

The logo for Goodman Financial Corporation, featuring a stylized 'G' composed of several overlapping blue geometric shapes (triangles and squares) arranged in a diamond-like pattern.

Goodman Financial Corporation

Brochure Supplement - Part 2B of Form ADV

Supervised Persons

Steven R. Goodman, Edward A. Roth, Christopher A. Matlock, Wade D. Egmon, Charlotte M. Jungen, Anil Chacko, Morgann Zimmer, Chelsea A. Bailey, Anna P. Ceker, and Lee Taylor.

This Brochure Supplement provides information about Steven R. Goodman, Edward A. Roth, Christopher A. Matlock, Wade D. Egmon, Charlotte M. Jungen, Anil Chacko, Morgann Zimmer, Chelsea A. Bailey, Anna P. Ceker, and Lee Taylor that supplements Goodman Financial Corporation's Form ADV Part 2A Brochure. You should have received a copy of that brochure. Please contact Charlotte Jungen, Chief Compliance Officer at the Firm if you did not receive Goodman Financial Corporation's Brochure or if you have any questions about the contents of this supplement.

Additional information about Steven R. Goodman, Edward A. Roth, Christopher A. Matlock, Wade D. Egmon, Charlotte M. Jungen, Anil Chacko, Morgann Zimmer, Chelsea A. Bailey, Anna P. Ceker, and Lee Taylor is available on the SEC's website at www.adviserinfo.sec.gov.

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Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Public Accountant (CPA)

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own. While various supervised persons of Goodman Financial are CPAs, this firm is not a CPA firm.

Certified Financial Planner™

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education - Complete 30 hours of continuing education hours every two years, including two

hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Financial Analyst®

(CFA) is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own;
- Maintain independence and objectivity;
- Act with integrity;
- Maintain and improve their professional competence; and
- Disclose conflicts of interest and legal matters.

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Certified Employee Benefits Specialist

(CEBS) is a professional designation available in both the United States and Canada that indicates a human resource professional's expertise in employee benefits. The program is overseen by the Wharton School of Business at the University of Pennsylvania and at Dalhousie University in Canada. A certified employee benefit specialist has a vast understanding of compensation structures.

Steven R. Goodman

Item 2: Educational Background and Business Experience

Steven "Steve" R. Goodman, CPA, CFP® - President

Born in 1961

Education

Master of Science in Accountancy, University of Houston, 1985, Graduated with Honors

Bachelor of Science, University of Houston, 1983, Graduated with Honors

Professional Designations

Certified Public Accountant

CERTIFIED FINANCIAL PLANNER™ Professional

Business Experience and Background

Steve is Founder and President of Goodman Financial Corporation. Prior to Goodman Financial Corporation, Steve worked in public accounting for Ernst & Young as a tax consultant and subsequently with his own firm.

Prior 5 Years Work Experience

10/2018-present Goodman Financial Corporation - President

3/2015-09/2018 Goodman Financial Corporation - President/Chief Investment Officer

1/1989-3/2015 Goodman Financial Corporation - President/Chief Investment Officer/Chief Compliance Officer

Item 3: Disciplinary Information

Steve Goodman does not have any legal or disciplinary events.

Item 4: Other Business Activities

Steve Goodman does not have any other investment-related business activities.

Item 5: Additional Compensation

Steve Goodman does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Steve Goodman is the President of Goodman Financial Corporation; therefore, he is responsible for his own supervision. Charlotte Jungen, Chief Compliance Officer, monitors Steve's personal trades in accordance with the firm's Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Edward A. Roth

Item 2: Educational Background and Business Experience

Edward "Ed" A. Roth, CFA, CPA, CFP®, CEBS - Vice President, Investment Advisory Services

Born in 1958

Education

M.B.A., Finance, University of Houston-Clear Lake, 2010, with Honors

B.B.A., Accountancy, Western Illinois University, 1981

Professional Designations

Chartered Financial Analyst Charterholder

Certified Public Accountant

CERTIFIED FINANCIAL PLANNER™ Professional

Certified Employee Benefits Specialist

Business Experience and Background

Ed has over 30 years of experience in investment management, financial planning and consulting, employee benefits, tax, and accounting services. Prior to joining Goodman Financial in 2008 as Vice President of Investment Advisory Services, he gained valuable experience with financial services firms, a Fortune 500 company, and in public accounting.

Item 3: Disciplinary Information

Ed Roth does not have any legal or disciplinary events.

Item 4: Other Business Activities

Ed Roth does not have any other investment-related business activities.

