

Item 1 Cover Page

JL Parrish Investments
12724 Gran Bay Parkway West, Suite 410
Jacksonville, FL 32258

www.JLParrishInvestmentsInc.com

July 2, 2024

This brochure provides information about the qualifications and business practices of JL Parrish Investments (CRD #330948). If you have any questions about the contents of this brochure, please contact us at (904) 634-7780. 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. Registration as a registered investment advisor does not imply a certain level of skill or training.

Additional information about JL Parrish Investments also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Material Changes

July 2, 2024: Item 5 Fees and Compensation was modified with changes to the Advisor's fee billing schedule.

The material changes discussed above are only those changes that have been made to this Brochure since the date of the firm's initial registration approval. The date of the firm's initial registration approval was June 28, 2024.

Item 3 Table of Contents

Brochure

Item 1 Cover Page.....i
Item 2 Material Changesii
Item 3 Table of Contents..... iii
Item 4 Advisory Business4
Item 5 Fees and Compensation6
Item 6 Performance-Based Fees and Side-by-Side Management8
Item 7 Types of Clients.....8
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss8
Item 9 Disciplinary Information10
Item 10 Other Financial Industry Activities and Affiliations11
Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading11
Item 12 Brokerage Practices12
Item 13 Review of Accounts.....14
Item 14 Client Referrals and Other Compensation.....14
Item 15 Custody14
Item 16 Investment Discretion.....15
Item 17 Voting Client Securities.....15
Item 18 Financial Information15
Item 19 Requirements for State-Registered Advisers.....15

Brochure Supplement - Jerry Lee "Jay" Parrish

Item 1 Cover Page for Brochure Supplement17
Item 2 Educational Background and Business Experience.....18
Item 3 Disciplinary Information18
Item 4 Other Business Activities18
Item 5 Additional Compensation18
Item 6 Supervision19
Item 7 Requirements for State-Registered Advisers.....19

Item 4 Advisory Business

JL Parrish Investments is an investment advisor firm registered with the Florida Office of Financial Regulation, since June 2024.

The principal owner of JL Parrish Investments is Jerry Lee “Jay” Parrish, President.

Investment Management Services

JL Parrish Investments’ (or “Advisor”) principal service is providing fee-based investment advisory services and financial planning services. The Advisor practices custom management of portfolios, on a discretionary basis, according to the client’s objectives. The Advisor’s primary approach is to use a tactical allocation strategy aimed at reducing risk and increasing performance. The Advisor may use any of the following: exchange listed securities, over-the-counter securities, warrants, corporate debt securities, commercial paper, CDs, municipal securities, mutual funds, fixed indexed annuities, United States government securities, and investments in Opportunity Zones to accomplish this objective. The Advisor measures and selects mutual funds by using various criteria, such as the fund manager’s tenure, and/or overall career performance. The Advisor may recommend, on occasion, redistributing investment allocations to diversify the portfolio in an effort to reduce risk and increase performance. The Advisor may recommend specific stocks to increase sector weighting and/or dividend potential. The Advisor may recommend employing cash positions as a possible hedge against market movement which may adversely affect the portfolio. The Advisor may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position(s) in the portfolio, change in risk tolerance of client, or any risk deemed unacceptable for the client’s risk tolerance.

Qualified Retirement Plan Consulting Services

JL Parrish Investments will evaluate the Plan and its operation including, at a minimum, its: Trustee, custodial and recordkeeping arrangement; design; fiduciary compliance program; costs and fees associated with investments and service providers; required and elective contributions; employee communication and education program, and; investment selection and monitoring process, including its investment policy statement, hereinafter referred to as the “IPS.” With regard to the IPS, the Advisor will assist the Plan Sponsor in adopting a suitable IPS, amending it from time to time, and will provide information and recommendations, consistent with the IPS, to aid the Plan Sponsor in selecting and monitoring investments offered to Participants in the Plan. Information and recommendations will be based on data as of the end of each calendar quarter.

