

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2016-07-12** | Period of Report: **2016-06-30**  
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FILER

**Keel Point, LLC**

CIK: **1386935** | IRS No.: **200166451** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
Type: **13F-HR** | Act: **34** | File No.: **028-12097** | Film No.: **161764155**

Mailing Address  
*100 CHURCH STREET  
SUITE 500  
HUNTSVILLE AL 35801*

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UNITED STATES SECURITIES AND EXCHANGE  
COMMISSION  
Washington, D.C. 20549  
FORM 13F

OMB APPROVAL	
OMB Number:	3235-0006
Expires:	July 31, 2015
Estimated average burden hours per response:	23.8

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 06-30-2016

Check here if Amendment:  Amendment Number:  
This Amendment (Check only one.):  is a restatement.  
 adds new holdings entries.

**Institutional Investment Manager Filing this Report:**

Name: Keel Point, LLC  
Address: 100 CHURCH STREET  
SUITE 500  
HUNTSVILLE, AL 35801

Form 13F File Number: 028-12097

**The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.**

Person Signing this Report on Behalf of Reporting Manager:

Name: Clifton Johnson  
Title: Principal  
Phone: 703-807-2020

**Signature, Place, and Date of Signing:**

Clifton Johnson                      Vienna, VIRGINIA                      07-12-2016  
[Signature]                                      [City, State]                                      [Date]

**Report Type (Check only one.):**

- 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)  
 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)  
 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

Form 13F Summary Page

**Report Summary:**

Number of Other Included Managers: 0  
Form 13F Information table Entry Total: 137  
Form 13F Information table Value Total: 232202  
(thousands)

**List of Other Included Managers:**

Provide a numbered list of the name(s) and Form 13F file number(s) of all institutional investment managers with respect to which this report is filed, other than the manager filing this report.

[If there are no entries in this list, state "NONE" and omit the column headings and list entries.]

NONE

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 Washington, D.C. 20549  
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**FORM 13F INFORMATION TABLE**

