



This brochure (SEC Form ADV Part 2) provides information about the qualifications and business practices of Successful Portfolios LLC. If you have any questions about the contents of this brochure, please contact us at (727) 744-3614 or [info@successfulportfolios.com](mailto:info@successfulportfolios.com). Neither the U.S. Securities Exchange Commission (SEC) nor any State Regulatory Authority have approved or verified the information contained in this Brochure. Additional information about Successful Portfolios is available on the SEC website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**October 9, 2017**

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# Material Changes

Notice Regarding Material Changes to Disclosure Brochure: In item number one, we make changes in ownership percentages of Successful Portfolios LLC (SP). In item number 6 we update Disciplinary Information. In item number 16, we add a biography of Vice President David Bennett, CFA, CFP.

## 1. Advisory Business

Successful Portfolios LLC (SP) is an independent Registered Investment Advisor that opened for business in February 2010. Parker Evans, CFA, CFP, CMT is the Chief Executive Officer. Parker owns 75% of SP shares. David Bennett, CFA, CFP owns 25%. Joseph Baer, APMA owns 5%.

SP services include financial planning and portfolio management. SP manages client portfolios consisting of readily marketable stocks, bonds, options and ETFs (Exchange Traded Funds). SP formulates personalized advice and strategies designed to meet the unique needs of each client. In this regard, SP provides the award winning FinaMetrica Risk Tolerance Test and a personal Investment Policy Statement template on its website at <https://successfulportfolios.com>. Both tools are free of charge.

As of October 9, 2017, SP managed approximately \$164 million in client assets. Discretionary managed assets were approximately 85% of total managed assets.

## 2. Fees and Compensation

SP provides full-service custom asset management. Our full-service advisor compensation schedule is presented in the table below. Please be aware that you might also incur brokerage commissions and custodial account fees as described later in this brochure under the “Brokerage Practices” section.

Assets Under Management	Annualized Compensation
First \$1,000,000	1.25%
Next \$1,000,000	.95%
Next \$1,000,000	.80%
Next \$1,000,000	.70%
Next \$1,000,000	.60%
Over \$5,000,000	.50%

SP assesses fees in arrears, prorated on a monthly or daily basis depending on the custodial broker chosen by the client. Advisor compensation is negotiable depending on account size, strategy, and complexity.

Successful Portfolios’ low cost automated Robo Advisor combines [BlackRock Target Allocation ETF Models](#) with Schwab Institutional Intelligent Portfolios trading and custody services. Our approach combines expertise of industry leaders BlackRock and Charles Schwab while giving investors access to Successful Portfolios Investment Advisor Representatives. Clients save money with a reduced investment management fee of 0.50% annualized and no commissions or transaction fees.

As an alternative to SP’s full-service or Robo Advisor compensation schedule, qualified investors as defined by the SEC, see <http://1.usa.gov/1LH6krd>, may negotiate a performance-fee compensation arrangement based on a set percentage of the clients’ quarterly mark-to-market account profit. SP would then not receive periodic compensation unless the client shows a profit in his account.

Successful Portfolios also offers ala cart financial planning services at an hourly rate of \$150. An investment management account is not required to engage Successful Portfolios in a financial planning

agreement. To learn more about Financial Planning more please see the Certified Financial Planner *Consumer Guide to Financial Planning* available for download here <http://bit.ly/CFPGuide>.

### 3. Performance-Based Fees and Side-By-Side Management

SP does not favor clients with performance-fee accounts over clients with standard-fee accounts. SP policy prohibits post-allocating client trades to performance-fee accounts. For accounts with similar investment objectives, trades made in performance-fee accounts are typically executed simultaneously with trades made in standard-fee accounts. For more information, see the “Block Trading Procedures” and “Code of Ethics...” sections later in this brochure.

### 4. Types of Clients

SP clients include individuals, trusts, charitable organizations, and other entities. SP has no set minimum account size. Account acceptance is subject to case-by-case review by SP.

### 5. Methods of Analysis, Investment Strategies, and Risk of Loss

SP investment process starts by listening to you. SP works hard to understand your risk/return objectives, unique circumstances, and preferences. We provide guidance and solutions based on a thorough understanding of your situation and goals.



SP investment recommendations and portfolio decisions are based on fundamental, technical, and quantitative considerations. SP supports its proprietary analysis with research and tools from Bloomberg Professional, Morningstar Office, Zacks Research Wizard, Amibroker, and other sources including leading brokerage firms.

SP seeks to build and manage portfolios that are consistent with (1) our client's willingness and ability to accept risk and (2) our client's rate of return objective. SP typically recommends clients hold a well-diversified portfolio of readily marketable stocks, bonds, options, and Exchange Traded Funds (ETFs). These types of securities are subject to multiple risk factors including market fluctuation. Securities investors should fully expect to incur periodic gains and losses. SP makes no guarantee of investment results.