The Advisor's roles and actions in fulfilling all responsibilities pertaining to this Agreement shall not include those of the Plan's Trustee and will be performed solely at the direction of the Plan Sponsor, its authorized officers, employees and/or agents. At no time will the Advisor accept, maintain possession of, or have custodial responsibility for, the Plan's assets. The Advisor will not conduct or effect the purchase or sale of any assets of the Plan on behalf of the Plan Sponsor or Plan Participants. The Advisor will not advise, in any manner, any Participant, person or entity related to the Plan other than the Plan Sponsor. Quarterly communication and educational activities in which the Advisor engages related to Participants in the Plan shall be solely at the direction of the Plan Sponsor and shall not be represented by the Advisor or Plan Sponsor as

investment, tax, or legal advice. The Advisor is not licensed to provide, shall not provide, nor be construed to provide, the services of an attorney or accountant.

Selection of Other Advisors

JL Parrish Investments may recommend and refer clients to unaffiliated turnkey asset management plan (TAMP) managers or investment advisors through Managed Account programs sponsored by the third-party provider. In these arrangements, the client will then enter into a program and investment advisory agreement with the program sponsor and sub-advisors. JL Parrish Investments will assist and advise the client in establishing investment objectives for the sub-advisors and continue to provide oversight of the client account and ongoing monitoring of the activities of the sub-advisors. The sub-advisors will develop an investment strategy to meet those objectives by identifying appropriate investments and monitoring such investments. In consideration for such services, the program sponsor will charge a program fee that includes the investment advisory fee of the sub-advisors, the administration of the program and trading, clearance and settlement costs. The program sponsor's fee will range from 0.25% to 0.75% per annum, based on the value of the client account managed by the program sponsor. The program sponsor will add JL Parrish Investments' investment advisory fee (described below in Item 5) and will deduct the overall fees from the client account quarterly in advance based on the value of the portfolio assets under management at the end of the preceding quarter. The asset-based program fee is tiered and varies depending on the size of the account, the asset class of the underlying securities and the sub-advisor selected.

Financial Planning

In addition to investment supervisory services, JL Parrish Investments may provide Financial Planning Services to some of its clients. The Advisor's Financial Planning services may include recommendations for portfolio customization based on the client's investment objectives, goals and financial situation, recommendations relating to investment strategies as well as tailored investment advice. Financial planning may also include non-investment advice such as developing strategies to achieve retirement or other financial goals, tax optimization strategies, cash flow and budgeting analysis and recommendations, financing and financial education, estate planning, and asset protection strategies.

1031 Exchange Services

The Advisor may also recommend 1031 exchanges on real estate investments and will assist the client with tax form preparation, including acting as a liaison with the client's tax professional. In consideration for its services, JL Parrish Investments will charge the client a fixed fee as described below in Item 5.

JL Parrish Investments will tailor its advisory services to its client's individual needs based on meetings and conversations with the client. If clients wish to impose restrictions on investing in certain securities or types of securities, the Advisor will address those restrictions with the client to have a clear understanding of the client's requirements.

JL Parrish Investments does not provide portfolio management services to wrap fee programs.

As of the approval date of the firm, JL Parrish Investments had no clients and therefore no client assets under management.

Item 5 Fees and Compensation

Investment Management Fees

Pursuant to an Investment Advisory Agreement signed by each client, the client will pay JL Parrish Investments an annual management fee, payable monthly or quarterly, in advance or in arrears. Fees payable in advance will be based on the value of portfolio assets of the account managed by the Advisor as of the opening of business on the first business day of each billing period or based on the average daily balance of the account during the billing period. Fees payable in arrears will be based on the value of portfolio assets of the account managed by the Advisor as of the close of business on the last business day of each billing period or based on the average daily balance of the account during the billing period. The management fee may be adjusted to account for significant contributions or withdrawals made to the account during the billing period. New account fees will be prorated from the inception of the account to the end of the first billing period.

Management fees range from 0.50% per annum to 1.0% per annum depending on the type and complexity of the investment management strategy employed as well as the size of the account or overall client relationship. Management fees may be reduced or waived for directors, officers, and employees of JL Parrish Investments at the discretion of management. These fees may be negotiated by JL Parrish Investments at its sole discretion. The client will give written authorization permitting the Advisor to be paid directly from their account held by the custodian. The custodian will send a statement at least quarterly to the client and the Advisor will also send an invoice to the client outlining the fee calculation and time period covered, and the amount withdrawn from the client account each time the fee deduction invoice is sent to the qualified custodian. Where it is not practical to deduct fees directly from client accounts, client will be sent an invoice at the beginning of each billing period. The invoice is payable upon receipt.

