



This brochure provides information about Successful Portfolios LLC's qualifications and business practices. If you have any questions about this brochure's contents, please get in touch with us at (727) 744-4818 or [info@successfulportfolios.com](mailto:info@successfulportfolios.com).

The information in this brochure is filed with the IARD but is not approved or verified by the United States Securities and Exchange Commission or any state securities authority.

Additional information regarding Successful Portfolios LLC is available on the SEC website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), CRD# 152429.

**March 29, 2023**

Successful Portfolios LLC  
611 Druid Road East  
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Clearwater, FL 33756  
[www.successfulportfolios.com](http://www.successfulportfolios.com)

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**Material Changes**

Our business practices, fees, and potential conflicts of interest have remained the same since the last annual update of this brochure.

## 1. Advisory Business

Successful Portfolios LLC is an investment advisor firm that provides personalized, comprehensive financial planning and investment management services to individuals, families, and businesses. We specialize in creating customized portfolios tailored to each client's goals and risk tolerance. Our approach is rooted in a deep understanding of investor psychology, financial markets, and the rigorous analysis of investment opportunities.

We opened for business in February 2010. Parker Evans, CFA, CFP, is the President, Chief Compliance Officer, and the sole owner of Successful Portfolios LLC. Joe Baer, APMA, is Chief Operating Officer, Assistant Portfolio Manager, and Client Advisor. David Bennett, CFA, CFP, is Vice President and Senior Portfolio Manager.

We offer personalized advice and strategies to meet each client's unique needs, focusing on planning and managing custom portfolios of readily marketable stocks, bonds, options, and Exchange Traded Funds (ETFs).

Free of charge, we offer the award-winning FinaMetrica Risk Tolerance Assessment and a template to create a personalized Investment Policy Statement on our website <https://successfulportfolios.com/>.

As of March 29, 2023, we managed approximately \$289.67 million in client assets. Discretionary managed assets were about 85% of total managed assets. SP manages about 977 accounts for 315 households.

## 2. Fees and Compensation

### Full-Service Custom Asset Management

The table below presents our fee schedule for full-service custom asset management. Please be aware that you might also incur brokerage commissions and custodial account fees. Account fees and brokerage commissions, if any, incurred by clients are not shared with SP by any broker or custodian.

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%

We collect advisory fees in arrears. We prorate and assess fees monthly or daily, depending on the custodial broker. Our 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 platform. 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 our full-service or Robo Advisor fee schedule, qualified investors, as defined by the SEC [here](#), may negotiate a performance fee compensation arrangement based on a set percentage of the client's quarterly mark-to-market account profit and subject to a high watermark. In this arrangement, we receive no periodic compensation unless the client shows a gain in his account.

#### **Hourly Fee Financial Planning**

Successful Portfolios also offers ala cart financial planning services at an hourly rate of \$150. An investment management account is not required to engage Successful Portfolios in financial planning. Likewise, having an SP investment management account does mean a client must hire SP for financial planning.

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

We do not favor performance-based fee accounts over clients with standard-fee accounts. Our policy prohibits post-allocating client trades to performance-based fee accounts. We execute trades in performance-based fee accounts in the same manner as other trades.

### **4. Types of Clients**

We provide investment advice and management services to a wide range of clients, including:

- Individuals and families
- High-net-worth individuals
- Trusts and estates
- Pension and profit-sharing plans
- Charitable organizations
- Corporations and other businesses

Our minimum combined account size for Full-Service Custom Investment Management is \$100,000. However, we may waive this requirement at our discretion.

### **5. Methods of Analysis, Investment Strategies, and Risk of Loss**

SP's investment process starts with listening to you. We work together to understand your risk and return objectives, unique circumstances, and preferences. We provide guidance and solutions based on a thorough understanding of your situation and goals.



Our investment approach is based on a combination of fundamental, technical, and macroeconomic analysis. We use these methods to identify attractive investment opportunities and construct well-diversified portfolios tailored to each client's goals and risk tolerance.

