

**Part 2A of Form ADV: Firm Brochure
Item 1 Cover Page**

**Franklin Parker Financial, LLC
d.b.a Directional Advisors
2556 Sarah Ln.
Lewisville, TX 75056**

This brochure provides information about the qualifications and business practices of Franklin Parker Financial, LLC. If you have any questions about the contents of this brochure, please contact us at 214-714-5520 and/or franklin.parker@directional-advisors.com.

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 Franklin Parker Financial, LLC also is available on the SEC’s website at www.adviserinfo.sec.gov. CRD No. 311908.

Franklin Parker Financial, LLC’s registration as an investment adviser does not imply a certain level of skill or training.

Effective Date: March 27, 2023

Item 2 Material Changes

Last Annual Update: **01/27/2022**

Summary of Material Changes

This section will be updated as required in the event any material changes are made to the Franklin Parker Financial, LLC Firm Brochure (the “Brochure”):

- We have updated our office address
- We are now offering financial planning services for a separate fee

Delivery Requirements

We will update the Form ADV Part 2 Firm Brochure as part of annual updating amendment, within 90 days of our fiscal year end. We will provide a summary of any material changes to this Brochure to our clients at least annually, within 120 days of our fiscal year end. Furthermore, we will provide our clients with other interim disclosures about material changes as necessary.

A complete copy of our current Form ADV Part 2A and/or 2B may be requested free of charge by contacting us by telephone at 214-714-5520 or by email at franklin.parker@directional-advisors.com.

Item 3 Table of Contents

ITEM 1 COVER PAGE	1
ITEM 2 MATERIAL CHANGES	2
ITEM 4 ADVISORY BUSINESS	4
ITEM 5 FEES AND COMPENSATION	6
ITEM 6 PERFORMANCE-BASED FEES.....	8
ITEM 7 TYPES OF CLIENTS	8
ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS	9
ITEM 9 DISCIPLINARY INFORMATION.....	13
ITEM 10 OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS.....	13
ITEM 11 CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING	13
ITEM 12 BROKERAGE PRACTICES.....	14
ITEM 13 REVIEW OF ACCOUNTS	16
ITEM 14 CLIENT REFERRALS AND OTHER COMPENSATION	17
ITEM 15 CUSTODY	17
ITEM 16 INVESTMENT DISCRETION.....	18
ITEM 17 VOTING CLIENT SECURITIES	19
ITEM 18 FINANCIAL INFORMATION.....	19
ITEM 19 REQUIREMENTS FOR STATE-REGISTERED ADVISERS.....	19
FORM ADV PART 2B: BROCHURE SUPPLEMENT.....	22

Item 4 Advisory Business

FIRM DESCRIPTION

Franklin Parker Financial, LLC (hereinafter referred to as “Directional Advisors”, “we”, “us”, or “our Firm”) is a Texas limited liability company founded on October 28, 2020, with its principal office located in Lewisville, Texas. Franklin Parker is the sole owner of our Firm. Mr. Parker also serves as Managing Member and Chief Compliance Officer.

As a registered investment adviser, we are a fiduciary to you, our client, meaning we have a fundamental obligation to act and provide investment advice that is in your best interest. Should any material conflicts of interest exist that might affect the impartiality of our investment advice, they will be disclosed to you in this Brochure. We urge you to review this Brochure carefully and consider our qualifications, business practices and the nature of our advisory services before becoming our client.

As of December 31, 2022, Directional Advisors has \$42,200,000.00 assets under management. Clients may contact our Firm for more current information.

ADVISORY PROGRAMS

Directional Advisors provides investment management services to our clients. In connection with our investment management services, Directional Advisors provides advice with respect to limited types of asset classes with a primary focus on Exchange Trade Funds (ETFs), including equities (common stocks and equivalents), mutual funds, U.S. treasuries, bonds, municipal securities, fixed income instruments, certificates of deposit and limited partnerships. Directional Advisors may also utilize, where appropriate, options contracts. Our advice is generally limited to these types of investments, and we do not provide investment management services to other types of investments.

Franklin Parker serves as Directional Advisors’ sole investment adviser representative (“IARs”). Clients should refer to such advisor’s Form ADV Part 2B (the “Brochure Supplement”) for more information about their qualifications.

Directional Advisors’ advisory services are tailored to the needs of our clients based on their individual investment objectives, risk tolerance, cash or income needs, and any investment restrictions. Although Directional Advisors seeks to accommodate any reasonable investment restrictions or guidelines set by our clients, we may decline to accommodate certain investment restrictions that are incompatible with our Firms’ investment philosophy or that may have an adverse effect on our ability to manage your account.

Directional Advisors enters into formal written agreements with our clients setting forth the terms and conditions under which we will provide our advisory services (the “Investment Management Agreement”). The Investment Management Agreement sets forth the scope of the services to be provided and the compensation we receive from the client for such services. The Investment Management Agreement may be terminated by either party in writing at any time by giving thirty (30) days signed written notice to the other party.