Item 5: Additional Compensation

Ed Roth does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Ed Roth is supervised by Charlotte Jungen, Director of Financial Advisory Services. Charlotte reviews Ed's work through frequent office interactions. She also reviews Ed's activities through our client relationship and portfolio management systems. Ed's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Christopher A. Matlock

Item 2: Educational Background and Business Experience

Christopher "Chris" A. Matlock, CFA, CPA - Chief Investment Officer

Born in 1958

Education

M.B.A., University of Houston, 1993

B.S., Accounting, University of Houston-Clear Lake, 1982

Professional Designations

Chartered Financial Analyst Charterholder

Certified Public Accountant

Business Experience and Background

Chris has over 20 years of experience in portfolio management and investment analysis in addition to having over 10 years of experience in accounting and auditing. Prior to joining Goodman Financial in 2017 as Director - Portfolio Management, Chris served as Chairman and Chief Investment Officer of Lookout Capital Management, LP. He has also been Chief Investment Officer at Lighthouse Capital Management and served as Portfolio Manager of the Chase Bank/JP Morgan Fleming Asset Management Mid Cap Core Equity Mutual Fund and Assistant Portfolio Manager of the Texas Commerce Bank Small Cap Growth Fund.

Prior 5 Years Work Experience

10/2018 - Present Goodman Financial Corporation - Chief Investment Officer

07/2017 - 09/2018 Goodman Financial Corporation - Director - Portfolio Management

09/2011 - 07/2017 Lookout Capital Management, LP - Chairman and Chief Investment Officer

Item 3: Disciplinary Information

Chris Matlock does not have any legal or disciplinary events.

Item 4: Other Business Activities

Chris Matlock does not have any other investment-related business activities.

Item 5: Additional Compensation

Chris Matlock does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Chris Matlock is supervised by Steve Goodman, President. Steve reviews Chris's work through frequent office interactions. He also reviews Chris's activities through our client relationship and portfolio management systems. Chris's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Steve Goodman and Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at sgoodman@goodmanfinancial.com and cjungen@goodmanfinancial.com.

Wade D. Egmon

Item 2: Educational Background and Business Experience

Wade D. Egmon, CPA, CFP® - Client Service Manager

Born in 1978

Education

M.P.A., Accounting, University of Texas at Austin, 2002

B.A., Accounting, Texas Lutheran University, 2001

Professional Designations

Certified Public Accountant

CERTIFIED FINANCIAL PLANNER™ Professional

Business Experience and Background

Prior to joining Goodman Financial in 2009 as Client Service Manager, Wade served as a financial planner and income tax resource for a family office in Houston offering clients comprehensive financial planning services and targeted analysis. Additionally, Wade has six years of Big Four and small-firm tax experience, specializing in tax compliance and planning for high net worth individuals.

Item 3: Disciplinary Information

Wade Egmon does not have any legal or disciplinary events.

Item 4: Other Business Activities

Wade Egmon does not have any other investment-related business activities.

Item 5: Additional Compensation

Wade Egmon does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Wade Egmon is supervised by Charlotte Jungen, Director of Financial Advisory Services. Charlotte reviews Wade's work through frequent office interactions. She also reviews Wade's activities through our client relationship and portfolio management systems. Wade's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Charlotte M. Jungen

Item 2: Educational Background and Business Experience

Charlotte M. Jungen, CPA, CFP® – Director of Financial Advisory Services and Chief Compliance Officer

Born in 1975

Education

B.B.A., Accounting, Lamar University, 1997, Summa Cum Laude

Professional Designations

Certified Public Accountant

CERTIFIED FINANCIAL PLANNER™ Professional

Business Experience and Background

Prior to joining Goodman Financial in 2013, Charlotte was a shareholder of an accounting firm and concentrated in its financial advisory practice. She has over 20 years of experience in investment management, financial planning and consulting, insurance analysis and planning, estate planning, tax planning and preparation, and accounting services.

Prior 5 Years Work Experience

10/2018-present	Goodman Financial Corporation – Director of Financial Advisory Services/ Chief Compliance Officer
3/2015- 09/2018	Goodman Financial Corporation – Client Service Manager/Chief Compliance Officer
10/2013-3/2015	Goodman Financial Corporation – Client Service Manager

Item 3: Disciplinary Information

Charlotte Jungen does not have any legal or disciplinary events.

Item 4: Other Business Activities

Charlotte Jungen does not have any other investment-related business activities.

Item 5: Additional Compensation

Charlotte Jungen does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Charlotte Jungen is supervised by Steve Goodman, President. Steve reviews Charlotte’s work through frequent office interactions. He also reviews Charlotte’s activities through our client relationship and portfolio management systems. Charlotte’s personal trades are monitored by Chris Matlock, Chief Investment Officer, in accordance with the firm’s Code of Ethics. Steve Goodman and Chris Matlock can be contacted by phone at (713) 599-1777 or by email at sgoodman@goodmanfinancial.com and cmatlock@goodmanfinancial.com.

Anil Chacko

Item 2: Educational Background and Business Experience

Anil "Neil" Chacko, CFP® - Senior Financial Advisor

Born in 1973

Education

B.S., Finance, Fairfield University, 1995

Professional Designations

CERTIFIED FINANCIAL PLANNER™ Professional

Business Experience and Background

Prior to joining Goodman Financial in 2019, Neil was a Wealth Management Advisor with TIAA. He specialized in legacy and retirement income planning for high net worth physicians and educators in or nearing retirement in the Houston area with a focus on tax and philanthropic planning. Neil has been a financial advisor since 2001 and a CERTIFIED FINANCIAL PLANNER™ practitioner since 2012.