## **6. Disciplinary Information**

In August 2016, the Florida Office of Financial Regulation denied Vice President David Bennett's application for registration with Successful Portfolios due to a misstatement on his application. David filed a new application which was approved in September 2017.

For details go to [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and enter Individual CRD # 4761782.

## **7. Other Financial Industry Activities and Affiliations**

Unlike many Registered Investment Advisor Firms, SP is not owned or controlled by any broker-dealer, bank, or insurance company. SP's only line of business is planning and managing investment portfolios for our clients. We take pride in providing you with an independent point of view.

SP is the investment manager of two private pooled investment vehicles, Evans Cook LLC (EC) and Barrett Evans Capital LLC (BEC). Parker Evans owns shares in both EC and BEC.

## **8. Code of Ethics, Participation, or Interest in Client Transactions and Personal Trading**

All representatives and access persons of SP agree to comply with the CFA Institute Code of Ethics and Standards of Professional Conduct as a condition of employment. You may download the CFA Code and Standards here <http://bit.ly/CFACode>.

Subject to prohibitions on front-running client trades, SP allows its employees to buy and sell securities for their own accounts at any time. All personal trading by SP representatives is subject to continuous review and scrutiny by SP's Trade Review Committee, which includes H. Parker Evans, CFA, CFP and Chief Compliance Officer of SP, David L. Bennett, CFA, CFP, and Joseph C. Baer, APMA. SP policy prohibits its personnel from engaging in any trading activity designed to gain an advantage at the expense of a client.

## **9. Brokerage Practices**

When you open an account with SP, you choose a brokerage firm that SP will use to execute your trades. This brokerage firm will also administer your account and provide custody of your assets. SP recommends brokerage firms based on:

- Company financial strength, stability, and security procedures
- Low transaction costs and account fees
- Speed and quality of trade execution including potential for price improvement
- Analysis of company financial statements, marketing materials, and disclosure documents
- Barron's Annual Ranking of the Best Online Brokers
- Actual experience with using the brokerage firm
- Breadth and quality of investment research services available from the brokerage firm

- Breadth and quality of market destinations and product offerings
- Breadth, quality, and transparency of order routing algorithms

Interactive Brokers (IB), Charles Schwab, Scottrade and TD Ameritrade have each approved SP to participate in their respective independent investment advisor programs. These programs allow qualifying independent advisors to manage brokerage accounts held by clients at these firms. For more information regarding these brokerage programs, including commissions and costs, please see these links:

- Interactive Brokers: <https://www.interactivebrokers.com>
- Charles Schwab: <https://client.schwab.com>
- Scottrade: <https://advisor.scottrade.com>
- TD Ameritrade: <https://www.advisorclient.com>

### **Block Trading Procedures**

SP block trading procedures are designed to treat all clients equitably. When practical, trades are executed simultaneously for multiple client accounts. On such aggregated or block securities trades, each client involved receives the average executed price for the overall transaction.

## **10. Review of Client Accounts**

SP uses a team approach to monitor and oversee client accounts. Our investment team meets regularly to discuss client portfolios and investment policy. Team members jointly review, analyze, and critique client portfolios. Members of the SP investment team include:

- Joseph C. Baer, APMA — Assistant Portfolio Manager and Client Advisor
- David Bennett, CFA, CFP — Vice President and Portfolio Manager
- H. Parker Evans, CFA, CFP, CMT — Portfolio Manager and Chief Investment Strategist

To monitor and manage client accounts, SP uses several analytic and trading tools including the IB Trader Workstation and Information System, the Scottrade Advisor Services website, TD Ameritrade Veo, the Charles Schwab Advisor Center, proprietary Excel workbooks as well as third-party portfolio management tools including Bloomberg Professional. SP reviews each client account at least once per year. On a day-to-day basis, the SP investment team monitors capital market conditions as well as all assets held in SP managed accounts.

SP recommends clients meet with us at least annually to review their account performance, investment policy, and current financial circumstances. SP encourages clients to maintain an ongoing dialogue with us regarding their portfolio and other financial circumstances. At all times, clients of SP retain continuous secure online access to their account directly through their brokerage firm. We invite you to call us any time with questions or concerns.

## **11. Client Referrals and Other Compensation**

SP does not pay for client referrals or accept remuneration from investment dealers or any other product sponsor.

## **12. Custody of Client Assets**

The client's brokerage firm will maintain custody of assets managed by SP. The brokerage firm will send statements directly to the client via email and/or regular mail. The brokerage will also prepare IRS tax reports such as 1099s and make them available online for download by the client. SP encourages clients to regularly review their accounts by logging in to their brokerage firm's website. From time to time, SP may also provide clients with supplemental account reports.