Our IAR may offer all or any combination of the advisory services described below to our clients:

Investment Management. Directional Advisors provides discretionary investment management services where the client grants our firm full power to direct, manage, and change the investment and reinvestment of the assets in the account, the proceeds and any additions. This program consists of two steps:

Step One-Financial Planning. Directional Advisors seeks to understand the goals and objectives of each client, which, at a minimum, includes the client's current situation (income, tax levels, and risk tolerance levels). Directional Advisors then constructs a plan to aid in the selection of a portfolio that matches each client's specific situation. Financial planning is not a standalone service but a part of our investment management service. We do not offer financial planning to anyone other than investment management client. A financial plan includes, but are not limited to, the following:

- Investment strategy
- Personal investment policy
- Asset allocation
- Asset selection
- Risk tolerance
- Regular portfolio monitoring

Step Two- Portfolio Management. Directional Advisors implements and regularly monitors investment portfolios based on a client's financial plan. Our authority over the client's investments includes discretionary authority to purchase and sell securities for the client's account, to submit aggregated trade orders for the client and others in order to obtain best execution, and to give instructions concerning these transactions to the qualified custodian with which the client's account(s) are held. We are not required to first consult with the client before placing any specific order or obtain specific authorization from the client for each specific transaction. Our firm receives discretionary authority from our clients through our Investment Management Agreement at the outset of our advisory relationship. We do not manage accounts on a non-discretionary basis.

Wrap Fee Programs. Directional Advisors does not participate in any wrap fee programs.

Important Note: It is the client's responsibility to ensure that Directional Advisors is promptly notified if there are ever any significant changes to their financial situation, goals, objectives or needs so we can review our previous recommendations and make any necessary adjustments.

Financial Planning and Consulting Services. We provide various financial planning and consulting services that find ways to help you understand your overall financial situation and help you set financial objectives. We accomplish this by helping you review your financial goals, tax planning strategies, asset allocation, risk management, retirement planning, and other areas and objectives such as budgeting, education planning, cash flow planning, charitable planning, lines of credit analysis, insurance analysis, business financial planning, mortgage/debt analysis, and real estate analysis. Generally, such financial planning and consulting services will involve

preparing a financial plan or rendering a financial consultation based on your financial goals and objectives. We will summarize our services to you in a written plan, which will typically include general recommendations for a course of action or specific actions to be taken by you. Implementation of the recommendations will be at your discretion.

Item 5 Fees and Compensation

ADVISORY FEES

The following information describes how Directional Advisors is compensated for the advisory services we provide to our clients. The specific manner in which fees are charged and the compensation we receive may differ between clients depending upon the individual Investment Management Agreement with each client. Directional Advisors reserves the right to negotiate our compensation with clients depending on the scope of our advisory relationship, and we may charge higher or lower fees than are available from other firms for comparable services. Directional Advisors has the general discretion to waive all or a portion of our fees, but typically only exercises this discretion for our employees.

Investment Management Fees. In consideration for providing investment management services and pursuant to the Investment Management Agreement with the client, Directional Advisors charges an annual asset-based fee equals to **1.5%**, based on the client’s assets under management (“AUM”) as valued by the custodian. Please refer to the following chart and formula for a general fee schedule and quarterly fee charged by Directional Advisors. These fees, however, are subject to specific negotiations with each particular client, based on a variety of factors, such as the amount of assets being managed, future deposits to the accounts under our management, the level and type of services provided and/or the nature of the relationship with the client.

Fee Schedule	
Assets Under Management	Annualized Fee %
No account minimum *Fees are charged based on <ul style="list-style-type: none"> • the size of the account, • complexity of investment strategy, and • types of holdings. • Relationship with the Firm 	1.5%

Quarterly Fee Formula:

$$[\text{Average Daily Balance} \times \text{Annualized Fee}] / 4 = \$ [\text{Quarterly Payment}]$$

Directional Advisors generally bills our fees on a quarterly basis in arrears. Clients may authorize the deduction of the investment management fees from their managed accounts by the qualified custodian TD Ameritrade. Clients may elect to have our investment management fees calculated by our Firm and deducted from their accounts. Directional Advisors does not withdraw fees

directly from client's accounts. The client can make this election when applying for their account at the qualified custodian(s) or at any time, or cancel the existing arrangement.

Under Section 116.17(a)(3)(B) of the Rules and Regulations of the Texas State Securities Board ("Board Rules") any arrangement (including a general power of attorney) under which the investment adviser is authorized or permitted to withdraw clients' funds or securities maintained with a custodian upon the investment adviser's instruction to the custodian constitutes having custody. As a result, in the state of Texas, Directional Advisors is considered to have custody of client funds solely as a consequence of our ability to deduct fees from client accounts. Directional Advisors does not have physical custody of client funds or securities.

Financial Planning & Consulting Services . The fees charged for financial planning services are negotiable and vary depending on the complexity of the process undertaken, the types of issues addressed, the scope of services provided, and the frequency with which the services are rendered. All fees are agreed upon before entering into the Financial Planning and Consulting Agreement you sign.