Qualified Retirement Plan Consulting Fees

Plan Sponsor will pay the Advisor, as compensation for its services, a consulting fee at an annual rate of 0.50% of assets in the Plan including the value of any outstanding loans from the Plan to Participants. Fees are negotiable and there will be no pre-payment of fees. The consulting fee is payable quarterly, in advance, based on the value of assets in the Plan as of the opening of business on the first business day of the quarter. The consulting fee in the first quarter of the Agreement shall be prorated from the inception date to the end of the quarter. The Advisor shall invoice the Plan Sponsor for the consulting fee. The Plan Sponsor may, at its election, submit invoices for this consulting fee to the custodian of the Plan's assets for payment. The Plan Sponsor agrees to payment of these invoices, whether directly from the Plan Sponsor or from the Plan's custodian, promptly, and, under normal circumstances, by the end of the quarter in which the invoice is submitted.

The Plan Sponsor and the Advisor may agree, from time to time, that the Advisor be compensated for additional non-investment related duties outside the normal scope of this Agreement on an hourly basis of \$250 per hour. In such cases, the additional duties and hourly rate of compensation shall be agreed to by both parties, in advance, by execution of a codicil to the Agreement. Invoices

and terms of payment, in such cases, will be as expressed in the previous paragraph herein. It is expected that such additional duties and compensation will solely relate to operational and compliance needs of the Plan and not relate to investment recommendations.

Hourly Fee – Financial Planning Services

JL Parrish Investments will charge an hourly fee for Financial Planning Services. The Advisor's hourly fee will be billed at a rate of \$250 per hour and will be negotiated and agreed upon by the parties in advance. Hourly fee-based clients are billed upon completion of the services and delivery of the financial plan or written report to the client. If the final fee is not paid by the client at the delivery of the financial plan or written report, the client is required to pay the fee within five days of delivery of the financial plan or written report. If the client terminates the Agreement with the Advisor prior to the Advisor's completion of the financial plan or project, any fees due the Advisor will be invoiced to the client and payable within five days of delivery of the invoice.

Fixed Fees – 1031 Exchange Services

JL Parrish Investments will charge a fixed fee \$2,500 for assisting the client with each 1031 exchange. Fixed fees may be negotiated in advance based at the discretion of the Advisor. Fixed fee-based clients are billed upon completion of the services by the Advisor. If the final fee is not paid by the client upon completion of the 1031 exchange services, the client is required to pay the fee within five days of delivery of the invoice. If the client terminates the Agreement with the Advisor prior to the Advisor's completion of the 1031 Exchange Services, any fees due the Advisor will be invoiced to the client and payable within five days of delivery of the invoice.

For each of the Advisor's services described above, the Client may terminate these services within five business days of the effective date of an Agreement signed with the Advisor without any penalty or payment of the Advisor's fee.

All fees paid to JL Parrish Investments for investment advisory services are separate and distinct from the expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The Advisor's fee is separate and distinct from the custodian and execution fees.

At no time will JL Parrish Investments accept or maintain custody of a client's funds or securities except for authorized fee deduction.

Some of JL Parrish Investments' fees are payable in advance. Upon termination, any fees paid in advance will be prorated to the date of termination and any unearned fees will be refunded to client.

Where acting in the capacity of an insurance producer, investment advisor representatives of JL Parrish Investments may as broker or agent effect insurance transactions for typical and customary compensation. This practice presents a conflict of interest by creating an incentive to recommend investment products based on the compensation received, rather than on a client's needs. A client

may be able to directly invest in products recommended by the firm directly without the services of JL Parrish Investments and are not obligated to use investment advisor representatives of JL Parrish Investments to execute such transactions. In that case, the client would not receive the services provided by JL Parrish Investments, which are designed, among other things, to assist the client in determining which products or services are most appropriate to each client's financial condition and objectives. Revenue from insurance commissions does not make up more than 50% of JL Parrish Investments' earnings. In such instances, there is no advisory fee associated with these insurance products and clients will be made aware of all commissions associated with the products prior to the transactions (see Item 10 Other Financial Industry Activities and Affiliations for a description of JL Parrish Investments' insurance activities).

