

**Form ADV Part 2B – Brochure Supplement
Item 1: Cover Page
January 14th, 2021**



Cheri A. Franklin, CFP®, AIF®, CRPC®

**Clarity Capital Advisors, LLC
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This brochure supplement provides information about Cheri A. Franklin, CFP®, AIF®, CRPC® that supplements our brochure. You should have received a copy of that brochure. Please contact Jay D. Franklin, CFA®, CFP®, FSA®, Chief Compliance Officer if you did not receive Clarity Capital Advisors, LLC's brochure or if you have any questions about the contents of this supplement. Additional information about Ms. Franklin is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #2012690.

Item 2: Educational Background & Business Experience

Cheri A. Franklin, CFP®, AIF®, CRPC®,
Year of Birth: 1970

Educational Background:

- 2015 – 2016; Pepperdine University, B.S. in Management
- 1988 – 1989; California State University, Fullerton

Business Background:

- 02/2016 – Present Clarity Capital Advisors, LLC; Managing Member, President & Investment Adviser Representative
- 04/2015 – 02/2016 Dynamic Wealth Advisors; Investment Adviser Representative
- 11/2009 – 03/2015 Index Fund Advisors Inc.; Investment Adviser Representative

Exams, Licenses & Other Professional Designations:

- CERTIFIED FINANCIAL PLANNER, CFP®
- Accredited Investment Fiduciary®
- Chartered Retirement Planning Counselor®
- 01/2009 – Series 65
- 02/1994 – Series 63

CERTIFIED FINANCIAL PLANNER, CFP®

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

AIF® - Accredited Investment Fiduciary®:

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF® Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

CRPC® - Chartered Retirement Planning Counselor:

Ms. Franklin has a professional designation, Chartered Retirement Planning Counselor (CRPC®). The CRPC® is offered by The College for Financial Planning®. The CRPC® Program focuses on the pre- and post-retirement needs of individuals. Enrollment in the program guides you through the retirement process, addressing issues such as estate planning and asset management. The College for Financial Planning® awards the Chartered Retirement Planning CounselorSM and CRPC® designation to students who: successfully complete the program; pass the final examination; and comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct promulgated by The College for Financial Planning®.

Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed. Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.

Continued use of the CRPC® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPC® designation by: completing 16 hours of continuing education and reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self-disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct.

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Ms. Franklin.

Item 4: Other Business Activities

Ms. Franklin does not have any outside business activities to report.

Item 5: Additional Compensation

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

Item 6: Supervision

As a Managing Member of Clarity Capital Advisors, LLC, Jay D. Franklin, CFA®, CFP®, FSA® supervises and monitors Ms. Franklin's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Franklin if you have any questions about Ms. Franklin's brochure supplement at (800) 345-4635.

Item 7: Requirements for State-Registered Advisers

Ms. Franklin has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, she 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.