Financial Planning and Consulting Fee Schedule	
Hourly	\$250 per hour
Fixed Fee	\$1,000 - \$5,000

Financial planning and consulting fees are assessed on an hourly basis, as a one-time project fee, or as an annual fee payable either monthly or quarterly. An estimate for total hours will be determined at the start of the relationship in order to determine whether hourly planning or a project-based plan is in the Client's best interest. Hourly fees will be invoiced upon completion of the financial plan or the rendering of consulting services with a thirty (30) day written notice. For one-time projects, the Client agrees to pay one-half of the total fee upon signing the Financial Planning and Consulting Agreement and the remaining fee upon delivery of the plan.

Additional Fees and Expenses. All brokerage commissions, custodial fees, stock transfer fees, transactional charges imposed directly by mutual, index or exchanged-traded funds, fees imposed by variable annuity providers, certain deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees and other similar charges incurred in connection with transactions for the client account(s) imposed by unaffiliated third parties will be paid out of the assets in the client account(s) and are in addition to the fees paid by clients to our Firm. For more information on our brokerage practices, please refer to the Item 12 Brokerage Practices of this Brochure.

To fully understand the total costs associated with their investment portfolio, clients should review all the fees charged by mutual funds, exchange traded funds, our Firm and others.

Termination. The Investment Management Agreement with our clients may be terminated by either party at any time upon thirty (30) days written notice. Additionally, Texas Board Rule 116.12 notes if the Client is not provided a copy of this Brochure at least 48 hours prior to the

client entering into any written or oral advisory contract with this investment adviser, then the client has the right to terminate the contract without penalty within five business days after entering into the contract.

Upon termination of our status as the client's investment adviser, Directional Advisors will not take any further action with respect to the client's account(s) unless specifically notified by the client in writing. Clients will be responsible for instructing their custodian and monitoring their account for the final disposition of assets.

Refunds. Upon receipt of a proper notice of termination from the client, as described in the Investment Management Agreement, any earned unpaid fees will be billed on a pro-rata basis based on the amount of work performed by us up to the point of termination.

Brokerage Commissions. Directional Advisors does not receive brokerage commissions from the sale of securities, 12b-1 fees from mutual fund issuers or other investment products. Our compensation for recommending securities and investment products is limited to the advisory fees described above.

Any material conflicts of interest between clients and Directional Advisors or our employees are disclosed in this Brochure. If at any time, additional material conflicts of interest develop, Directional Advisors will provide our clients with written notification of those material conflicts of interest or an updated Brochure.

Item 6 Performance-Based Fees

PERFORMANCE BASED FEES

Directional Advisors does not charge our clients fees based on a share of capital gains on or capital appreciation of the assets in their accounts. In the future, should Directional Advisors enter into such an arrangement, clients will be notified via this Brochure.

Item 7 Types of Clients

TYPES OF CLIENTS

Directional Advisors offers investment advisory services to a diversified group of clients including individuals, high net worth individuals, trusts, estates, charitable/non-profit organizations, corporations and other business entities. Client relationships may vary in scope and length of service.

Certain investments we recommend alternative investments such as interests in private funds are available to accredited investors only. Under Rule 506 of Regulation D of the Securities Act, an accredited investor, in the context of a natural person, includes anyone who earned income that exceeded \$200,000 in each of the prior two years or has a net worth over \$1 million excluding the value of the person's primary residence. Alternative investments are recommended to clients only after a review of their financial situation and goals.

ACCOUNT REQUIREMENTS

Directional Advisors does not require a minimum account for our investment management services. However, Directional Advisors in its sole discretion may require a minimum account balance requirement based on various criteria (i.e., complexity of service, length of service, negotiations with the client, etc.).

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

METHODS OF ANALYSIS

The securities analysis methods employed by Directional Advisors may include fundamental analysis and quantitative analysis. Our main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the SEC, and company press releases.

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings and the economic factors that drive supply and demand for these securities. The fundamental analysis of a business involves analyzing its financial statements and health, management and competitive advantages, and competitors in the market. Fundamental analysis maintains that markets may misprice a security in the short run, but that the correct price will eventually be reached by the market.

Our methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

INVESTMENT STRATEGIES

Our investment strategy is goal-centric. We link portfolio recommendations to client goals and objectives, and our investment management approach seeks to maximize the probability of attaining those goals. This is different from the traditional approach of balancing portfolio returns with volatility which organizes investment portfolios based on how comfortable a client is with portfolio volatility. By contrast, the goals-based approach organizes investments in such a way as to maximize the probability of attaining client goals.

We also incorporate business cycle analysis to help inform the management of investments. Our business cycle analysis takes in numerous economic variables and, using both quantitative and qualitative models, seeks to assess the probability of a recession or expansion within the next 12 months.

Using this assessment in combination with our understanding of client goals, we will generally seek to grow more aggressive in our allocation relative to a benchmark during times of expansion,

and during times of contraction we will generally seek to grow more conservative in our allocations relative to a benchmark.

Depending on the client's goals ability and willingness to take risk, and our assessment of the business cycle, we may employ portfolio risk-controls and hedging strategies in an effort to improve the probability that client achieves his or her goals.

