

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page



June 28, 2017

This is the Firm Brochure, also known as Form ADV Part 2, for Naylor & Company Investments, LLC (Naylor & Company), which is owned and managed by Chad D. Naylor.

Chad Naylor and Naylor & Company can be reached at the following locations:

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147 Camino Don Miguel, Orinda, CA 94563
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This brochure provides information about the qualifications and business practices of Naylor & Company, Chad Naylor and Dave Naylor. If you have any questions about the contents of this brochure, you may contact me at the address, phone number or email address listed above. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Additional information about Naylor & Company is available on the SEC's website at www.advisorinfo.sec.gov.

Naylor & Company, Chad Naylor and Dave Naylor are registered investment advisors. However, being a registered investment advisor does not imply any particular level of skill or training, and merely denotes that we are registered to provide investment advice and portfolio management.

Item 2 Material Changes

This brochure contains the following material change since Naylor & Company's last annual amendment in March 2017: Naylor & Company has changed its principal address to 147 Camino Don Miguel Orinda, CA 94563. Naylor & Company has also added 3 passive investors to its ownership.

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Item 4 Investment Advisory Business

Naylor & Company provides investment advice, financial planning and portfolio management to individuals, partnerships, trusts and retirement plans. Naylor & Company has been in business since 2003, and is owned by Chad Naylor (96.5%) and three passive investors (3.5%). Specifically, Naylor & Company has entered into a contractual relationship with three long-term clients who have collectively bought a 3.5% interest in Naylor & Company. Naylor & Company will insure that this relationship does not create any material conflicts of interests regarding fees, trading allocation or other items, and that this relationship does not adversely affect relationships with other clients.

Naylor & Company specializes in working with clients to establish investment portfolios of stocks, bonds, ETFs and mutual funds. Naylor & Company approaches investments with a fundamental analysis of each company for which it purchases stocks or bonds. Naylor & Company seeks to find companies with reasonable valuations as determined by their price to earnings ratios, but with greater growth prospects over the long-term than the average company. From time to time, Naylor & Company also invests in cyclical companies, whose earnings fluctuate with the growth of the economy.

Naylor & Company invests a significant portion of client accounts in the stocks of small and medium-sized companies. These stocks can be more volatile than the stocks of larger companies and there is a risk that the broader market may not recognize the value of these companies, especially over the short-term, which could lead to losses greater than those of the overall market.

Although Naylor & Company invests in many of the same stocks for most client accounts, it also tailors client accounts to the specific needs of the individual investor. Typically, this involves varying the amount of cash and bonds in a client's account to reduce the volatility of the account. Each client is interviewed with respect to their investment preferences and Naylor & Company will avoid investing in certain companies or industries that the client wishes to avoid.

Naylor & Company does not sponsor or participate in any WRAP fee programs. However, Naylor & Company does manage assets for other institutions including other investment advisors in a sub-advisor capacity and receives fees from those other institutions for the sub-advisory management. Naylor & Company also provides its Naylor & Company Core Composite strategy to certain Turnkey Asset Management Programs (TAMPs) and receives fees from those TAMPs.

As of June 28, 2017, Naylor & Company managed \$50 million of client assets on a discretionary basis, and \$5 million on an advisory, non-discretionary basis.

Item 5 Fees and Compensation

Naylor & Company charges fees for its services based upon a percentage of assets under management. Fees are negotiable, but do not exceed three percent (3%) of assets per year. Fees are calculated and assessed quarterly in advance of the quarter for which services are provided. Fees are collected directly from client accounts by the brokerage company used for the client account, typically, TD Ameritrade. Clients are also responsible for brokerage commissions and mutual fund fees.

Clients may terminate their investment advisory contracts with thirty (30) days written notice. In the event of termination, clients will receive a pro-rata refund of any prepaid fees for the remainder of the quarterly billing period.

