



This brochure (SEC Form ADV Part 2) provides information about the qualifications and business practices of Successful Portfolios LLC (SP). If you have any questions about the contents of this brochure, please contact us at (727) 744-3614 or 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 details regarding SP are available on the SEC website at www.adviserinfo.sec.gov, CRD# 152429.

March 22, 2021

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Material Changes

We updated this brochure to reflect a change in staff and the addition of offering tax preparation as part of our financial planning services.

1. Advisory Business

Successful Portfolios LLC (SP) is an independent Registered Investment Advisor that opened for business in February 2010. H. Parker Evans, CFA, CFP, CMT is the Chief Executive Officer and sole owner of SP.

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 as well as a template to create a Personalized Investment Policy Statement on its website at <https://successfulportfolios.com/>. Both tools are free of charge.

As of March 22, 2021, SP managed approximately \$267.68 million in client assets. Discretionary managed assets were about 80% of total managed assets.

2. Fees and Compensation

Full-Service Custom Asset Management

SP offers full-service custom asset management. We present our full-service advisor compensation schedule 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 collects its compensation in arrears, not in advance. We prorate 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.

Low-cost Robo Advisor Model

Successful Portfolios’ low-cost automated Robo Advisor combines BlackRock Target Allocation ETF Models with Schwab Institutional Intelligent Portfolios trading and custody services. This approach combines the expertise of industry leaders BlackRock and Charles Schwab and gives 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.

Performance-Based Fee Alternative

As an alternative to SP’s full-service or Robo Advisor compensation, qualified investors as defined by the SEC, see [rule](#), 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 gain in his account.

Hourly Fee Financial Planning

Successful Portfolios also offers ala cart financial planning services, including tax preparation, at an hourly rate of \$150. An investment management account is not required to engage Successful Portfolios in financial planning or tax preparation. Likewise, having an SP investment management account does not require a client to engage the firm in financial planning.

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

SP does not favor clients with performance-based fee accounts over clients with standard-fee accounts. SP policy prohibits post-allocating client trades to performance-based fee accounts. SP executes trades in performance-based fee accounts in the same manner as other trades. 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's investment process starts with listening to you. We work 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.



Successful Portfolios bases its investment recommendations and portfolio decisions 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 leading broker-dealers.

SP seeks to plan and manage portfolios consistent with (1) the client's willingness and ability to accept investment risk and (2) the client's rate of return objective. SP typically recommends that a client 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 L. Bennett's application for registration with Successful Portfolios due to a misstatement on his application. David reapplied, and the State approved David's license in September 2017. For details go to <https://adviserinfo.sec.gov/>, and enter CRD #4761782.

7. Other Financial Industry Activities and Affiliations

Successful Portfolios LLC 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 clients with an independent point of view.

SP is the investment manager for two private pooled investment vehicles, Evans Cook LLC (EC) and Barrett Evans Capital LLC (BEC). H. 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. Clients may download the CFA Code and Standards here [CFA Code of Ethics and Standards of Professional Conduct](#)

Subject to prohibitions on front-running client trades, SP allows its employees to buy and sell securities for their accounts at any time. Personal trades made by SP representatives are subject to review by members of SP's Trade Review Committee, which includes H. Parker Evans, CFA, CFP and Chief Compliance Officer of SP, David L. Bennett, CFA, CFP, Joseph C. Baer, APMA, and Cayden W. McLaughlin, EA. 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 the potential for price improvement
- Analysis of company financial statements, marketing materials, and disclosure documents
- Barron's Annual Ranking of the Best Online Brokers
- SP experience and familiarity with using the brokerage firm
- Quality of investment research services available from the brokerage firm
- The breadth of market destinations and product offerings
- Transparency and flexibility of order routing algorithms

Interactive Brokers (IB), Charles Schwab, 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.

Block Trading Procedures

SP block trading procedures are designed to treat all clients equitably. When practical, trades are entered 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 L. Bennett, CFA, CFP — Vice President and Portfolio Manager
- H. Parker Evans, CFA, CFP, CMT — Portfolio Manager and Chief Investment Strategist
- Cayden W. McLaughlin, EA – Wealth Advisor & Tax Practitioner

To monitor and manage client accounts, SP uses several analytic and trading tools including the IB Trader Workstation and Information System, 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 relevant capital markets and assets held in 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 personal circumstances. Clients of SP retain secure online access to their account directly through their brokerage firm. We invite clients to call us anytime 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 custodian brokerage firm will hold assets managed by SP. The custodian will send statements directly to the client via email and regular mail. The custodian will also prepare IRS tax reports such as 1099s and make them available online for client download. SP encourages clients to regularly review their accounts by logging in to their custodian 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 investments in deferred annuities made through other firms, Successful Portfolios has a Registered Investment Advisor agreement with Nationwide Mutual Insurance Company. Nationwide 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.nationwideadvisory.com/products/monument-advisor>.