Item 6 Performance-Based Fees and Side-by-Side Management

JL Parrish Investments does not charge performance-based fees.

Item 7 Types of Clients

The Advisor will offer its services to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and corporations or other business entities.

The Advisor does not have any minimum requirements for opening or maintaining an account.

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

The Advisor may utilize fundamental, technical or cyclical analysis techniques in formulating investment advice or managing assets for clients.

Fundamental analysis of a business involves analyzing its financial statements and health, its management and competitive advantages, and its competitors and markets. Fundamental analysis is performed on historical and present data but with the goal of making financial forecasts. There are several possible objectives: to conduct a company stock valuation and predict its probable price evolution; to make a projection on its business performance; to evaluate its management and make internal business decisions; and to calculate its credit risk.

Technical analysis is a method of evaluating securities by relying on the assumption that market data, such as charts of price, volume and open interest can help predict future (usually short-term) market trends. Technical analysis assumes that market psychology influences trading in a way that enables predicting when a stock will rise or fall.

Cyclical analysis of economic cycles is used to determine how these cycles affect the returns of an investment, an asset class or an individual company's profits. Cyclical risks exist because the broad economy has been shown to move in cycles, from periods of peak performance followed by a downturn, then a trough of low activity. Between the peak and trough of a business or other economic cycle, investments may fall in value to reflect the uncertainty surrounding future returns as compared with the recent past.

The investment strategies the Advisor will implement may include long term purchases of securities held at least for one year, or short term purchases for securities sold within a year.

The methods of analysis and investment strategies followed by the Advisor are utilized across all of the Advisors clients, as applicable. One method of analysis or investment strategy is not more significant than the other as the Advisor is considering the client's portfolio, risk tolerance, time horizon and individual goals. However, the client should be aware that with any trading that occurs in the client account, the client will incur transaction and administrative costs.

Investing includes the risk that the value of an investment can be negatively affected by factors specifically related to the investment (e.g., capability of management, competition, new inventions by other companies, lawsuits against the company, labor issues, patent expiration, etc.), or to factors related to investing and the markets in general (e.g., the economy, wars, civil unrest or terrorism around the world, concern about oil prices or unemployment, etc.).

Risks of fundamental analysis may include risks that market actions, natural disasters, government actions, world political events or other events not directly related to the price or valuation of a specific company's fundamental analysis can adversely impact the stock price of a company causing a portfolio containing that security to lose value. Risks may also include that the historical data and projections on which the fundamental analysis is performed may not continue to be relevant to the operations of a company going forward, or that management changes or the business direction of management of the company may not permit the company to continue to produce metrics that are consistent with the prior company data utilized in the fundamental analysis, which may negatively affect the Advisor's estimate of the valuation of the company.

The primary risks in technical analysis are that the factors used to analyze the price, trends and volatility of a security may not be replicated, or the outcomes of such analysis will not be the same as in past periods where similar combinations existed. Because of the reliance on trends, technical analysis can signal buying at market peaks and selling at market troughs.

In cyclical analysis, economic or business cycles may not be predictable and may have many fluctuations between long-term expansions and contractions. Also, the lengths of the economic cycles may be difficult to predict with accuracy. Therefore, the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

All investments involve some degree of risk. In finance, risk refers to the degree of uncertainty and/or potential financial loss inherent in an investment decision. In general, as investment risks rise, investors seek higher returns to compensate themselves for taking such risks. Clients need to be aware that investing in securities involves risk of loss that clients need to be prepared to bear.

Every saving and investment product have different risks and returns. Differences include how readily investors can get their money when they need it, how fast their money will grow, and how safe their money will be. The primary risks faced by investors include:

Business Risk

With a stock, you are purchasing a piece of ownership in a company. With a bond, you are loaning money to a company. Returns from both of these investments require that the company stays in business. If a company goes bankrupt and its assets are liquidated, common stockholders are the last in line to share in the proceeds. If there are assets, the company's bondholders will be paid first, then holders of preferred stock. If you are a common stockholder, you get whatever is left, which may be nothing.

The business risk in purchasing a fixed indexed annuity is that the financial strength of the insurance company issuing the annuity may decline and not be able to pay out the annuity obligation.