RISK OF LOSS

Any investment carries a certain degree of risk, including a possible loss of principal that clients should be prepared to bear. The value of securities used in all of our strategies may go up or down in response to factors not within our control, such as but not limited to the status of an individual company underlying a security, or the general economic climate. There is no guarantee that any of the investment strategies that our Firm employs will outperform the investment strategies used by other Firms. Past performance is no guarantee of future results. The investment risks described below may not be all-inclusive but should be considered carefully:

Equities. Equity, such as common stocks, represents ownership interest of the issuer. Equities can decline in value over short or extended periods as a result of changes in a company's financial condition, changes in the overall market, and economic and political conditions. Political risk may be of higher concern for foreign equities. Adverse changes in exchange rates may also lower returns on foreign equities.

ETF Risks, including Net Asset Valuations and Tracking Error. ETF performance may not exactly match the performance of the index or market benchmark that the ETF is designed to track because 1) the ETF will incur expenses and transaction costs not incurred by any applicable index or market benchmark; 2) certain securities comprising the index or market benchmark tracked by the ETF may, from time to time, temporarily be unavailable; and 3) supply and demand in the market for either the ETF and/or for the securities held by the ETF may cause the ETF shares to trade at a premium or discount to the actual net asset value of the securities owned by the ETF. Certain ETF strategies may from time to time include the purchase of fixed income, commodities, foreign securities, American Depositary Receipts, or other securities for which expenses and commission rates could be higher than normally charged for exchange traded equity securities, and for which market quotations or valuation may be limited or inaccurate. Clients should be aware that to the extent they invest in ETF securities they will pay two levels of advisory compensation – advisory fees charged by Directional Advisors plus any management fees charged by the issuer of the ETF. This scenario may cause a higher advisory cost (and potentially lower investment returns) than if a Client purchased the ETF directly. An ETF typically includes embedded expenses that may reduce the fund's net asset value, and therefore directly affect the fund's performance and indirectly affect a Client's portfolio performance or an index benchmark comparison. Expenses of the fund may include ETF management fees, custodian fees, brokerage commissions, and legal and accounting fees. ETF expenses may change from time to time at the sole discretion of the ETF issuer.

Fixed Income. Fixed income securities pay a predetermined amount of cash by the issuer to the security holder. A risk associated with fixed income is that the issuer may not be able to make

interest and principal payments when due. Generally, the lower the credit rating of a security, the greater is the risk that the issuer will default on its obligation. If a rating agency gives a debt security a lower rating, the value of the debt security will decline because investors will demand a higher rate of return. As nominal interest rates rise, the value of fixed income securities is likely to decrease. The amount of decrease is more pronounced for higher duration fixed-income (i.e. those making payments farther in the future). Higher duration fixed-income will also typically exhibit higher price volatility. A nominal interest rate is the sum of a real interest rate and an expected inflation rate, and as such, for fixed real rates, rising inflation may lower the value of fixed income securities in addition to eroding the purchasing power of the fixed payments.

Fundamental Analysis: Forecasting financial performance is an inexact process of estimation that relies on the accuracy of financial and industry data provided by companies and third parties. This data may contain material errors or omissions. Investing on the basis of fundamental research may also result in errors of judgment or analysis. Investment performance may suffer if the assessment of a business or its prospects is incorrect, and even a correct analysis could result in a loss of capital.

Municipal Securities. Municipal securities can be significantly affected by political or economic changes, as well as uncertainties in the municipal market related to taxation, changes in interest rates, relative lack of information about certain issuers of municipal securities, legislative changes or the rights of municipal security holders. Municipal securities backed by current or anticipated revenues from a specific project or specific assets can be negatively affected by the inability to collect revenues for the project or from the assets.

Risks Specific to Options Trading: Trading options is highly speculative in nature and involves a high degree of risk. Options may involve certain costs and risks such as liquidity, interest rate, market, and the risk that a position could not be closed when most favorable. Option contracts are traded for a specified period of time and have no value after expiration. When trading options, there is a risk that the account may lose the total amount of the premium paid (when long options) or more than the total amount of premium received (when short options). Trading halts in the underlying security or other trading conditions (for example, volatility, liquidity, systems failures) may cause the trading market for an option (or all options) to be unavailable, in which case the holder or writer of an option would not be able to engage in a closing transaction and an option writer would remain obligated until expiration or assignment. Even if the market is available, there may be situations when options prices will not maintain their customary or anticipated relationships to the prices of the underlying interests and related interests. Disruptions in the markets for the underlying interests could also result in losses for options investors. This is not intended to be an exhaustive presentation of all risks associated with trading options and clients should review options risk disclosures provided by the broker-dealer used for client trades.

Market Risk: Security prices may decrease due in response to direct and indirect events and market conditions, usually caused by factors independent of the specific attributes of the investment security.

Liquidity Risk: Liquidity is the ability to convert an investment into cash. Investment assets are usually more liquid when established markets exist to trade those securities. For instance, U.S.