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 the need of consulting the client before placing a trade. In a non-discretionary account, SP must get client permission before trading. 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 vote proxies 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 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 61, is the sole “principal executive and management person” for SP. SP “supervised person” Joseph C. Baer is age 34. SP “supervised person” David L. Bennett is age 41. SP “supervised person” Cayden W. McLaughlin is age 22. Biographies appear below:



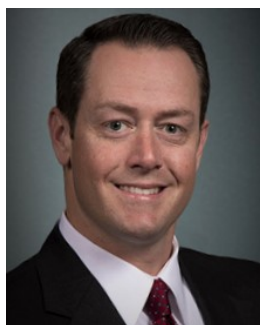
H. Parker Evans, CFA, CFP, CMT, President and Chief Investment Strategist

Parker founded Successful Portfolios in February 2010. He is a licensed investment advisor representative with over 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 before his current position with SP, Parker was Vice President and Senior Portfolio Manager at Fifth Third Private Bank.



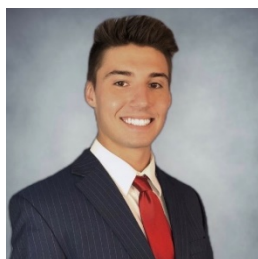
Joseph C. Baer, APMA, Assistant Portfolio Manager and Client Advisor

Joe is a licensed investment advisor representative with 10 years of 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 L. Bennett, CFA, CFP, Vice President and Portfolio Manager

David joined SP in February 2016. He has 15 years of professional experience. Before 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 has served as Chair of the First Baptist Church of Indian Rocks Stewardship Committee and the Indian Rocks Christian Foundation. Also, please see item number 6 above.



Cayden W. McLaughlin, EA, Wealth Advisor and Tax Practitioner

Cayden joined SP in February 2021 as a licensed investment advisor representative and an Enrolled Agent (EA). An enrolled agent is a person who has earned the privilege of representing taxpayers before the Internal Revenue Service by passing a three-part comprehensive IRS test covering individual and business tax returns. Enrolled agent status is the highest credential the IRS awards. Individuals who obtain this elite status must adhere to ethical standards and complete 72 hours of continuing education courses every three years. Cayden is a member of the National Association of Enrolled Agents and actively involved with Emerging Leaders of Tampa Bay. He graduated from Florida State University in 2019 with a Bachelor of Science in Finance. Cayden is currently enrolled in the Boston University Financial Planning Program and is actively pursuing the Certified Financial Planner (CFP) professional credential.

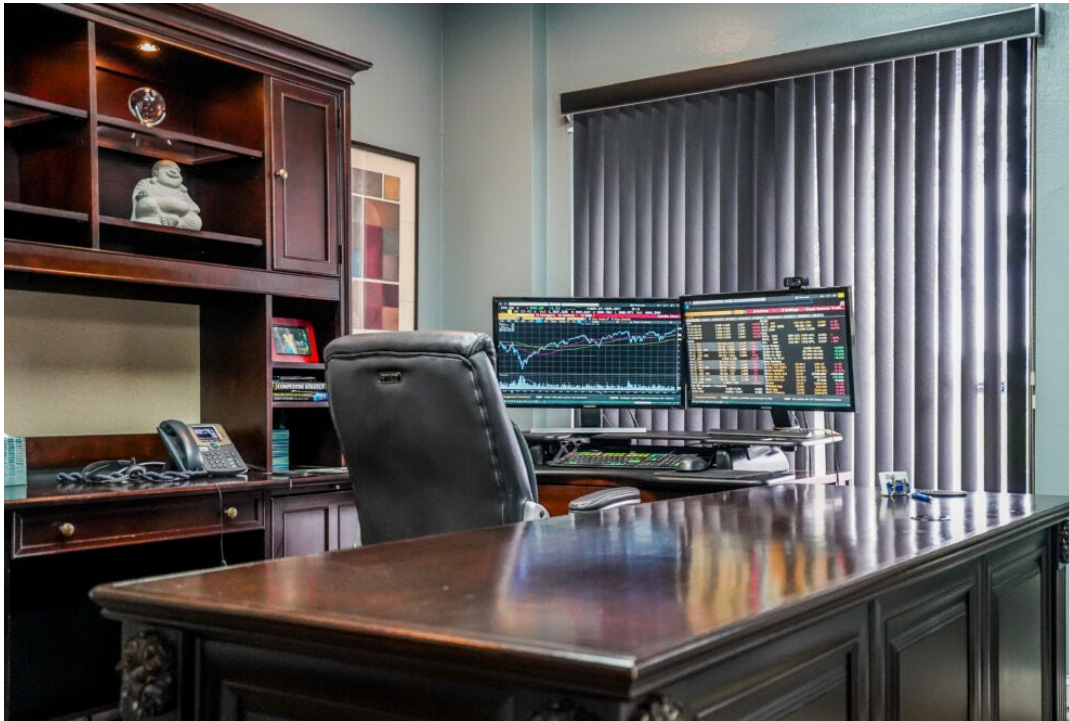
For information regarding the professional designations held by SP representatives and access persons, please refer to these links:

- [Chartered Financial Analyst \(CFA\)](#)
- [Certified Financial Planner \(CFP\)](#)
- [Chartered Market Technician \(CMT\)](#)
- [Accredited Portfolio Management Advisor \(APMA\)](#)
- [Enrolled Agent \(EA\)](#)

More information about H. Parker Evans, CFA, CFP, CMT, Joseph C. Baer, APMA, David L. Bennett, CFA, CFP, and Cayden W. McLaughlin, EA, is available on the SEC's website at <https://adviserinfo.sec.gov/>.

Supervision of Representatives and Employees

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



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