodian providing the services. We do not attempt to allocate these benefits to specific clients.

We engage in block trading, which is the purchase or sale of a security for the accounts of multiple clients in a single transaction. If a blocked trade is executed, each participating client receives a price that represents the average of the prices at which all of the transactions in a given block were executed. Executing a blocked trade allows transaction costs to be shared equally and on a pro rata basis among all of the participating clients. If the order is not completely filled, the securities purchased or sold are distributed among participating clients on a pro rata basis or in some other equitable manner.

Blocked trades are placed only when we reasonably believe that the combination of the transactions provides better prices for clients than had individual transactions been placed for clients. Transactions for nondiscretionary client accounts are not blocked with transactions for discretionary client accounts. Transactions for the accounts of our employees and advisory representatives are included in blocked trades if they are purchasing or selling the same security as clients on the same day as clients. They receive the same average price and pay the same commissions and other transaction costs, as clients. Transactions for the accounts of our advisory representatives or employees will not be favored over transactions for client accounts.

We are not obligated to include any client account in a blocked trade. Blocked trades will not be effected for any client's account if doing so is prohibited or otherwise inconsistent with that client's investment advisory agreement. No client will be favored over any other client.



### ***item 13 - review of accounts***

All client accounts are monitored by our Senior Portfolio Manager on an ongoing basis with a formal review conducted at least quarterly, or as agreed upon with individual clients. The reviews focus on the consistency of portfolio investments with each client's stated objectives and risk tolerances. Reviews also consider investment restrictions requested by individual clients, investment time horizons, liquidity needs, tax considerations and other circumstances unique to each client.

You will receive statements from your custodian at least quarterly. These statements identify your current investment holdings, the cost of each of those investments, and their current market values. Custom reports will be created and sent to clients if requested.

### ***item 14 - client referrals and other compensation***

We receive certain economic benefits as a result of our participation in Schwab's institutional program. Those benefits are described in detail in the preceding section entitled "Brokerage Practices."

We do not directly or indirectly compensate any person who is not one of our advisory representatives or employees for client referrals.

### ***item 15 - custody***

You will receive statements from the custodian that holds your investment account on at least a quarterly basis. We urge you to carefully review these statements. You should verify that the

transactions in your account are consistent with your investment goals and the objectives for your account. We also encourage you to contact us should you have any questions or concerns regarding your account.

### ***item 16 - investment discretion***

Greybox Investments primarily provides advisory services on a discretionary basis. Discretionary means that we do not need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts.

This discretion is used in a manner consistent with the stated investment objectives for your account, but only if you have given us written authorization to do so. This authorization is included in the investment advisory agreement you enter into with us.

We do not, however, have discretion to choose the broker-dealer through which transactions are executed. We also do not have the ability to withdraw funds from your account (other than to withdraw our advisory fees, which may only be done with your prior written authorization.)

Nondiscretionary means that we need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts. We serve one legacy account on a nondiscretionary basis.

### ***item 17 - voting client securities***

Proxies on securities held in your accounts are voted by our internal

managers, or by a selected third party. We have adopted policies and procedures designed to prevent conflicts of interest from influencing proxy voting decisions made on behalf of your accounts, and to ensure that our decisions are in compliance with our fiduciary obligations to you. Our contract may permit you to direct the voting of a particular proxy if you choose. Our proxy voting policies and procedures, including information for you on how your securities were voted, are available upon written request to:

Greybox Investments  
Attention: Donie M. Carlson, Chief  
Compliance Officer  
2129 1<sup>st</sup> Avenue North, Suite 201  
Birmingham, Alabama 35203

We review, and may elect to participate in, class action lawsuits involving securities owned on behalf of you if we believe that doing so is in your best interest.

### ***item 18 - financial information***

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you and we have not been the subject of a bankruptcy proceeding.

However, as a result of the COVID-19 crisis, the U.S. federal government made

the Paycheck Protection Program (“PPP”) available to small businesses to help pay their employees and cover certain other core expenses. Subject to certain conditions, the loan is forgivable and open to any business with 500 or fewer employees. Borrowers must certify that economic uncertainty makes the loan necessary to support their ongoing operations and that the loan proceeds will be used to retain workers and pay other core expenses. The SEC has issued guidance that registered investment advisers that participate in the PPP should disclose the circumstances leading the firm to seek a PPP loan or other type of financial assistance, such as the Economic Injury Disaster Loan.

Since our fees are based on assets under management, the recent market turmoil has caused Greybox Investments to lose revenue. We applied for and received a PPP loan because of social and market conditions and ongoing uncertainty regarding the length and severity of the COVID-19 crisis. We determined that it was in the best interest of our employees and clients to participate in the PPP. We will use the loan to avoid any short-term layoffs and to pay staff that are primarily responsible for performing advisory functions. Additionally, the PPP loan will help to pay Greybox Team members who provide client support services. This will prevent any interruptions in our ongoing operations.