



CLIENT BROCHURE

FORM ADV PART 2A & 2B

GOGGANS GROUP INC

February 28, 2021

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Anniston Alabama 36201-5665

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ITEM 1: COVER PAGE

This brochure provides information about the qualifications and business practices of Goggans Group Inc, an investment adviser registered with the Alabama Securities Commission. The information in this brochure has not been approved or verified by the Securities and Exchange Commission ("SEC"), Alabama Securities Commission ("ASC"), or any other state securities authority. Our CRD number is 155039.

If you have questions about this brochure, please contact us at (844) 464-4267 or info@goggansgroup.com. Additional information about Goggans Group Inc is also available on the website of the SEC at www.adviserinfo.sec.gov or on our website at goggansgroup.com.

ITEM 2: MATERIAL CHANGES

- We disclosed information related to a pending civil action. A detailed description is available in *Item 9: Disciplinary Information*.

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ITEM 4: ADVISORY BUSINESS

Firm Description

Goggans Group Inc is a fee-only and independent Investment Adviser registered with the Alabama Securities Commission since November 4, 2013. We are licensed to conduct business in Alabama and all other states where we are registered or are exempt from registration. We have offices in Anniston, Alabama and Gadsden, Alabama. Tommie Jacob Goggans III is the principal owner of Goggans Group Inc.

Firm Philosophy

We believe every client deserves an experienced Investment Adviser pledged to act in their best interest. Goggans Group Inc is a fiduciary for our clients at all times and in every transaction. We also believe financial success begins with an investment of time not money; the time necessary to properly plan for the results you desire. Financial planning sharpens the ax of investing by evaluating how rates of return, inflation, taxes, life events, and the unexpected will alter your probability of success. We include financial planning services as a part of our investment management process.

Investment Management

Goggans Group Inc offers discretionary investment management using various investment tools including, but not limited to, stocks, bonds, exchange traded funds, and no-load mutual funds. We believe proper diversification is an essential component of successful investing. As a fee-only fiduciary for our clients we do not receive sales commissions, brokerage commissions, or 12b-1 fees.

Financial Planning

We believe all financial goals should have a blueprint for success. Financial planning services are included as a part of our investment management process. Clients choosing to self-manage their investments may access these services for an hourly fee.

Needs-Based Approach

Goggans Group Inc believes each client is unique and therefore no single approach or investment philosophy is best for every situation. We gladly invest the time necessary to properly understand the specific needs of our clients before implementing an investment plan or offering financial advice. We recognize that some clients may have specific investment preferences so we are happy to honor requests to avoid or include specific securities and classifications of securities.

Assets Under Management

Goggans Group Inc manages \$9,630,000 in client assets as of June 3, 2020. All assets are managed on a discretionary basis. Asset value is rounded to the nearest thousand.

ITEM 5: FEES & COMPENSATION

Investment Management & Financial Planning

We charge an annual fee of 1.00% for our work as an Investment Adviser. The fee is paid by a monthly account deduction of one-twelfth (1/12th) the annual fee applied to the average daily balance of the prior month. A fee calculation is included in the Account statement. Goggans Group Inc does not receive sales commissions, trade commissions, or a percentage of the capital gains or growth in your Account. Fees are negotiable. Clients will incur additional fees for brokerage and custodian services. See *Item 12: Brokerage Practices* for more information.

Financial Planning

Financial Planning services are provided at no additional charge for clients that pay us an investment management fee. We are compensated at a rate of \$100 per hour, billed in quarter-hour increments, for financial planning services provided to clients that manage their own investments.

ITEM 6: PERFORMANCE-BASED FEES & SIDE-BY-SIDE MANAGEMENT

Goggans Group Inc does not manage any accounts for a performance-based fee.

ITEM 7: TYPES OF CLIENTS

The clients of Goggans Group Inc are typically individuals and small businesses.

ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES &

RISK OF LOSS

Investment Strategy

Asset allocation is the foundation of our investment strategy as we believe it is the most significant factor in determining investment results. We utilize various asset allocation models based on the investment timeframe and risk tolerance of our clients to create a template for selecting the securities used to execute the asset allocation model.

Methods of Analysis

Securities are selected based on their ability to be proxies for the asset classes designated by the asset allocation model. We primarily use Exchange Traded Funds (ETFs) in our investment plans because of their marketability, transparency, diversification, and low fees. We also use stocks, preferred stocks, and bonds when appropriate. Although Goggans Group Inc does not attempt to time the market, we do consider market cycles and current valuations. We may choose to delay investing in all or part of an asset class if we believe valuations are too high or the current market cycle is not accommodative.

Risk of Loss

Investing in securities involves the risk of loss and this should be considered when making a decision to invest money in the financial markets. Although Goggans Group Inc provides investment advice to help our clients create and/or implement investment plans, we can not guarantee your principal investment.