Treasury bills and most equity securities have highly developed markets, while tangible property, such as real estate and precious stones, are less liquid. In case of extreme market activity, we may be unable to liquidate investments in thinly traded and relatively illiquid securities promptly if necessary. Also, sales of thinly traded securities could depress the market value of those securities and reduce the investments' profitability or increase its losses.

Private Investment: Investments in private investments, including debt or equity investments in operating and holding companies, investment funds, joint ventures, royalty streams, commodities, physical assets, and other similar types of investments can be highly illiquid and long-term. A portfolio's ability to transfer and/or dispose of private investments is expected to be highly restricted. Directional Advisors may not be able to obtain material information about the private investment that other investors obtain. Private investments are not subject to the same reporting and disclosure requirements as public companies, which may increase Valuation Risk for those investments.

Public Health Crisis Risks: A public health crisis, pandemic, epidemic or outbreak of a contagious disease, such as the recent outbreak of Coronavirus (or COVID-19) in China, the United States, Europe and other countries, could have an adverse impact on global, national and local economies, which in turn could negatively impact our investments and strategies. Disruptions to commercial activity resulting from the imposition of quarantines, travel restrictions or other measures, or a failure of containment efforts, may adversely affect our investments in various ways, including but not limited to, decreased demand, supply chain delays, disruptions or staffing shortages. The outbreak of Coronavirus has contributed to, and may continue to contribute to, volatility in financial markets, including market liquidity and changes in interest rates. A continued outbreak may have a material and adverse impact on our investment returns. The impact of a public health crisis such as the Coronavirus (or any future pandemic, epidemic or outbreak of a contagious disease) is difficult to predict, which presents material uncertainty and risk with respect to the performance of our investments and strategies.

Systemic Risk: Our Firm relies on the stability of the overall financial system to implement its investment strategy. The security of client assets depends on the solvency of a third-party custodian and brokerage Firm, upon which the Firm also relies for prime brokerage and trading services. In the event of a disruption to the custodian's business or the overall functioning of securities markets, the Firm may be unable to implement its investment strategy and clients may experience a significant or complete loss of their capital.

Valuation Risk: The net asset value of a portfolio as of a particular date may be materially greater than or less than its net asset value that would be determined if a portfolio's investments were to be liquidated as of such date. For example, if a portfolio was required to sell a certain asset or all or a substantial portion of its assets on a particular date, the actual price that a portfolio would realize upon the disposition of such asset or assets could be materially less than the value of such asset or assets as reflected in the net asset value of a portfolio. Volatile market conditions could also cause reduced liquidity in the market for certain assets, which could result in liquidation values that are materially less than the values of such assets as reflected in the net asset value of a portfolio.

Investors should be aware their investment is not guaranteed and understand that there is a risk of loss of value in their investment.

Item 9 Disciplinary Information

REQUIRED DISCLOSURES

Registered investment advisers are required to disclose all material facts regarding the following legal or disciplinary events that would be material to a client's evaluation of Directional Advisors or the integrity of Directional Advisors's management: a criminal or civil action in a domestic, foreign or military court of competent jurisdiction; an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority; or a self-regulatory organization proceeding. Our Firm and our management persons have not been involved in any legal or disciplinary events that would have a material adverse effect on the integrity of our management or the services we provide to our clients. Therefore, we do not have anything to report.

Item 10 Other Financial Industry Activities and Affiliations

OUTSIDE BUSINESS ACTIVITIES

Neither Directional Advisors nor any of its employees are registered, or have an application pending to register, as a broker-dealer or registered representative of a broker dealer, futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

AFFILIATED ENTITIES

Directional Advisors also provides family office services not included in investment advisory services, which gives us incentive to recommend these services to drive compensation. Our fiduciary duty extends to these services and will only be recommended when in the best interest of the client. The client always has the right to choose whether to engage Directional Advisors for those additional family office services. If a client does choose to act on those recommendations, the client has the right to do so through the professional of their choosing.

OTHER INVESTMENT ADVISERS

Directional Advisors does not recommend or select other investment advisers for our clients, and that Directional Advisors does not receive compensation directly or indirectly from any other investment advisers that creates a material conflict of interest. Directional Advisors does not have any business relationships with other investment advisers that creates a material conflict of interest for our clients.

Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

CODE OF ETHICS

Directional Advisors has adopted a Code of Ethics (the “Code”) that sets forth a standard of business conduct for our Firm and all our associated persons. The purpose of the Code is to set out ideals for integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence for our Firm and our associated persons to espouse in the interest of our clients and investor protection. The Code includes provisions relating to the confidentiality of client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All employees of Directional Advisors are required to handle their personal securities transactions in such a manner as to avoid any actual or potential conflicts of interest or any abuse of position of trust and responsibility. Annually, we require all employees to certify that they have read, understand and will comply with the Code.

Additionally, Directional Advisors has adopted the CFA[®] Code of Ethics as part of the Firm’s Code of Ethics.