COLUMN 1 NAME OF ISSUER	COLUMN 2 TITLE OF CLASS	COLUMN 3 CUSIP	COLUMN 4 VALUE (x\$1000)	COLUMN 5 SHRS OR PRN	SH/ PUT/ CALL	COLUMN 6 INVESTMENT DISCRETION	COLUMN 7 OTHER MANAGER	COLUMN 8 VOTING AUTHORITY		
								SOLE	SHARED	NONE
Abbott Laboratories	COM	002824100	408	10,377	SH	SOLE		0	0	10,377
AbbVie Inc	COM	00287Y109	403	6,501	SH	SOLE		0	0	6,501
Accenture plc	COM	G1151C101	681	6,010	SH	SOLE		0	0	6,010
AFLAC Inc	COM	001055102	1,260	17,466	SH	SOLE		16,294	0	1,172
Allstate Corporation	COM	020002101	1,613	23,063	SH	SOLE		22,920	0	143
Alon USA Partners LP	COM	02052T109	462	45,741	SH	SOLE		45,741	0	0
Altria Group Inc	COM	02209S103	259	3,763	SH	SOLE		285	0	3,478
American Equity Investment Lif	COM	025676206	361	25,310	SH	SOLE		25,310	0	0
American Tower REIT	COM	03027X100	782	6,887	SH	SOLE		5,987	0	900
Amgen Inc	COM	031162100	482	3,166	SH	SOLE		0	0	3,166
Apple Inc	COM	037833100	3,606	37,718	SH	SOLE		34,261	0	3,457
Argonaut Gold Inc	COM	04016A101	45	15,300	SH	SOLE		0	0	15,300
AT&T Inc	COM	00206R102	919	21,265	SH	SOLE		20,961	0	304
Automatic Data Processing	COM	053015103	793	8,637	SH	SOLE		200	0	8,437
AutoZone Inc	COM	053332102	298	375	SH	SOLE		0	0	375
Berkshire Hathaway Inc CL B	COM	084670702	491	3,393	SH	SOLE		0	0	3,393
Berkshire Hills Bancorp Inc	COM	084680107	776	28,818	SH	SOLE		28,818	0	0
BP PLC ADR	COM	055622104	288	8,122	SH	SOLE		8,122	0	0
Bristol Myers Squibb Co	COM	110122108	586	7,965	SH	SOLE		0	0	7,965
Buckeye Partners LP	COM	118230101	1,272	18,085	SH	SOLE		85	0	18,000
Business Development Co	COM	12325J101	1,351	152,532	SH	SOLE		152,532	0	0
Capital One Financial Corp	COM	14040H105	340	5,355	SH	SOLE		0	0	5,355
Cavinton Energy Systems Inc	COM	BEK996500	0	19,160	SH	SOLE		0	0	19,160
Charter Communications Inc.	COM	16119P108	263	1,149	SH	SOLE		0	0	1,149
Chevron Corporation	COM	166764100	206	1,969	SH	SOLE		0	0	1,969
Chicago Bridge & Iron Company	COM	167250109	208	6,000	SH	SOLE		6,000	0	0
Chubb Limited	COM	H1467J104	217	1,657	SH	SOLE		36	0	1,621
Cisco Systems Inc	COM	17275R102	226	7,870	SH	SOLE		7,570	0	300
Citigroup Inc	COM	172967424	802	18,912	SH	SOLE		18,912	0	0
Clorox Corporation	COM	189054109	1,040	7,512	SH	SOLE		7,512	0	0
Cognizant Technology Solutions	COM	192446102	1,091	19,052	SH	SOLE		18,977	0	75
Colonial BancGroup Inc	COM	195493309	0	23,125	SH	SOLE		23,125	0	0
Comcast Corporation	COM	20030N101	287	4,395	SH	SOLE		423	0	3,972
Connecture Inc	COM	20786J106	85	37,500	SH	SOLE		37,500	0	0
Corning Incorporated	COM	219350105	367	17,920	SH	SOLE		0	0	17,920
Dr Pepper Snapple Group Inc	COM	26138E109	912	9,442	SH	SOLE		8,433	0	1,009
Dycom Industries Inc	COM	267475101	5,018	55,910	SH	SOLE		55,910	0	0
Eli Lilly & Company	COM	532457108	540	6,860	SH	SOLE		0	0	6,860
Enterprise Products Partners L	COM	293792107	2,351	80,332	SH	SOLE		898	0	79,434
Exxon Mobil Corporation	COM	30231G102	939	10,018	SH	SOLE		3,140	0	6,878
Federal Realty Investment Trus	COM	313747206	221	1,335	SH	SOLE		0	0	1,335
General Electric Company	COM	369604103	585	18,598	SH	SOLE		7,048	0	11,550