Apart from the fees noted above from client accounts, neither Naylor & Company nor Chad Naylor accepts any fees or compensation from any brokerage, mutual fund company or any other source, except as noted above in Item 4 with respect to receiving management fees from other institutions for sub-advisory management and from certain TAMPs. Therefore, Naylor & Company has no incentive to select one investment over another apart from the client's own interest.

Clients should be aware that lower fees for comparable services may be available from other investment advisory firms, however, those firms may or may not have obtained similar past performance or use comparable approaches to selecting investments.

Item 6 Performance-Based Fees

Naylor & Company does not charge performance-based fees.

Item 7 Types of Clients

Naylor & Company works with individual clients, partnerships, trusts and retirement plans. Naylor & Company also manages assets for other institutions including other investment advisors in a sub-advisor capacity. Naylor & Company also provides its Naylor & Company Core Composite strategy to certain TAMPs.

Clients must have a minimum of \$100,000 to open an account with Naylor & Company.

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

Naylor & Company approaches investments with a fundamental analysis of each company for which it purchases stocks or bonds. Naylor & Company seeks to find companies with reasonable valuations as determined by their price to earnings ratios, but with greater growth prospects over the long-term than the average company. From time to time, Naylor & Company also invests client accounts in the stocks of some cyclical companies, whose earnings fluctuate with the growth of the economy.

Investing in stocks and bonds involves a risk of loss that clients should be prepared to bear. In addition, investing in stocks and bonds involves significant short-term fluctuations that clients should also be prepared to bear. Naylor & Company invests a significant portion of client accounts in the stocks of small and medium-sized companies. These stocks can be more volatile than the stocks of larger companies and there is a risk that the broader market may not recognize the value of these companies, especially over the short-term, which could lead to losses greater than those of the overall market.

Although Naylor & Company invests in many of the same stocks for most client accounts, it also tailors client accounts to the specific needs of the individual investor. Typically, this involves varying the amount of cash and bonds in a client's account to reduce the volatility of the account. However, Naylor & Company also invests some client accounts in more large company stocks as their needs or wishes dictate. Each client is interviewed with respect to their investment preferences and Naylor & Company will avoid investing in certain companies or industries that the client wishes to avoid.

Item 9 Disciplinary Information

There has been no disciplinary action ever taken against Naylor & Company, Chad Naylor or David Naylor.

Item 10 Other Financial Industry Activities and Affiliations

Naylor & Company has no affiliations with other investment advisors, brokers or other investment entities, apart from using TD Ameritrade and Interactive Brokers as brokers for client accounts. Naylor & Company, Chad Naylor and Dave Naylor do not receive any compensation from TD Ameritrade or Interactive Brokers.

Item 11 Participation or Interest in Client Transactions and Personal Trading

Naylor & Company, Chad Naylor and David Naylor will, from time to time, acquire securities for their own or family accounts, or for the accounts of other clients. Naylor & Company may give advice or take action with respect to its own accounts or the accounts of other clients that may differ in timing or action from the advice given to the client or action taken with respect to the client's account. Furthermore, Naylor & Company, Chad Naylor and David Naylor may not acquire for a client's account a position in a security obtained for their own or family accounts or the accounts of other clients, if in the sole and absolute discretion of Naylor & Company, it is not for any reason practical or desirable to acquire a position in the security for client's account. When the same securities are purchased or sold for a client's account and for the accounts of Naylor & Company, Chad Naylor, David Naylor, the Naylor family or Naylor & Company's other clients, Naylor & Company will make every reasonable effort to achieve a substantially similar price for those securities.

These issues are disclosed to clients here in this Form ADV, Part II and in Naylor & Company's standard investment advisory contract.

Item 12 Brokerage Practices

Pursuant to the terms of its investment advisory contract, Naylor & Company exercises discretion for client accounts with respect to the securities bought and sold, amount of securities bought and sold, prices paid or obtained for securities, brokers used and commissions rates paid. The primary factor in the recommendation of brokerage firms is the cost of brokerage commissions and fees. Other factors include minimum account balances, timely execution of trades, accuracy and timeliness of account reports, and client wishes.