Clients and prospective clients may request a full copy of our Firm’s Code of Ethics by contacting our Firm in writing at franklin.parker@directional-advisors.com or calling our Firm at 214-714-5520.

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

Directional Advisors and/or our IAR may invest in the same securities that are recommended to and/or purchased for our clients. Conflicts of interest may arise when Directional Advisors has the ability to trade the same securities that recommended to and/or purchased for our clients ahead of executing clients’ orders in favor of Directional Advisors. That is because Directional Advisors possesses proprietary information as to the positions and volumes of securities in the client’s accounts.

Directional Advisors addresses these conflicts in a variety of ways, including disclosure of conflicts in this Brochure and trade aggregations. In addition, Directional Advisors has adopted a compliance manual which establishes a variety of restrictions, procedures and disclosures designed to address potential conflicts of interest and to assure that the personal securities transactions, activities, and interests of Directional Advisors and/or our IAR will not interfere with our ability to make investment decisions in the best interest of our clients.

PERSONAL TRADING

Directional Advisors has adopted an Investment Adviser Code of Ethics (the “Code”) covering our personnel who are involved in the operation and offering of investment advisory services. Each Code is based on the principle that clients’ interests come first, and it is intended to assist employees in meeting the high standards that Directional Advisors follows in conducting our business with integrity and professionalism.

Each Code covers such topics as the requirement that all employees comply with all applicable securities and related laws and regulations; reporting and/or clearance of employee personal trading; prevention of misuse of material nonpublic information; and the obligation to report possible violations of the Code of Ethics to management. All covered personnel must certify to receipt of the Code. We will provide a copy of each of the Code to clients upon request. Personal trading activities are continually monitored to reasonably prevent conflicts of interest between our Firm and our clients.

Item 12 Brokerage Practices

SELECTION OF BROKER-DEALERS

Securities transactions are generally executed through TD Ameritrade, member FINRA/SIPC/NYSE. TD Ameritrade maintains custody of our clients' assets and effects securities transactions for our investment management clients' accounts. Directional Advisors is independently owned and operated and is not affiliated with or a related person of TD Ameritrade.

Directional Advisors considers a number of factors prior to recommending a particular broker-dealer to our clients, including but not limited to, their familiarity with the securities to be sold or purchased, their execution skills, order-flow capabilities, their commission rates or other fee schedules, their custodial services, their level of net capital (financial strength) and excess SIPC and other insurance coverage. The commissions charged by TD Ameritrade are competitive with similarly situated retail broker-dealers offering the same variety of securities to clients. Clients are advised, however, that they may be able to effect transactions in securities through other broker-dealers at lower commission rates, particularly with respect to securities listed on a national securities exchange or in the over-the-counter market.

Research and Other Soft Dollar Benefits. Directional Advisors does not participate in any soft dollar arrangements. We may, however, receive certain benefits from TD Ameritrade such as technology support or business solution. These services and products are NOT soft dollar arrangements and do not present conflict of interest.

Our Firm routinely compares order execution disclosure information at TD Ameritrade to other broker-dealers to ensure that TD Ameritrade remains competitive in providing best execution for our clients' securities transactions. Although the brokerage commissions and/or transaction fees charged by TD Ameritrade may be higher or lower than those charged by other broker-dealers, in seeking best execution for our clients our Firm strives to ensure that our clients pay brokerage commissions and/or transactions fees which we have determined, in good faith, to be reasonable in relation to the value of the brokerage and other services provided by TD Ameritrade.

Brokerage for Client Referrals. Directional Advisors does not consider broker-dealer or third-party referrals in selecting or recommending broker-dealers to our clients as this would create a conflict of interest.

Directed Brokerage. While Directional Advisors generally recommends that clients direct transactions through certain broker-dealers, we do not have discretionary authority to determine

the broker-dealer to be used for the purchase or sale of securities for client accounts or the commission rates paid to a broker-dealer for client securities transactions.

In rare cases, Directional Advisors may utilize other broker-dealers when requested by the client. Clients of Directional Advisors must be aware that if they direct us to use a particular broker-dealer that it may limit our ability to achieve best execution. As a result, clients may pay higher commissions, have higher transaction costs, or receive less favorable prices. In situations where the client directs us to effect their transactions through a particular broker-dealer, we require such directions to be in writing.

TRADE AGGREGATION

As a matter of policy and practice, Directional Advisors prefers and will utilize block client trades when appropriate. For example, if a certain security is trading at what we believe is an attractive price, White Sand can purchase a large quantity of shares (a block) and distribute the shares among the clients, rather than having to make multiple purchases of smaller quantities.

Clients should be aware that often times Directional Advisors will implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate.

TRADE ERRORS

From time to time, our Firm may make a trade error when servicing a client's account. When this occurs, we will correct the trade as soon as we discover the error. Trading errors will be corrected at no cost to clients. In most cases, we will correct trade errors via our executing broker-dealer's trade error desk. If there is a cost associated with this correction, such cost is borne by Directional Advisors and not the client. Note that we do not credit accounts for market losses unrelated to our error.