Volatility Risk

Even when companies aren't in danger of failing, their stock price may fluctuate up or down. Large company stocks as a group, for example, have lost money on average about one out of every three years. A stock's price can be affected by factors inside the company, such as a faulty product, or by events the company has no control over, such as political or market events.

Inflation Risk

Inflation is a general upward movement of prices. Inflation reduces purchasing power, which is a risk for investors receiving a fixed rate of interest. The principal concern for individuals investing in cash equivalents is that inflation will erode returns.

Interest Rate Risk

Interest rate changes can affect a bond's value. If bonds are held to maturity the investor will receive the face value, plus interest. If sold before maturity, the bond may be worth more or less than the face value. Rising interest rates will make newly issued bonds more appealing to investors because the newer bonds will have a higher rate of interest than older ones. To sell an older bond with a lower interest rate, you might have to sell it at a discount.

Liquidity Risk

This refers to the risk that investors won't find a market for their securities, potentially preventing them from buying or selling when they want. This can be the case with the more complicated investment products. It may also be the case with products that charge a penalty for early withdrawal or liquidation such as a certificate of deposit (CD).

The Advisor does not primarily recommend a particular type of security. However, clients are advised that many unexpected broad environmental factors can negatively impact the value of portfolio securities causing the loss of some or all of the investment, including changes in interest rates, political events, natural disasters, and acts of war or terrorism. Further, factors relevant to specific securities may have negative effects on their value, such as competition or government regulation. Also, the factors for which the company was selected for inclusion in a client portfolio may change, for example, due to changes in management, new product introductions, or lawsuits.

Item 9 Disciplinary Information

Neither JL Parrish Investments nor its management persons have had any legal or disciplinary events, currently or in the past.

Item 10 Other Financial Industry Activities and Affiliations

Neither JL Parrish Investments nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Neither JL Parrish Investments nor any of its management persons are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

JL Parrish Investments does not currently have any relationships or arrangements that are material to its advisory business or clients with either a broker-dealer, municipal securities dealer, or government securities dealer or broker, investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or “hedge fund” and offshore fund), other investment advisor or financial planner, futures commission merchant, commodity pool operator, or commodity trading advisor, banking or thrift institution, accountant or accounting firm, lawyer or law firm, pension consultant, real estate broker or dealer or sponsor of syndicator of limited partnerships.

Jerry Lee “Jay” Parrish, President, is also licensed and registered as an insurance agent to sell life, health, annuities, and other lines of insurance for various insurance companies. Insurance products are offered through JL Parrish Investments, which is a Florida licensed insurance agency acting under the dba name Parrish Insurance Agency, since March 2024. Mr. Parrish will be able to purchase insurance products for any client in need of such services and will receive separate, yet typical compensation in the form of commissions for the purchase of insurance products. This creates a conflict of interest because Mr. Parrish and JL Parrish Investments may be incentivized to make recommendations based upon the compensation received rather than upon the client’s best interests. Clients are not obligated to use Mr. Parrish or JL Parrish Investments for insurance products services. However, in such instances, there is no advisory fee associated with these insurance products, and clients will be made aware of all commissions associated with the products prior to the transactions.

JL Parrish Investments does recommend or select other investment advisors for clients. For more specific detail see the response to Item 4 above.

Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

JL Parrish Investments is registered as a state registered investment advisor and has adopted as an industry best practice a Code of Ethics that sets forth the basic policies of ethical conduct for all managers, officers, and employees of the Advisor. In addition, the Code of Ethics governs personal trading by each employee of JL Parrish Investments deemed to be an Access Person and is intended to ensure that securities transactions effected by Access Persons of JL Parrish Investments are conducted in a manner that avoids any conflict of interest between such persons

and clients of the Advisor or its affiliates. JL Parrish Investments collects and maintains records of securities holdings and securities transactions effected by Access Persons. These records are reviewed to identify and resolve conflicts of interest. JL Parrish Investments will provide a copy of the Code of Ethics to any client or prospective client upon request.

Where acting in the capacity of an insurance producer, investment advisor representatives of JL Parrish Investments may as broker or agent effect insurance transactions for typical and customary compensation. This creates a conflict of interest because of the receipt of additional compensation related to the Advisor's investment advice. Clients are not obligated to use investment advisor representatives of JL Parrish Investments to execute such insurance transactions. If the client elects to use the investment advisor representatives of JL Parrish Investments in this capacity, fees associated with these types of transactions will be disclosed to the client, in advance.