Item 13 Review of Accounts

Chad Naylor, Naylor & Company's chief executive officer, is responsible for reviewing all client accounts, including any client accounts managed by David Naylor. Accounts are reviewed at least on a monthly basis to determine appropriate security selection. In addition, accounts are reviewed whenever an appropriate security at an appropriate price becomes available for the account and sufficient funds are available for the purchase of the account, and whenever the client informs Naylor & Company of any changes in the client's financial objectives or resources.

Item 14 Client Referrals and Other Compensation

Naylor & Company, Chad Naylor and David Naylor do not receive any compensation from client referrals or any compensation other than the direct client fees noted above in Item 5, Fees and Compensation.

Item 15 Custody

Naylor & Company does not have custody of client funds. Instead, client funds are custodiated at independent brokers, such as TD Ameritrade. The brokers send out monthly statements or sends email notifications about the availability of monthly statements online. Naylor & Company sends (via email) quarterly statements to clients. Clients should review both sets of statements and insure accuracy between the two sets.

Clients will first provide written authorization permitting Naylor & Company to collect fees in this manner. Naylor & Company will send copies of its invoices to the independent broker/custodian at the same time they are sent to the client. The independent broker/custodian will send monthly statements to clients showing all disbursements, including the amount of any fees paid to Naylor & Company.

Item 16 Investment Discretion

Pursuant to the terms of its investment advisory contract, Naylor & Company exercises discretion for client accounts with respect to the securities bought and sold, amount of securities bought and sold, prices paid or obtained for securities, brokers used and commissions rates paid. Clients may discuss with Naylor & Company any limitations they would like to place on this discretion.

Item 17 Voting Client Securities

Naylor & Company does not vote client securities. From time to time, you may receive solicitations for proxies from various companies, typically forwarded to you from TD Ameritrade, and you may, if you choose, submit your votes on various corporate matters as instructed in the proxy materials. Feel free to contact Chad Naylor if you have any questions about these proxy materials.

Item 18 Financial Information

Naylor & Company does not have custody of client funds so Naylor & Company is not required to provide financial information.

Item 19 Requirements for State-Registered Advisers

Chad Naylor is the chief executive officer of Naylor & Company. Mr. Naylor was born in 1965, obtained a B.A., with highest distinction, from Indiana University in 1986 and a J.D., graduating summa cum laude, from Indiana University in 1990. From 1990 to 2002, Mr. Naylor practiced law in various law firms in San Francisco, while managing his own investments. From 2003 to 2005, Mr. Naylor worked part-time in the law department of Pacific, Gas & Electric Company and started Naylor & Company. On April 1, 2005, Mr. Naylor left the practice of law to manage Naylor & Company fulltime.

David Naylor is a Portfolio Manager for Naylor & Company. David Naylor was born in 1972, and obtained a B.A. from Indiana University in 1995. Before joining Naylor & Company, he was a registered investment advisor with his own firm, Naylor Investing.

Naylor & Company, Chad Naylor and David Naylor have never been found liable in any arbitration claim or in any civil, self-regulatory organization or administrative proceeding involving an investment or investment-related business, fraud, theft, bribery or dishonest practices.

Naylor & Company, Chad Naylor and David Naylor have no relationships or arrangements with any issuer of securities.

Naylor & Company will disclose to clients any material conflict of interest regarding Naylor & Company, Chad Naylor or David Naylor that could reasonably be expected to impair the rendering of unbiased and objective advice.

Part 2B of Form ADV: Brochure Supplement for Chad Naylor

Item 1 Cover Page



June 28, 2017

This is the Firm Brochure Supplement for Naylor & Company Investments, LLC (Naylor & Company), which is owned and managed by Chad D. Naylor.