Of interest to SP clients and prospective clients that have existing investments in deferred annuities made through other firms, Successful Portfolios has an advisor agreement with Jefferson National Life Insurance Company. Jefferson National is a recognized leader in providing no load, low cost tax-deferred annuity solutions for fee-only Registered Investment Advisors. For more information please see <https://www.jeffnat.com/>.

## **13. Investment Discretion**

SP accepts discretionary as well as non-discretionary advisory accounts. In a discretionary account, the client permits SP to buy and sell securities for the client without need of consulting the client prior to placing a trade. In a non-discretionary account, SP must get client permission before placing a trade. Clients may set written guidelines regarding trading in an Investment Policy Statement (IPS). Clients choose discretionary or non-discretionary management when executing SP's Investment Advisory Agreement.

## **14. Voting of Client Securities**

As a client of SP, you retain all rights and duties to vote corporate proxy statements. Clients make corporate proxy arrangements directly through their brokerage firm. Clients may call SP at (727) 744-3614 for assistance in voting proxies.

## **15. Financial Information Regarding Successful Portfolios (SP)**

SP has no financial condition reasonably likely to impair its ability to meet contractual commitments to its clients. SP and its representatives are not and have never been the subject of a bankruptcy proceeding.



## 16. Biographical Information Regarding Associated Persons of Successful Portfolios LLC

H. Parker Evans, age 57, is the sole “principal executive and management person” for SP. SP “supervised person” Joseph C. Bae is age 30. SP “supervised person” David Bennett is age 38. Biographies appear below:



### **Parker Evans, CFA, CFP, CMT, President and Chief Investment Strategist**

Parker founded Successful Portfolios in February 2010. He is a licensed investment advisor representative with thirty years of professional experience. Parker holds the Chartered Financial Analyst (CFA), Certified Financial Planner (CFP), Chartered Market Technician (CMT) designations. Parker is a former President of First Discount Securities Corp., a pioneering discount brokerage firm acquired by First Union (Wachovia). Parker is a former Vice President of First Union, Smith Barney, and Fifth Third Private Bank. He earned a B.A., with a major in Economics from Eckerd College where he won the Wall Street Journal Award for outstanding academic achievement. Parker received an MBA with Honors from Nova Southeastern University. For the ten years prior to his current position with SP, Parker was Vice President and Senior Portfolio Manager at Fifth Third Private Bank.



### **Joseph C. Baer, APMA, Assistant Portfolio Manager and Client Advisor**

Joe is a licensed investment advisor representative with six-years professional experience. Joe joined SP in September 2010. He holds the Accredited Portfolio Management Advisor (APMA) designation awarded by the College for Financial Planning and is a member of the Financial Planning Association. Joe graduated with honors from the University of South Florida in 2011 with a Bachelor of Science in Business with a major in Finance. Joe is a graduate of the Boston University Financial Planning Program and is pursuing the Certified Financial Planner (CFP) professional credential.



### **David Bennett, CFA, CFP, Vice President and Portfolio Manager**

David Bennett joined SP in February 2016. He has 12 years of professional experience. Prior to joining SP, David was a Vice President at Fifth Third Securities. David has earned the sought-after Chartered Financial Analyst (CFA) credential. He has also passed the rigorous Certified Financial Planner (CFP) examination and is a qualified CFP Professional. David graduated with honors from the University of Florida earning a Bachelor of Science Degree in 2002. David serves as Chair of the Indian Rocks Christian Foundation and Chair of the First Baptist Church of Indian Rocks Stewardship Committee. Disclosure Note: In August 2016, the Florida Office of Financial Regulation denied David Bennett’s application for registration with Successful Portfolios due to a misstatement on his application. David filed a new application which was approved in September 2017. For details go to [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), and enter Individual CRD # 4761782.”

For information regarding the professional designations held by SP representatives and access persons, please refer to these links:

- Chartered Financial Analyst (CFA): <http://cfa.is/1DmoZR1>
- Certified Financial Planner (CFP): <http://bit.ly/1FUXIZt>
- Chartered Market Technician (CMT): <https://cmtassociation.org/>
- Accredited Portfolio Management Advisor (AMPA): <http://bit.ly/2ygHhJG>

**Additional information about Evans, Baer, and David Bennett, CFA is available on the SEC's website at [adviserinfo.sec.gov](http://adviserinfo.sec.gov).**

### **Supervision of Representatives and Employees**

Evans, Baer and Bennett work side-by-side as a team in the same office location. Parker Evans supervises Baer and Bennett. Parker Evans can be reached by telephone at (727) 744-3614. Evans regularly reviews Baer and Bennett's communications with clients and prospective clients. In addition, Evans reviews all securities trades executed by Baer and Bennett.

**END**

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