

**Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
February 2016**

**Cole Gilliam Parks
Southwestern Advisory Group LLC**

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Stephenville, TX 76401
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www.southwesternadvisorygroup.com

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, Chief Compliance 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 LLC; Managing Member, Chief Compliance Officer, and Investment Adviser Representative
- 03/2016 – Present Purshe Kaplan Sterling Investments, Inc.; Registered Representative
- 03/2005 – 03/2016 Ameriprise Financial Services, Inc.; Financial Advisor

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

Mr. Parks is a registered representatives of Purshe Kaplan Sterling Investments, Inc., member FINRA/SIPC, and licensed insurance agent. As a result of these transactions, he may receive normal and customary commissions. A conflict of interest exists as these commissionable securities sales create an incentive to recommend products based on the compensation earned. To mitigate this potential conflict, Mr. Parks will act in the client's best interest and will disclose any commission that may be earned up front with clients. In certain instances, commissions earned for annual premiums may vary and difficult to determine the actual compensation in advance.

Mr. Parks is a member Texas Association of School Boards, Ancient Free & Accepted Masons, and Stephenville Independent School District Education Board. These activities take up less than 10% of Mr. Parks time.

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 our firm's Code of Ethics.

Item 7: Requirements for State-Registered Advisers

Cole Gilliam Parks has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.