

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
March 2022

Cole Gilliam Parks



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This brochure supplement provides information about Cole Gilliam Parks that supplements our brochure. You should have received a copy of that brochure. Please contact Cole Gilliam Parks if you did not receive Southwestern Advisory Group's brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Parks is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #4941163.

Item 2: Educational Background & Business Experience

Cole Gilliam Parks
Year of Birth: 1985

Business Background:

- 03/2016 – Present Southwestern Advisory Group; Managing Member, Chief Compliance Officer, and Investment Adviser Representative
- 03/2016 – 12/2019 Purshe Kaplan Sterling Investments, Inc.; Registered Representative
- 12/2011 – 03/2016 Southwestern Advisory Group, a financial advisory practice or Ameriprise Financial Services, Inc.; Financial Advisor
- 12/2011 – 12/2015 Ameriprise Financial Services, Inc.; Franchise Consultant
- 01/2006 – 11/2011 Parks and Associates, a financial advisory practice or Ameriprise Financial Services, Inc.; Associate Financial Advisor
- 03/2005 – 12/2005 Mamantov and Associates, a financial advisory practice of Ameriprise Financial Services, Inc.; Internship

Exams, Licenses & Other Professional Designations:

- 05/2009: Series 66
- 07/2008: Series 7

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Mr. Parks.

Item 4: Other Business Activities

To be truly comprehensive his role at Southwestern Advisory Group, Cole Gilliam Parks is a licensed insurance agent/broker. He may offer insurance products and receive customary commission or fees as a result of these insurance sales.

These insurance product sales create a potential conflict of interest because the commissioned paid to the agent/broker, from the recommendation of these specific insurance products, could create an additional incentive to the advisor for making these recommendations; thus, potentially violating their fiduciary duty.

To mitigate and prevent this conflict as much as possible, and maintain our fiduciary relationship, Mr. Parks' is required to disclose the following items in writing to all SwAG engagements prior to any commissionable insurance recommendations being delivered:

- 1) notice that he is about to present, discuss and recommended a commissioned based insurance product,
- 2) an estimate of the net commission he expects to earn from this recommendation in a percentage and dollar format, and
- 3) he will credit one hundred percent (100%) of any net commissions earned from the sale of the insurance product to the client's retainer account with SwAG.

If the client's retainer account has a credit greater than four (4) quarterly service retainers as a result of this credit, no quarterly service retainer will be charged until their retainer balance has been depleted below the four (4) quarter threshold.

Mr. Parks is also the Managing Member of Parks' Southwestern Enterprises, LLC dba "Southwestern Group" a privately held, Texas Series Limited Liability Company. It is the parent company of Southwestern Advisory Group, Southwestern Asset Management, Southwestern Farm Capital, Southwestern Capital Partners, Southwestern Developments, Southwestern Equipment & Leasing, Southwestern Land & Livestock, and Southwestern Management Services. Southwestern Group also invests directly in publicly traded securities, private equity, commodities, and real estate. As detailed below, he invests approximately twenty-two and a half (22.5) hours per week on these activities during market hours.

Southwestern Asset Management is a real estate investment sponsor. Mr. Parks invests approximately ten (10) hours per week on this activity during market hours.

Southwestern Farm Capital is a real estate investment firm. Mr. Parks invests approximately ten (10) hours per week on this activity during market hours.

Southwestern Capital Partners is a second assumed name (or "DBA") for Parks' Southwestern Enterprises, LLC strategically used make direct investments in privately held corporations, private equity offerings, commodities, and real estate exclusively for Southwestern Group. Mr. Parks might invest a couple hours per week on this activity during market hours, but most of these activities are performed outside the office and regular market hours.

Southwestern Developments acquires and redevelops historical buildings in rural Texas. Mr. Parks might invest a couple hours per week on this activity during market hours; however, it is primarily a hobby performed in his spare time outside market hours.

Southwestern Equipment and Leasing acquires, owns, and leases depreciable assets to its sibling companies at Southwestern, Southwestern employees, and select third-party clientele. Mr. Parks might invest a couple hours per week on this activity during market hours, but most of these activities are performed outside the office and regular market hours.

Southwestern Land & Livestock is a holding company for the agricultural investments of Southwestern Group. Mr. Parks might invest a couple hours per week on this activity during market hours; however, it is primarily a hobby performed in his spare time outside market hours.

Southwestern Management Services is a company that offers third-party business management services such as payroll, bookkeeping, human resources, etc. Mr. Parks might invest a couple hours

per week on this activity during market hours, but most of these activities are performed outside of regular market hours.

Mr. Parks is also a member of First Baptist Church, Ancient Free & Accepted Masons, National Sporting Clays Association, Stephenville Evening Lions Club, and on the board of the Southwestern Foundation. These activities take up an unnoticeable amount of his time during trading hours. His duties in these activities pertain exclusively to service, fellowship, amateur competition, and altruism.

Item 5: Additional Compensation

Mr. Parks does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Mr. Parks is the firm's sole owner and Chief Compliance Officer and has no internal supervision placed over him. He is, however, bound by his fiduciary duty and our firm's Code of Ethics.

Item 7: Requirements for State-Registered Advisers

Cole Gilliam Parks has never been involved in any arbitration claim. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceedings, nor has he been the subject of any bankruptcy petitions.