JL Parrish Investments does not recommend to clients, or buy or sell for client accounts, securities in which the firm or a related person has a material financial interest.

JL Parrish Investments and/or its investment advisor representatives may from time to time purchase or sell products that they may recommend to clients. This practice creates conflicts of interest in that personnel of JL Parrish Investments can take advantage of the advance knowledge of firm securities trading and trade their personal accounts ahead of the client trades or recommend trades in client accounts that may affect the price of the securities owned by the investment advisor representatives. To mitigate these conflicts, JL Parrish Investments has adopted a Code of Ethics as noted above. JL Parrish Investments' Code of Ethics is available upon request. Finally, supervised persons of registered investment advisors are fiduciaries by law and are required to put the client's interest before those of the firm and themselves.

JL Parrish Investments requires that its investment advisor representatives follow its basic policies and ethical standards as set forth in its Code of Ethics.

Investment advisor representatives of JL Parrish Investments may trade for their own accounts securities that are being traded for client accounts at or about the same time. To mitigate the conflict of interest in such circumstances, JL Parrish Investments' policy is to require the trading of all relevant client accounts prior to the trading of their own accounts. The Chief Compliance Officer examines personal trading activities of JL Parrish Investments' personnel to verify compliance with this policy.

Item 12 Brokerage Practices

If requested by the client, JL Parrish Investments may suggest brokers or dealers to be used based on execution and custodial services offered, cost, quality of service and industry reputation. JL Parrish Investments will consider factors such as commission price, speed and quality of execution, client management tools, and convenience of access for both the Advisor and client in making its suggestion.

JL Parrish Investments may receive proprietary research services or other products as a result of recommending a particular broker which may result in the client paying higher commissions than

those obtainable through other brokers. If JL Parrish Investments does receive such products or services, it will follow procedures which ensure compliance with Section 28(e) of the Securities Exchange Act of 1934 or applicable state securities rules.

The firm seeks to obtain the most favorable net results for clients' price, execution quality, services and commissions. Although the firm seeks competitive commission rates, it may pay commissions on behalf of clients which may be higher than those available from other brokers in order to receive other services. The firm may enter into such transactions so long as it determines in good faith that the amount of commission paid was reasonable in relation to the value of the brokerage and research services provided by the broker. The services that may be considered in this determination of reasonableness may include (1) advice, either directly or through publications or writing, as to the value of securities, the advisability of investing in, purchasing or selling securities, and the availability of securities or purchasers or sellers of securities; (2) analysis and reports concerning issuers, industries, securities, economic factors and trends, portfolio strategy, and the performance of accounts; or (3) effecting securities transactions and performing functions incidental thereto. Such research furnished by broker-dealers may be used to service any or all of JL Parrish Investments' clients and may be used in connection with accounts other than those that pay commissions to the broker-dealers providing the research. In particular, third-party research provided by broker-dealers may be used to benefit all of the firm's clients. This creates a conflict of interest in that the firm has an incentive to select or recommend a broker-dealer based on its interest in receiving the research or other products or services, rather than on the clients' interest in receiving most favorable execution.

Benefits received may be used as soft dollars provided that:

- The service is primarily for the benefit of JL Parrish Investments' clients
- The commission rates are competitive with rates charged by comparable broker-dealers; and
- JL Parrish Investments does not guarantee a minimum amount of commissions to any broker-dealer.

JL Parrish Investments does not receive client referrals from any broker-dealer or third party as a result of the firm selecting or recommending that broker-dealer to clients.

JL Parrish Investments recommends that all clients use a particular broker-dealer for execution and/or custodial services. The broker-dealer is recommended based on criteria such as, but not limited to, reasonableness of commissions charged to the client, tools and services made available to the client and the Advisor, and convenience of access to the account trading and reporting. The client will provide authority to JL Parrish Investments to direct all transactions through that broker-dealer in the investment advisory agreement.