Our investment strategies include, but are not limited to:

- Long-term equity investing: We seek to identify high-quality companies with favorable fundamentals, competitive advantages, and attractive valuations.
- Fixed income investing: We construct bond portfolios for income and stability, focusing on investment grade issuers and laddered maturity profiles.
- Tactical asset allocation: We adjust asset allocation in response to client direction and changing market conditions to optimize risk-adjusted returns and client satisfaction.

We seek to design and manage portfolios aligning with our client's risk tolerance and specific return objectives. Generally, we recommend that clients maintain a well-diversified portfolio comprising easy-to-trade stocks, bonds, options, and Exchange Traded Funds (ETFs). Such securities are exposed to various risk factors, including market fluctuations. Investors in securities should be prepared for periodic, unpredictable gains and losses. Successful Portfolios LLC cannot guarantee any specific investment outcomes.

## 6. Disciplinary Information

In August 2016, the Florida Office of Financial Regulation denied David L. Bennett's registration with Successful Portfolios LLC due to a misstatement regarding a 2005 motor vehicle infraction on his application. David reapplied and obtained registration in September 2017. For details, visit <https://adviserinfo.sec.gov/> and enter CRD #4761782.

## 7. Other Financial Industry Activities and Affiliations

Successful Portfolios LLC is an independent Registered Investment Advisor not owned or controlled by any other RIA, broker-dealer, bank, or insurance company. Our only line of business is advising clients and planning and managing investment portfolios for clients.

SP is the Portfolio Manager and Administrator for two private pooled investment vehicles, Evans Cook LLC (EC) and Barrett Evans Capital LLC (BEC). EC and BEC assets are held in separate accounts at Interactive Brokers. As of March 29, 2023, EC's net assets totaled \$4,746,396, and BEC's net assets totaled \$3,193,314. H. Parker Evans owns shares in both EC and BEC. Shares in EC and BEC are only offered to accredited investors via private offering memorandum and subscription agreement.

## **8. Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading**

All of our representatives 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](#).

We do not engage in principal transactions, where we buy or sell securities from our account to a client's account. We also do not engage in agency cross transactions, acting as an intermediary between two clients.

Employees of Successful Portfolios LLC may buy or sell securities for their accounts. However, our Code of Ethics establishes guidelines to reduce conflicts of interest and ensure that clients' interests are always prioritized.

## **9. Brokerage Practices**

Successful Portfolios LLC seeks to select and recommend brokerage firms that provide the best combination of execution quality, price, and services for our clients. Factors we consider when choosing a broker-dealer include:

- Execution quality and price
- Research and other investment-related services
- Financial strength and stability
- Reputation and regulatory history

We do not engage in soft dollar arrangements or receive direct or indirect compensation from broker-dealers in exchange for client trades.

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**

Successful Portfolios' block trading procedures aim to ensure fair treatment for all clients. When feasible, we execute trades for multiple client accounts simultaneously, and each client receives the average execution price for the combined transaction. Our policy is to pre-allocate orders before entering.

## 10. Review of Client Accounts

Successful Portfolios LLC conducts regular reviews of client accounts. Our investment professionals review portfolio performance and asset allocation annually and more frequently if significant changes in market conditions, client circumstances, or other factors may impact the client's investment strategy or portfolio performance.

In addition to periodic reviews, account reviews may also be triggered by:

- Major life events, such as marriage, divorce, retirement, or the birth of a child.
- Significant changes in the client's financial situation, goals, or risk tolerance.
- Changes in tax laws or other regulations affecting investment markets.
- Material market events or significant movements in the client's investments.

Clients receive monthly account statements from their custodians detailing account holdings, transactions, fees paid, and other relevant information. We also provide clients with a proprietary supplemental portfolio performance report and analysis at least once per year.

## 11. Client Referrals and Other Compensation

SP does not pay for client referrals or accept remuneration from investment dealers or product sponsors.

## 12. Custody of Client Assets

Successful Portfolios LLC does not maintain custody of client assets. All client assets are held in separate accounts in the name of the client by qualified custodians, including Interactive Brokers, Charles Schwab, and TD Ameritrade. Clients receive account statements directly from their custodian at least quarterly, detailing account holdings, transactions, and other relevant information. We encourage clients to review these statements carefully. The custodian will also prepare tax reports such as 1099s and make them available online for client download. For up-to-date information, we recommend clients log in to their accounts by visiting their custodian's website. We also provide clients with supplemental account reports and analyses.