Gildan Activewear, Inc.	COM	375916103	1,238	42,193	SH	SOLE	42,193	0	0
Global Net Lease, Inc.	COM	379378102	248	31,181	SH	SOLE	31,181	0	0
Golden Arch Resources Ltd.	COM	38079K101	0	23,000	SH	SOLE	0	0	23,000
Goldman Sachs Group Inc	COM	38141G104	594	4,000	SH	SOLE	0	0	4,000
Holly Energy Partners LP	COM	435763107	277	8,000	SH	SOLE	0	0	8,000
Home Depot Incorporated	COM	437076102	3,327	26,057	SH	SOLE	24,047	0	2,010
Hormel Foods Corp	COM	440452100	214	5,854	SH	SOLE	0	0	5,854
Intellitar Inc Series A Pfd	COM	458998663	0	12,000	SH	SOLE	12,000	0	0
International Business Machine	COM	459200101	718	4,730	SH	SOLE	0	0	4,730
Investors Bancorp Incorporated	COM	46146L101	731	65,962	SH	SOLE	65,962	0	0
iShares MSCI Canada Index	COM	464286509	5,283	215,562	SH	SOLE	190,917	0	24,645
iShares MSCI Emerging Markets	COM	464287234	451	13,136	SH	SOLE	0	0	13,136
iShares Russell 2000 Index	COM	464287655	871	7,572	SH	SOLE	512	0	7,060
iShares S&P MidCap 400 Index	COM	464287507	213	1,429	SH	SOLE	660	0	768
iShares S&P U.S. Preferred Sto	COM	464288687	1,006	25,214	SH	SOLE	23,450	0	1,764
J. C. Penney Company, Inc.	COM	708160106	480	54,000	SH	SOLE	0	0	54,000
Johnson & Johnson Company	COM	478160104	508	4,185	SH	SOLE	997	0	3,188
Kimberly-Clark Corp	COM	494368103	317	2,309	SH	SOLE	300	0	2,009
L-3 Communications Holdings In	COM	502424104	504	3,435	SH	SOLE	3,435	0	0
Luxoft Holding Inc	COM	G57279104	435	8,365	SH	SOLE	8,365	0	0
Magellan Midstream Partners LP	COM	559080106	1,227	16,140	SH	SOLE	140	0	16,000
Merck & Company Incorporated	COM	58933Y105	204	3,544	SH	SOLE	308	0	3,236
Microsoft Corporation	COM	594918104	350	6,842	SH	SOLE	428	0	6,414
Mondelez International, Inc	COM	609207105	230	5,059	SH	SOLE	2,200	0	2,859
NextEra Energy, Inc.	COM	65339F101	453	3,477	SH	SOLE	237	0	3,240
NIC Inc	COM	62914B100	860	39,220	SH	SOLE	39,220	0	0
Nike Inc	COM	654106103	326	5,914	SH	SOLE	56	0	5,858
Novo Nordisk A/S	COM	670100205	290	5,396	SH	SOLE	60	0	5,336
ONEOK Partners, L.P.	COM	68268N103	521	13,000	SH	SOLE	0	0	13,000
PC Connection Inc	COM	69318J100	1,010	42,427	SH	SOLE	42,427	0	0
Pepsico Inc	COM	713448108	1,405	13,263	SH	SOLE	324	0	12,939
Perseus Mining Ltd NPV	COM	Q74174105	30	78,500	SH	SOLE	0	0	78,500
Pfizer Inc	COM	717081103	480	13,634	SH	SOLE	0	0	13,634
Phillips Van Heusen Corp.	COM	693656100	635	6,738	SH	SOLE	6,738	0	0
ProAssurance Corp	COM	74267C106	632	11,806	SH	SOLE	11,806	0	0
Procter & Gamble Co	COM	742718109	460	5,437	SH	SOLE	3,841	0	1,596
Reata Pharmaceuticals, Inc.	COM	75615P103	991	50,178	SH	SOLE	18,942	0	31,236
Reynolds American Inc	COM	761713106	1,282	23,767	SH	SOLE	23,767	0	0
Rollins Inc	COM	775711104	981	33,499	SH	SOLE	33,499	0	0
Rolls-Royce Holdings plc	COM	G76225138	0	380,540	SH	SOLE	380,540	0	0
Ross Stores Inc	COM	778296103	2,329	41,085	SH	SOLE	41,085	0	0
Royal Bank of Canada	COM	780087102	2,113	35,756	SH	SOLE	35,756	0	0
Rydex S&P Equal Weight	COM	78355W106	754	9,382	SH	SOLE	0	0	9,382
ServisFirst Bancshares Inc	COM	81768T108	223	4,506	SH	SOLE	4,506	0	0
SPDR Gold Trust ETF	COM	78463V107	6,590	52,111	SH	SOLE	44,026	0	8,085
SPDR S&P 500 ETF	COM	78462F103	7,161	34,184	SH	SOLE	29,323	0	4,861
Sprott Physical Silver Trust	COM	85207K107	107	14,800	SH	SOLE	0	0	14,800
Synchronoss Technologies Inc	COM	87157B103	884	27,747	SH	SOLE	27,497	0	250
SYSCO Corporation	COM	871829107	291	5,735	SH	SOLE	0	0	5,735
Target Corporation	COM	87612E106	709	10,161	SH	SOLE	0	0	10,161
Teradyne Inc	COM	880770102	221	11,200	SH	SOLE	11,200	0	0