As an investment advisory firm, JL Parrish Investments has a fiduciary duty to seek best execution for client transactions. While best execution is difficult to define and challenging to measure, there is some consensus that it does not solely mean the achievement of the best price on a given transaction. Rather, it appears to be a collective consideration of factors concerning the trade in question. Such factors include the security being traded, the price of the trade, the speed of the execution, apparent conditions in the market, and the specific needs of the client. JL Parrish

Investments' primary objectives when placing orders for the purchase and sale of securities for client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. JL Parrish Investments may not necessarily pay the lowest commission or commission equivalent as specific transactions may involve specialized services on the part of the broker.

JL Parrish Investments does not permit clients to direct brokerage.

JL Parrish Investments' practice is to analyze and trade client accounts individually. Therefore, there is no opportunity to initiate trades for multiple accounts at the same time. The practice of aggregation is not applicable.

Item 13 Review of Accounts

The firm reviews client accounts on a continuous and ongoing basis, but no less frequently than annually or when conditions would warrant a review based on market conditions or changes in client circumstances. Triggering factors may include JL Parrish Investments becoming aware of a change in client's investment objective, a change in market conditions, change of employment, or a change in recommended asset allocation weightings in the account that exceed a predefined guideline. The nature of the review is to determine if the client account is still in line with the client's stated objectives. Financial plans, once prepared and delivered to the client are not reviewed again unless the client requests a financial plan be updated. Client accounts and financial plans are reviewed by Jerry Lee "Jay" Parrish, President.

The client is encouraged to notify the Advisor and investment advisor representative if changes occur in his/her personal financial situation that might materially affect his/her investment plan.

The client will receive written statements no less than quarterly from the custodian. In addition, the client will receive other supporting reports from mutual funds, asset managers, trust companies or other custodians, insurance companies, broker-dealers, and others who are involved with client accounts. JL Parrish Investments does not deliver separate client reports.

Item 14 Client Referrals and Other Compensation

JL Parrish Investments is not compensated by anyone for providing investment advice or other advisory services except as previously disclosed in this Brochure.

JL Parrish Investments does not directly or indirectly compensate any person who is not a supervised person for client referrals.

Item 15 Custody

JL Parrish Investments does not have custody of client funds or securities, except for the withdrawal of advisory fees directly from client accounts (please see Item 5 which describes the safeguards around direct fee deduction). However, as noted in Item 13 above, clients will receive statements not less than quarterly from the qualified custodian, and we encourage you to review

those statements carefully. Any discrepancies should be immediately brought to the firm's attention.

Item 16 Investment Discretion

JL Parrish Investments generally has discretion over the selection and amount of securities to be bought or sold in client accounts without obtaining prior consent or approval from the client for each transaction. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the client and agreed to by JL Parrish Investments.

Discretionary authority will only be provided upon full disclosure to the client. The granting of such authority will be evidenced by the client's execution of an Investment Advisory Agreement containing all applicable limitations to such authority. All discretionary trades made by JL Parrish Investments will be in accordance with each client's investment objectives and goals.

Item 17 Voting Client Securities

JL Parrish Investments will not vote, nor advise clients how to vote, proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting of these proxies. Also, JL Parrish Investments cannot give any advice or take any action with respect to the voting of these proxies. The client and JL Parrish Investments agree to this by contract. Clients will receive proxy solicitations from their custodian and/or transfer agent.

Item 18 Financial Information

JL Parrish Investments does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance, and is not required to file a balance sheet.

JL Parrish Investments has discretionary authority over client accounts and is not aware of any financial condition that will likely impair its ability to meet contractual commitments to clients. If JL Parrish Investments does become aware of any such financial condition, this Brochure will be updated and clients will be notified.

JL Parrish Investments has never been subject to a bankruptcy petition.

Item 19 Requirements for State-Registered Advisers

Jerry Lee "Jay" Parrish, President, was born in 1958. Mr. Parrish has no formal post-high school education.