ITEM 9: DISCIPLINARY INFORMATION

Goggans Group Inc was added as a party to litigation pending in the Circuit Court of Etowah County. An individual possessed a notarized Power of Attorney ("POA") which was provided to our firm. It authorized withdrawals from the account of the grantor of the POA. The grantee of the POA made multiple withdrawals from the account. The grantor of alleges Goggans Group Inc should not have provided funds to the grantee.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Goggans Group Inc has no financial industry activities or affiliations to disclose.

ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS & PERSONAL TRADING

Code of Ethics

Integrity is the foundation of the relationship with our clients and our goal is to demonstrate our commitment to this principle with both our words and actions. Simply put, we seek to do for our clients what we would do for ourselves.

The best interests of our clients is our primary responsibility. We understand that any firm can make this claim, but as a fiduciary and fee-only adviser to our clients we have structured our business and compensation to allow us to practice what we preach.

We believe in taking a disciplined approach to investing and financial planning. We can not be all things to all people. We are not afraid to turn away a potential client, with no hard feelings, if engaging a relationship means violating our principles.

We are obsessive about client privacy. We hope our clients will tell the world that they are satisfied clients of Goggans Group Inc, but the world will not hear it from us.

Participation in Client Transactions

Goggans Group Inc does not buy or sell securities for client accounts in which our firm, or any member of our firm, acts as a principal in the transaction. We do not solicit client investment in any partnership in which we, or our employees, act as general partner. We do not act as an investment adviser to any investment company we recommend to clients.

Personal Trading

The owner of Goggans Group Inc, Tommie Jacob Goggans III, may own many of the same securities recommended to clients. We believe this to be desirable and hope it inspires confidence among our clients. Records of all trades by officers and employees of Goggans Group Inc are monitored and maintained to ensure compliance with all regulatory requirements.

ITEM 12: BROKERAGE PRACTICES

Custodian

Goggans Group Inc is not a broker-dealer and all client assets are held at a third-party custodian. The primary role of the custodian is to ensure the security of client funds, reconcile withdrawals and deposits, and ensure proper tax reporting. The custodian also provides periodic statements, online account access, and tax-related documents. Clients will incur additional fees for trading and other service provided by the custodian. GGI does not receive any portion of these fees. Clients have the ability to independently view their accounts at the custodian website. Goggans Group Inc does not recommend broker-dealers to its clients.

Research & Soft Dollars

Goggans Group Inc does not receive any soft-dollar benefits for choosing a brokerage firm or executing transactions.

Order Aggregation

Goggans Group Inc may aggregate orders to buy or sell the same security in multiple accounts. When doing so we allocate the shares prior to submitting the trade to ensure all clients receive similar pricing.

ITEM 13: REVIEW OF ACCOUNTS

Periodic Review

Client accounts are typically reviewed on a quarterly basis to evaluate the performance of investment assets relative to their expected outcome. The review includes, but is not limited to, an assessment of: realized gains, unrealized gains, interest, dividends, cash available for purchases or withdrawal, and actual performance relative to expectations.

Situational Review

Client accounts may also be reviewed in the event of changes that may significantly affect the investment objectives of the client. Examples include: unusual fluctuations in the financial markets, unexpected life events, and extraordinary withdrawals or deposits.

Client Reports

The quarterly account statement from the custodian includes a billing statement that provides the calculation of the periodic fees charged by Goggans Group Inc.

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

Client Referrals

Goggans Group Inc does not receive compensation, direct or indirect, for referrals.

Economic Benefit

The fees collected for investment management and financial planning services are the only economic benefit we receive when working with our clients.

ITEM 15: CUSTODY

Goggans Group Inc does not maintain custody of client assets. All client assets are held with an independent third-party custodian.

ITEM 16: INVESTMENT DISCRETION

Discretionary Authority

Goggans Group Inc exercises discretionary authority to act on behalf of our clients in all matters related to their investment accounts. Our actions do not require client consent but do not alter our fiduciary duty to act in their best interest. Goggans Group Inc assumes discretionary authority upon signature of the *Investment Adviser Management Agreement*. Clients may furnish written instructions requesting limitations on our discretionary authority.

ITEM 17: VOTING CLIENT SECURITIES

Goggans Group Inc does not take action concerning proxies or vote client securities unless specifically agreed. Clients will receive proxies and solicitations from the custodian or transfer agent. Goggans Group Inc is happy to address any questions related to voting securities with our clients.

ITEM 18: FINANCIAL INFORMATION

Goggans Group Inc does not require or accept prepayment of client fees. Goggans Group Inc is not aware of any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. In the unlikely event Goggans Group Inc ceased operations as an Investment Adviser, our clients, as the owners of their respective investment assets, could transfer their accounts to another custodian and/or transfer investment management duties to another adviser.

ITEM 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Principal Executive Officers and Management Persons

Tommie J Goggans III is the President of Goggans Group Inc (GGI). Tommie founded GGI in November 2013 as an independent and fee-only Investment Adviser to individuals, trusts, and small businesses.