Item 13 Review of Accounts

ACCOUNT REVIEWS

Mr. Parker conducts account reviews on at least a quarterly basis for clients subscribed to our investment management services. The frequency of the review depends upon a variety of factors such as: the client's risk profile, activity in the account, economic and market conditions, and the client's preferences, if any. Additional reviews may be triggered by changes in the investment objectives or guidelines for a particular client or specific arrangements with the client.

Formal client review meetings are generally conducted on a regular basis at intervals mutually agreed upon by the advisor and the client, but no less than quarterly. During these reviews, any changes in the client's investment objectives are discussed so we can review our previous recommendations and make any necessary adjustments.

ACCOUNT REPORTS

Those clients to whom Directional Advisors provides investment management services receive at least quarterly reports from our Firm summarizing their account(s) and investment results. Reports may be furnished in writing or electronically as requested by the client. Clients are urged to compare the account statements they receive from their custodian to any written reports received from our Firm.

Clients have direct and continuous access to their account information and related documents via the password-protected website of the qualified custodian with which their accounts are held.

Item 14 Client Referrals and Other Compensation

CLIENT REFERRALS

Directional Advisors does not compensate third-parties (or “solicitors”) to promote the investment advisory services offered by our Firm, because the solicitor would have to satisfy requirements under Rule 206(4)-3 of the Advisers Act or similar state rules regarding solicitation arrangements before a cash referral fee could be paid to them.

It is our Firm’s policy not to compensate clients for referring potential clients to our Firm, because the client would be considered a solicitor and would have to satisfy requirements under Rule 206(4)-3 of the Advisers Act or similar state rules regarding solicitation arrangements before a cash referral fee could be paid to them.

OTHER COMPENSATION

Directional Advisors does not receive an economic benefit from anyone who is not a client in exchange for our provision of investment advice or other advisory services.

Item 15 Custody

CUSTODY OF CLIENT FUNDS AND SECURITIES

TD Ameritrade is the qualified custodian and maintains custody of client funds in separate brokerage account(s) for each client under the client’s name. Directional Advisors personnel may assist the client in preparing paperwork to open a new brokerage account at TD Ameritrade, but only the client is permitted to authorize, by their signature, the opening of the account. TD Ameritrade sends an account-opening letter to each client at their physical mailing address after the account is approved.

For clients who have elected have their advisory fees are deducted directly from their custodial account at TD Ameritrade, Directional Advisors adheres to the following safeguards:

Texas clients, please note, Directional Advisors is considered to have custody of client funds solely as a consequence of our ability to deduct fees from client accounts. Directional Advisors does not have physical custody of client funds or securities.

For all clients who have elected to have our Firm calculate their advisory fees or who wish to employ TD Ameritrade' direct fee deduction, Directional Advisors shall follow the safekeeping measure described under §116.17(b)(2) Part 7 Title 7 of the Texas Administrative Code:

- We shall maintain clients' funds and securities with a qualified custodian in a separate account for each client under that client's name;
- We shall notify the client in writing of the qualified custodian's name, address, and the manner in which the funds or securities are maintained, promptly when the account is opened and following any changes to this information.
- We shall obtain written authorization from the client to deduct advisory fees from the account held with the qualified custodian; and
- We shall have a reasonable basis, after due inquiry, for believing that the qualified custodian sends an account statement, at least quarterly, to each of which it maintains funds or securities, identifying the amount of funds and of each security in the account at the end of the period and setting forth all transactions in the account during that period.

Clients can access daily, monthly and annual account statements as well as daily trade confirmations through a password protected portion of TD Ameritrade's website. Clients should also expect to receive quarterly account summaries from the qualified custodian. Clients should carefully review the account statements and summaries received from the qualified custodian(s) and compare such official custodial statements to any account reports provided by Directional Advisors. Any client that does not receive an account statement or summary from the qualified custodian should call our Firm immediately so that we can arrange to have another statement sent by the custodian.

Clients can also access information concerning their account(s) and access (and generally change) the settings for their brokerage account online on the TD Ameritrade website.

Item 16 Investment Discretion

DISCRETIONARY AUTHORITY

Directional Advisors manages client securities portfolios on a discretionary basis. Directional Advisors is granted limited discretionary authority in writing by the client at the outset of the advisory relationship. This limited discretionary authorization gives Directional Advisors the authority to manage the client's investment assets at our Firm's sole discretion and without consulting with the client in advance, subject to the investment objectives, guidelines and restrictions set by the client. This authorization will remain in full force and effect until we receive a written termination notice of the Engagement Agreement from the client.

Directional Advisors does not have discretionary authority to determine what broker-dealer to use or the amount of commissions that are charged by the broker-dealer or custodian.

Item 17 Voting Client Securities

AUTHORITY TO VOTE CLIENT PROXIES

Directional Advisors does not accept authority from clients with respect to voting of proxies solicited by, or with respect to, the issuers of any securities held in client portfolios. The qualified custodian holding clients' assets will send all such proxy documents it receives to the client so that the client may take whatever action the client deems appropriate. Directional Advisors does not offer clients any consulting assistance regarding proxy issues.