Mr. Parrish founded JL Parrish Investments, a Florida corporation, and has served as its President since April 2020. Previously, JL Parrish Investments was a Georgia registered corporation named JLP Investments, Inc., from August 2009 to October 2020. Mr. Parrish is also an independent insurance producer for various insurance companies, since April 2010, and since March 2024 has been able to offer insurance products through JL Parrish Investments, a Florida licensed insurance

agency acting under the dba name Parrish Insurance Agency. Previously, Mr. Parrish has held the following positions:

- Investment Advisor Representative and Registered Representative at Dempsey Lord Smith, LLC (08/2009 – 06/2024)
- Investment Advisor Representative and Registered Representative at Edward Jones (09/2008 – 08/2009)
- Investment Advisor Representative at Horner, Townsend & Kent, Inc. (05/2008 – 07/2008)
- Registered Representative at Horner, Townsend & Kent, Inc. (09/2007 – 07/2008)
- Registered Representative at PFS Investments Inc. (08/2005 – 09/2007)

JL Parrish Investments is not engaged in any other business other than giving investment advice.

Management of JL Parrish Investments have not been found liable in any arbitration, civil or disciplinary actions or administrative proceedings .

There are no material relationships maintained by JL Parrish Investments or its management persons with any issuers of securities.

Item 1 Cover Page for Brochure Supplement

Jerry Lee “Jay” Parrish

JL Parrish Investments
12724 Gran Bay Parkway West, Suite 410
Jacksonville, FL 32258

(904) 634-7780

July 2, 2024

This brochure supplement provides information about Jerry Lee “Jay” Parrish (CRD #4951494) that supplements the JL Parrish Investments brochure. You should have received a copy of that brochure. Please contact Jerry Lee “Jay” Parrish if you did not receive JL Parrish Investments’ brochure or if you have any questions about the contents of this supplement.

Additional information about Jerry Lee “Jay” Parrish is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Jerry Lee “Jay” Parrish, President, was born in 1958. Mr. Parrish has no formal post-high school education.

Mr. Parrish founded JL Parrish Investments, a Florida corporation, and has served as its President since April 2020. Previously, JL Parrish Investments was a Georgia registered corporation named JLP Investments, Inc., from August 2009 to October 2020. Mr. Parrish is also an independent insurance producer for various insurance companies, since April 2010, and since March 2024 has been able to offer insurance products through JL Parrish Investments, a Florida licensed insurance agency acting under the dba name Parrish Insurance Agency. Previously, Mr. Parrish has held the following positions:

- Investment Advisor Representative and Registered Representative at Dempsey Lord Smith, LLC (08/2009 – 06/2024)
- Investment Advisor Representative and Registered Representative at Edward Jones (09/2008 – 08/2009)
- Investment Advisor Representative at Horner, Townsend & Kent, Inc. (05/2008 – 07/2008)
- Registered Representative at Horner, Townsend & Kent, Inc. (09/2007 – 07/2008)
- Registered Representative at PFS Investments Inc. (08/2005 – 09/2007)

Item 3 Disciplinary Information

There are no legal or disciplinary events or proceedings to report concerning Mr. Parrish.

Item 4 Other Business Activities

Mr. is also licensed and registered as an insurance agent to sell life, health, annuities, and other lines of insurance for various insurance companies. Insurance products are offered through JL Parrish Investments, which is a Florida licensed insurance agency acting under the dba name Parrish Insurance Agency, since March 2024. Mr. Parrish will be able to purchase insurance products for any client in need of such services and will receive separate, yet typical compensation in the form of commissions for the purchase of insurance products. This creates a conflict of interest because Mr. Parrish and JL Parrish Investments may be incentivized to make recommendations based upon the compensation received rather than upon the client’s best interests. Clients are not obligated to use Mr. Parrish or JL Parrish Investments for insurance products services. However, in such instances, there is no advisory fee associated with these insurance products, and clients will be made aware of all commissions associated with the products prior to the transactions.

Item 5 Additional Compensation

Mr. Parrish does not receive compensation or other economic benefit from anyone who is not a client for providing advisory services.

Item 6 Supervision

Jerry Lee “Jay” Parrish is the President and Chief Compliance Officer of JL Parrish Investments and can be reached at (904) 634-7780. Mr. Parrish is the only individual that provides investment advice to clients. As a single person firm, Mr. Parrish cannot be supervised, but is a fiduciary by law and is required to act in the best interests of clients.

Item 7 Requirements for State-Registered Advisers

Mr. Parrish has not been involved in an award or found liable in an arbitration claim, civil, or self-regulatory organization event or administrative proceeding, or been the subject of a bankruptcy petition.