We manage variable annuity portfolios held at Nationwide Mutual Insurance Company. Nationwide Advisory Solutions is a recognized leader in providing no-load, low-cost tax-deferred annuity solutions for clients of fee-only Registered Investment Advisors.

Interactive Brokers and Chase Bank are qualified custodians for investors in Evans Cook LLC and Barrett Evans Capital LLC. Still, we may be deemed to have custody of EC and BEC assets due to our ability to pay expenses and process investor subscriptions and redemptions. For this reason, we arrange for an annual surprise audit examination of EC and BEC by an independent public accounting firm registered with the Public Company Accounting Oversight Board. We will provide EC and BEC shareholders with a copy of the auditor's results upon request.

## 13. Investment Discretion

Successful Portfolios LLC typically has discretionary authority to manage client accounts, which allows us to determine the specific securities to be bought or sold and the amounts without obtaining client



consent for each transaction. Clients grant us this authority through the execution of an investment management agreement, which outlines the terms and conditions of our services. Any investment restrictions or guidelines specific to the client's account are covered in a client's Investment Policy Statement.

#### **14. Voting of Client Securities**

Our clients retain all rights and duties to vote on corporate proxy statements. Clients make vote proxies directly through their brokerage firm. Clients may call us at (727) 744-3614 for assistance in voting proxies.

#### **15. Financial Information Regarding Successful Portfolios LLC**

Successful Portfolios LLC is not required to provide financial information in this brochure, as we:

1. Do not require or solicit prepayment of more than \$1,200 in fees per client six months or more in advance.
2. Do not have any financial condition reasonably likely to impair our ability to meet contractual commitments to clients.
3. Have not been the subject of a bankruptcy petition during the past ten years.

#### **16. Privacy Policy**

Successful Portfolios LLC is committed to safeguarding the confidential information of our clients. We hold all personal information provided by clients in the strictest confidence and have implemented procedures to protect the security and confidentiality of client information. We do not disclose any nonpublic personal information about our clients or former clients to anyone, except as required by law, at the client's request, or as necessary to provide our services.

Our Privacy Policy outlines the measures we take to protect client information, including:

1. Physical and electronic safeguards to protect against unauthorized access to client information.
2. Employee training and guidelines to maintain the confidentiality of client information.
3. Limitations on access to client information to only those employees who need it to perform their job responsibilities.
4. Restrictions on sharing client information with third parties, except as required by law or to provide our services.

Clients may request a copy of our Privacy Policy at any time.

## 17. Biographical Information Regarding Associated Persons of Successful Portfolios LLC

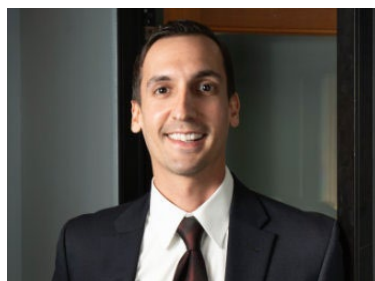
H. Parker Evans, age 63, is the sole “principal executive and management person” for SP. SP “supervised person” Joseph C. Baer is age 36. SP “supervised person” David L. Bennett is age 43. Biographies appear below:



### **H. Parker Evans, CFA, CFP, CMT, President & 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), and Chartered Market Technician (CMT) designation. 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 & Client Advisor**

Joe is a licensed investment advisor representative with 13 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. 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 Certificate Program.



### **David L. Bennett, CFA, CFP, Vice President & Portfolio Manager**

David joined SP in February 2016. He has 18 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 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.

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 \(APMA\)](#)

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

### **Supervision of Representatives and Employees**

Parker Evans, Joseph Baer, and David Bennett work as a team at the same office in Clearwater, FL. Parker Evans is the Chief Compliance Officer of Successful Portfolios and supervises Baer and Bennett. He can be reached by telephone at (727) 744-3614.



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