Tommie moved to the state of Alabama from Renton, Washington to attend college on a grant from the Alabama G.I. Dependents Scholarship Program. He completed his studies in Corporate Finance at the University of Alabama in 1999. In addition to his studies in Finance, Tommie completed internships with the Boeing Company in Computer Information Systems and Financial Analysis.

Tommie began his career in 1999 as a Financial Adviser in the Birmingham, Alabama office of a national financial services firm. One year later he joined an advisory group within the company where he advised over 200 clients. In 2002 he assumed responsibility for researching and implementing mutual fund strategies for the \$600 million dollars in assets managed by the group. He was also a member of the group's consulting team that assisted other advisers in buying, selling, and merging financial advisory practice businesses. In 2003 Tommie established a partnership with a retiring adviser in Anniston, Alabama. As managing partner he used technology to streamline operations and offer better investment management opportunities to clients. In 2005 Tommie joined an independent and fee-only investment adviser based in Marietta, Georgia. He managed investments and provided advice from his Anniston office before starting GGI in 2013.

Tommie is committed to giving back to the communities that have contributed to his success. Tommie is a Director for the Jacksonville State University International Endowment Fund, where he is currently the chair of the Investment Committee. He is also a Director for the Gadsden State Community College Cardinal Foundation and is Vice Chair of the Finance and Investment Committee. Tommie was a member of the Board of

Trustees for the Community Foundation of Northeast Alabama for 12 years and held the positions of Treasurer and Board Chairman. He was a director for the United Way of East Central Alabama for 9 years and served as Board Chairman for 2 years.

Tommie and his wife Erica live in Gadsden and have 8 children; 4 boys and 4 girls. Erica is the owner of Glory & Grace Dance, a multi-discipline dance school also located in Gadsden. Tommie is an avid CrossFit athlete and enjoys coffee, college football, music of just about any variety, and loves a good unabridged audiobook.

Outside Activities

Goggans Group Inc is not engaged in any other business activities.

Performance-Based Fees

Goggans Group Inc and its supervised persons are not compensated on the basis of performance.

Reportable Events

In 2020 Tommie Jacob Goggans III was added as a party to litigation pending in the Circuit Court of Etowah County. An individual possessed a notarized Power of Attorney ("POA") which was provided to our firm. It authorized withdrawals from the account of the grantor of the POA. The grantee of the POA made multiple withdrawals from the account. The grantor alleges Tommie should not have provided funds to the grantee.

In 2010 Tommie Jacob Goggans III agreed to Consent Order CO-2012-0012 with the Alabama Securities Commission. He was employed as an Investment Adviser Representative with Capital Management Advisors. The issue involved a failure of his employer to properly register the office and its adviser in the State of Alabama.

Outside Relationships

Goggans Group Inc and its management do not maintain any relationships or arrangements with any issuer of securities.

Conflict of Interest

There are no conflicts of interest to report.



CLIENT BROCHURE SUPPLEMENT

FORM ADV PART 2B
TOMMIE JACOB GOGGANS III

February 28, 2021

931 Noble Street Suite 301
Anniston Alabama 36201-5665

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Gadsden Alabama 35901-3722

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ITEM 1: COVER PAGE

This brochure provides information about Tommie Jacob Goggans III that supplements the Goggans Group Inc brochure. The information in this brochure has not been approved or verified by the Securities and Exchange Commission ("SEC"), Alabama Securities Commission ("ASC"), or any other state securities authority.

If you have questions about this brochure please contact us at (844) 464-4267 or info@goggansgroup.com. Additional information about Tommie Jacob Goggans III is also available on the website of the SEC at www.adviserinfo.sec.gov or on our website at goggansgroup.com.

ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Tommie was born in 1975 and studied Corporate Finance at the University of Alabama. He has been a financial adviser since 1999. For a detailed biography see *ITEM 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS*.

ITEM 3: DISCIPLINARY ACTION

In 2020 Tommie Jacob Goggans was added as a party to litigation pending in the Circuit Court of Etowah County. An individual possessed a notarized Power of Attorney ("POA") which was provided to our firm. It authorized withdrawals from the account of the grantor of the POA. The grantee of the POA made multiple withdrawals from the account. The grantor alleges Tommie Inc should not have provided funds to the grantee.

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ITEM 4: OTHER BUSINESS ACTIVITIES

Tommie has no other business activities.

ITEM 5: ADDITIONAL COMPENSATION

Tommie has no additional compensation.

ITEM 6: SUPERVISION

Tommie Jacob Goggans III is the President of Goggans Group Inc. The firm has developed a comprehensive Policies and Procedures Manual to guide internal operations.

ITEM 7: REQUIREMENTS FOR STATE-REGISTERED ADVISORS

Tommie has no outstanding judgments and has never been the subject of an arbitration claim or bankruptcy petition.