Chad Naylor, David Naylor and Naylor & Company can be reached at the following addresses and phone numbers:

Naylor & Company Investments, LLC
147 Camino Don Miguel, Orinda, CA 94563
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101 California Street, Suite 2710, CA 94111

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chad@naylorinvest.com (email)
dave@naylorinvest.com (email)
www.naylorinvest.com (website)

This brochure provides information about the qualifications and business practices of Chad Naylor and supplements the Naylor & Company Firm Brochure, which consists of the pages of this document above. If you have any questions about the contents of this brochure, you may contact us at the address, phone number or email addresses listed above.

Additional information about Chad Naylor is available on the SEC's website at www.advisorinfo.sec.gov.

Item 2 Educational Background and Business Experience

Chad Naylor is the chief executive officer for Naylor & Company. Chad Naylor was born in 1965, obtained a B.A., with highest distinction, from Indiana University in 1986 and a J.D., graduating summa cum laude, from Indiana University in 1990. From 1990 to 2002, Chad Naylor practiced law in various law firms in San Francisco, while managing his own investments. From 2003 to 2005, Chad Naylor worked part-time in the law department of Pacific, Gas & Electric Company and started Naylor & Company. On April 1, 2005, Chad Naylor left the practice of law to manage Naylor & Company fulltime.

Item 3 Disciplinary Information

There has never been any disciplinary action taken against Naylor & Company or Chad Naylor.

Item 4 Other Business Activities

Chad Naylor does not engage in any business activities other than managing Naylor & Company.

Item 5 Additional Compensation

Naylor & Company and Chad Naylor receive no compensation for their investment advisory business other than the direct fees charged to clients.

Item 6 Supervision

Chad Naylor is responsible for the supervision of any employees or Investment Advisor Representatives (IAR) for Naylor & Company. Chad Naylor reviews all correspondence between the employees and the clients of Naylor & Company, and discusses any investment selections for those clients prior to making the investments. Chad Naylor also reviews all client accounts on a monthly basis and supervises and reviews all record-keeping for those clients. Chad Naylor supervises all trading and fee collections for client accounts, and reviews these items monthly.

Item 7 Requirements for State-Registered Advisers

There are no applicable additional requirements state-registered advisers for Naylor & Company or Chad Naylor.

Part 2B of Form ADV: Brochure Supplement for David Naylor

Item 1 Cover Page



June 28, 2017

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925-388-0795 (fax)

chad@naylorinvest.com (email)
dave@naylorinvest.com (email)
www.naylorinvest.com (website)

This brochure provides information about the qualifications and business practices of David Naylor and supplements the Naylor & Company Firm Brochure, which consists of the pages of this document above. If you have any questions about the contents of this brochure, you may contact us at the address, phone number or email addresses listed above.

Additional information about David Naylor is available on the SEC's website at www.advisorinfo.sec.gov.

Item 2 Educational Background and Business Experience

David Naylor was born in 1972 and obtained a B.A. from Indiana University in 1995. From 1995 to 2003, David Naylor managed his own investments. From 2003 to 2014, David Naylor also made various real estate investments. In 2012, David Naylor founded Naylor Investing. Since August 2014, David Naylor has served as Portfolio Manager for Naylor & Company.

Item 3 Disciplinary Information

There has never been any disciplinary action taken against Naylor & Company or David Naylor.

Item 4 Other Business Activities

David Naylor does not engage in any business activities other than working as Portfolio Manager for Naylor & Company.

Item 5 Additional Compensation

Naylor & Company and David Naylor receive no compensation for their investment advisory business other than the direct fees charged to clients.

Item 6 Supervision

Chad Naylor is responsible for the supervision of any employees or Investment Advisor Representatives (IAR) for Naylor & Company. Chad Naylor reviews all correspondence between the employees and the clients of Naylor & Company, and discusses any investment selections for those clients prior to making the investments. Chad Naylor also reviews all client accounts on a monthly basis and supervises and reviews all record-keeping for those clients. Chad Naylor supervises all trading and fee collections for client accounts, and reviews these items monthly.

Item 7 Requirements for State-Registered Advisers

There are no applicable additional requirements state-registered advisers for Naylor & Company or David Naylor.