Directional Advisors will instruct the qualified custodian to forward copies of all proxies and shareholder communications relating to the assets in the accounts, including information concerning legal proceedings or corporate actions involving securities in the accounts to clients and not to Directional Advisors. The qualified custodian, and not Directional Advisors, is responsible for timely transmission of any proxy materials to clients.

Item 18 Financial Information

REQUIRED DISCLOSURES

As previously discussed in this brochure, Directional Advisors may accept limited discretionary authority when providing investment management services if agreed upon in writing with the client. Directional Advisors does not require or solicit prepayment of fees from our clients.

Directional Advisors has no financial commitments that would impair our Firm's ability to meet our contractual and fiduciary commitments to our clients and has not been the subject of a bankruptcy proceeding.

Item 19 Requirements for State-Registered Advisers

EXECUTIVE OFFICERS AND MANAGEMENT PERSONS

Name: Franklin J. Parker

Year of Birth: 1984

Education: Music Composition/Music
University of North Texas 2006
Denton, TX

Experience: Managing Member
Franklin Parker Financial, LLC
Lewisville, TX
October. 2020 – Present

Chief Investment Officer & Director
Bright Wealth Management, LLC
Lewisville, TX
May. 2015 – Dec. 2020

Investment Adviser Representative
Cambridge Investment Research
Dallas, TX
Jun. 2013 – May. 2015

Investment Adviser Representative
LPL Financial & 360 Wealth Management
Dallas & McKinney, TX
Jun. 2011 – June. 2013

Financial Advisor
Edward Jones
Princeton, TX
Jun. 2007 – Jun. 2011

OUTSIDE BUSINESS ACTIVITIES

Mr. Parker does not participate in any outside business activities.

PERFORMANCE-BASED FEES

Directional Advisors does not charge performance-based fees.

LEGAL OR DISCIPLINARY EVENTS

Neither Directional Advisors nor our management persons have been involved or been found liable in any arbitration claims alleging damages in excess of \$2,500 or been involved or been found liable in any civil, self-regulatory organization, or administration proceeding.

ISSUERS OF SECURITIES

Neither Directional Advisors nor our management persons have any relationships or arrangements with any issuers of securities.

BUSINESS CONTINUITY PLAN

Directional Advisors maintains a written Business Continuity Plan. Clients may request a copy by writing directly to our Firm.

**Form ADV Part 2B: Brochure Supplement
Item 1 Cover Page**

**Franklin Parker
CRD No. 5369099**

for

**Franklin Parker Financial, LLC
d.b.a. Directional Advisors
2556 Sarah Ln.
Lewisville, TX 75056**

This brochure supplement provides information about Franklin Parker that supplements Franklin Parker Financial LLC Firm Brochure. You should have received a copy of that brochure. Please contact please contact us at 214-714-5520 and/or franklin.parker@directional-advisors.com. If you did not receive Franklin Parker Financial LLC's brochure or if you have any questions about the contents of this supplement. Additional information about Franklin Parker is available on the SEC's website at www.adviserinfo.sec.gov.

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 Franklin Parker Financial, LLC also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our Firm's CRD number is 311908.

Effective Date: March 27, 2023

SUPERVISED PERSONS: Franklin Parker (CRD No.5369099)

ITEM 2 EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Name: Franklin J. Parker

Year of Birth: 1984

Education: Music Composition/Music
University of North Texas 2006
Denton, TX

Experience: Managing Member
Franklin Parker Financial, LLC
Lewisville, TX
October. 2020 – Present

Chief Investment Officer & Director
Bright Wealth Management, LLC
Lewisville, TX
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Investment Adviser Representative
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Jun. 2013 – May. 2015

Investment Adviser Representative
LPL Financial & 360 Wealth Management
Dallas & McKinney, TX
Jun. 2011 – June. 2013

Financial Advisor
Edward Jones
Princeton, TX
Jun. 2007 – Jun. 2011

ITEM 3 DISCIPLINARY INFORMATION

Mr. Parker has not been involved in a criminal or civil action in a domestic, foreign or military court of competent jurisdiction, an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority and/or a self-regulatory organization (SRO) proceeding that would be material to a client's or prospective client's evaluation of the integrity of our management.

ITEM 4 OTHER BUSINESS ACTIVITIES

Mr. Parker does not participate in any outside business activity.

ITEM 5 ADDITIONAL COMPENSATION

Other than the salary, annual bonuses, or regular bonuses from Directional Advisors, Mr. Parker does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services.

ITEM 6 SUPERVISION

Mr. Parker is the sole principal, Managing Member and Chief Compliance Officer (“CCO”) of our Firm and as such has no internal supervision placed over him. He is, however, bound by our Firm’s Code of Ethics. The CCO may be contacted at (310) 922-8955 or by email at franklin.parker@directional-advisors.com.

ITEM 7 REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Mr. Parker has not been involved or been found liable in any arbitration claims alleging damages in excess of \$2,500, in any civil, self-regulatory organization, or administration proceeding, or been subject of any bankruptcy petition.