



Mark D. Coffey

(CRD#: 2400035)

Hickory Financial Group LLC
2017 N. Center Street
Hickory, NC 28601
Phone: (828) 455-1967

Form ADV Part 2b Brochure Supplement

Date: August 1, 2020

This Brochure provides information about the qualifications and background of the registered investment adviser representative listed above. This brochure is a supplement to Hickory Financial Group's (CRD# 306201) disclosure brochure which you should have received as well. If the reader has any questions about the contents of this Brochure or has not received a copy of this Brochure, please contact the Chief Compliance Officer via telephone at (828) 455-1967. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Additional information about Carlson Financial and its registered investment adviser representatives can be found on the SEC's website at www.adviserinfo.sec.gov.

Registration as an investment adviser representative does not imply any level of skill or training. The oral and written communication of an adviser provides information about which a prospective client might determine to hire or retain an adviser.

Educational Background and Business Experience

Mark D. Coffey (Born: 1963)

Educational Background After High School: Lenoir-Rhyne College, BBA – Business Administration

Business Experience:

12/2019 – Present	Hickory Financial Group LLC	Managing Member & Chief Compliance Officer
11/2018 – 10/2019	Avenir Private Advisors LLC	Managing Member & Chief Compliance Officer
11/2012 – 11/2018	Capital Guardian Wealth Management LLC	Senior Vice President/Financial Advisor
06/2017 – 07/2018	Kovack Securities LLC	Registered Representative
11/2012 – 06/2017	Capital Guardian LLC	Registered Representative
03/2007 – 11/2012	Capital Securities Management LLC	Financial Advisor/Registered Representative

Disciplinary Information

There are no legal, civil, or disciplinary events to disclose regarding Mr. Coffey. He has never been involved in any regulatory, civil, or criminal action. However, we do encourage clients to independently review the Investment Adviser Public Disclosure Report which is available on the SEC's website at www.adviserinfo.sec.gov.

Other Business Activities

Mr. Coffey is not registered, nor has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA. He does engage in the sale of life insurance and fixed annuities as an employee of Hickory Financial Group.

Additional Compensation

Mr. Coffey engages in the sale of life insurance and fixed annuities as an employee of Hickory Financial Group. He may receive additional compensation due to the sale of insurance products. Clients are under no obligation to purchase insurance and/or annuity products recommended by the adviser or the firm. He does not receive compensation from any investment-related business other than the activities reflected here. The receipt of commissions by employees of the firm may present a potential conflict of interest. As fiduciaries we must act solely for the benefit of our investment advisory clients. As such, we will only transact insurance related business with Clients when fully disclosed and appropriate, and the advisors will protect their fiduciary responsibility to act in the Clients' best interests.

Supervision

Mr. Coffey serves as Managing Member and Chief Compliance Officer of Hickory Financial Group and is responsible for the overall supervision of the Firm. Mr. Coffey can be reached at (828) 455-1967. Hickory Financial Group's manner of supervision is a multi-tiered process. The Firm maintains a Code of Ethics to which all employees must subscribe. The Code of Ethics provides for the Firm's employees to exercise a fiduciary duty to its clients by acting in the best interest of the client and always placing the client's interest's first and foremost. Hickory Financial Group requires all staff and employees to comply with all federal and state regulations as well as its policies and procedures. Employees are required, no less than annually, to attest to their compliance with the firm's compliance policies and to their understanding of the Code of Ethics.

Requirements for State-Registered Advisers

Mr. Coffey has not been the subject of any arbitration claims, civil proceedings or bankruptcy petition in the past 10 years.