Teranga Gold Corporation CDA	COM	880797105	84	94,600	SH	SOLE	0	0	94,600
Texas Instruments Inc	COM	882508104	242	3,862	SH	SOLE	1,051	0	2,811
The Coca-Cola Company	COM	191216100	698	15,390	SH	SOLE	6,960	0	8,430
The KEYW Holding Corporation	COM	493723100	799	80,368	SH	SOLE	0	0	80,368
The Walt Disney Company	COM	254687106	745	7,611	SH	SOLE	1,987	0	5,624
Trustmark Corp	COM	898402102	210	8,466	SH	SOLE	0	0	8,466
United Technologies Corp	COM	913017109	657	6,408	SH	SOLE	0	0	6,408
UTG, Inc.	COM	293747341	323	21,739	SH	SOLE	0	0	21,739
Utilities SPDR ETF	COM	81369Y886	1,808	34,457	SH	SOLE	22,629	0	11,828
Vail Resorts Inc	COM	91879Q109	1,258	9,100	SH	SOLE	9,100	0	0
VEREIT, Inc.	COM	92339V100	269	26,509	SH	SOLE	26,509	0	0
Verizon Communications Inc.	COM	92343V104	467	8,362	SH	SOLE	3,251	0	5,111
Visa Inc	COM	92826C839	591	7,964	SH	SOLE	5,684	0	2,280
Wells Fargo & Company	COM	949746101	495	10,460	SH	SOLE	5,575	0	4,885
Westamerica Bancorp.	COM	957090103	666	13,524	SH	SOLE	13,524	0	0
Weyerhaeuser Co.	COM	962166104	453	15,200	SH	SOLE	0	0	15,200
VEREIT Series F Pfd, 6.7%	PFD	92339V209	781	30,160	SH	SOLE	30,160	0	0
Consumer Staples Select Sector	COM	81369Y308	6,348	115,096	SH	SOLE	103,506	0	11,591
Deutsche X-trackers MSCI EAFE	COM	233051200	369	14,775	SH	SOLE	0	0	14,775
First Trust Consumer Staples A	COM	33734X119	523	10,821	SH	SOLE	10,821	0	0
First Trust Germany AlphaDEX F	COM	33737J190	214	6,198	SH	SOLE	6,198	0	0
First Trust Health Care AlphaD	COM	33734X143	387	6,571	SH	SOLE	6,571	0	0
First Trust Large Cap Core Alp	COM	33734K109	1,007	22,356	SH	SOLE	22,356	0	0
Guggenheim BulletShares 2017 H	COM	18383M399	1,467	56,770	SH	SOLE	56,770	0	0
Industrial Select Sector SPDR	COM	81369Y704	6,470	115,523	SH	SOLE	103,201	0	12,322
iShares Barclays Aggregate Bon	COM	464287226	25,828	229,346	SH	SOLE	111,809	0	117,537
iShares Dow Jones Select Divid	COM	464287168	405	4,751	SH	SOLE	0	0	4,751
iShares MSCI EAFE Index Fund E	COM	464287465	312	5,594	SH	SOLE	0	0	5,594
iShares Russell 3000 Index Fun	COM	464287689	629	5,075	SH	SOLE	0	0	5,075
iShares S&P 500 Index ETF	COM	464287200	665	3,158	SH	SOLE	1,562	0	1,596
Materials SPDR ETF	COM	81369Y100	5,402	116,571	SH	SOLE	104,535	0	12,037
PowerShares DB Commodity Track	COM	73935S105	2,547	165,919	SH	SOLE	136,548	0	29,371
PowerShares DB US Dollar Index	COM	73936D107	808	32,534	SH	SOLE	31,368	0	1,166
Schwab US Large-Cap ETF	COM	808524201	2,728	54,814	SH	SOLE	54,814	0	0
Schwab US Mid-Cap ETF	COM	808524508	6,042	143,822	SH	SOLE	131,749	0	12,073
SPDR Euro Stoxx 50	COM	78463X202	364	11,663	SH	SOLE	0	0	11,663
Technology Select Sector SPDR	COM	81369Y803	699	16,117	SH	SOLE	15,524	0	593
Vanguard Dividend Appreciation	COM	921908844	1,582	19,011	SH	SOLE	0	0	19,011
Vanguard FTSE Developed Market	COM	921943858	2,452	69,347	SH	SOLE	17,801	0	51,546
Vanguard High Dividend Yield I	COM	921946406	781	10,923	SH	SOLE	8,863	0	2,060
Vanguard REIT Index ETF	COM	922908553	19,230	216,867	SH	SOLE	77,683	0	139,184
Vanguard Russell 2000 Index ET	COM	92206C664	7,974	86,838	SH	SOLE	41,930	0	44,908
Vanguard S&P 500 ETF	COM	922908363	36,141	188,036	SH	SOLE	54,981	0	133,055
Vanguard Telecommunication Ser	COM	92204A884	6,284	63,860	SH	SOLE	57,432	0	6,428