Prior 5 Years Work Experience

8/2019-present Goodman Financial Corporation - Senior Financial Advisor

6/2007-7/2019 TIAA - Wealth Management Advisor

Item 3: Disciplinary Information

Neil Chacko does not have any legal or disciplinary events.

Item 4: Other Business Activities

Neil Chacko does not have any other investment-related business activities.

Item 5: Additional Compensation

Neil Chacko does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Neil Chacko is supervised by Charlotte Jungen, Director of Financial Advisory Services. Charlotte reviews Neil's work through frequent office interactions. She also reviews Neil's activities through our client relationship and portfolio management systems. Neil's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Morgann Zimmer

Item 2: Educational Background and Business Experience

Morgann Zimmer, CFP® - Associate Advisor

Born in 1990

Education

Bachelor of Science in Agribusiness, Texas A&M University, 2012, Cum Laude

Professional Designations

CERTIFIED FINANCIAL PLANNER™ Professional

Business Experience and Background

Prior to joining Goodman Financial, Morgann spent four years with KMH Wealth Management, LLC in Victoria, Texas. She worked closely supporting several CERTIFIED FINANCIAL PLANNER™ professionals on client investments and financial plans before becoming a CFP® professional herself.

Prior 5 Years Work Experience

01/2017 - Present	Goodman Financial Corporation - Associate Advisor
07/2016 - 12/2016	Unemployed
05/2012 - 06/2016	KMH Wealth Management, LLC - Intern/Assistant Portfolio Manager

Item 3: Disciplinary Information

Morgann Zimmer does not have any legal or disciplinary events.

Item 4: Other Business Activities

Morgann Zimmer does not have any other investment-related business activities.

Item 5: Additional Compensation

Morgann Zimmer does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Morgann Zimmer is supervised by Charlotte Jungen, Director of Financial Advisory Services. Charlotte reviews Morgann's work through frequent office interactions. She also reviews Morgann's activities through our client relationship and portfolio management systems. Morgann's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Chelsea A. Bailey

Item 2: Educational Background and Business Experience

Chelsea A. Bailey- Junior Planner/Analyst

Born in 1992

Education

B.B.A., Finance, Marketing, University of Houston, 2014

Business Experience and Background

Prior to joining Goodman Financial in 2014 as Junior Planner/Analyst, Chelsea interned with Advisors Ahead where she observed and contributed to the daily business of an established financial advisor in Houston.

Prior 5 Years Work Experience

6/2014-present	Goodman Financial Corporation - Junior Planner/Analyst
12/2013-5/2014	Advisors Ahead - Intern/Professional Associate
8/2012-5/2014	University of Houston - Student Worker
8/2010-5/2014	University of Houston - Student

Item 3: Disciplinary Information

Chelsea Bailey does not have any legal or disciplinary events.

Item 4: Other Business Activities

Chelsea Bailey does not have any other investment-related business activities.

Item 5: Additional Compensation

Chelsea Bailey does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Chelsea Bailey is supervised by Charlotte Jungen, Director of Financial Advisory Services. Charlotte reviews Chelsea’s work through frequent office interactions. She also reviews Chelsea’s activities through our client relationship and portfolio management systems. Chelsea’s personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm’s Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Anna P. Ceker

Item 2: Educational Background and Business Experience

Anna P. Ceker – Junior Planner/Analyst

Born in 1990

Education

B.B.A., Finance, University of Houston, 2014

Business Experience and Background

Prior to joining Goodman Financial in 2014 as Junior Planner/Analyst, Anna interned with Merrill Lynch where she assisted financial advisors and wealth managers with client acquisition activities and daily business operations.

Prior 5 Years Work Experience

6/2014-present Goodman Financial Corporation – Junior Planner/Analyst

9/2013-4/2014 Merrill Lynch – Client Associate/Intern

Item 3: Disciplinary Information

Anna Ceker does not have any legal or disciplinary events.

Item 4: Other Business Activities

Anna Ceker does not have any other investment-related business activities.

Item 5: Additional Compensation

Anna Ceker does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Anna Ceker is supervised by Charlotte Jungen, Director of Financial Advisory Services. Charlotte reviews Anna's work through frequent office interactions. She also reviews Anna's activities through our client relationship and portfolio management systems. Anna's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cjungen@goodmanfinancial.com.

Lee J. Taylor

Item 2: Educational Background and Business Experience

Lee J. Taylor - Analyst/Trader

Born in 1988

Education

Bachelor of Science, Finance, University of Northern Colorado, 2014

Business Experience and Background

Prior to joining Goodman Financial, Lee worked at Great Point Capital as an algorithmic trader. Additionally, Lee ran his own consulting firm, LJT Financial Analytics, advising with private equity deals and investment decision making.

Prior 5 Years Work Experience

05/2018-present	Goodman Financial Corporation - Analyst/Trader
05/2015-05/2018	LJT Financial Analytics - Consultant
10/2013-05/2015	Tower Hill Trading - Trader
01/2013-05/2014	University of North Colorado - Tutor

Item 3: Disciplinary Information

Lee Taylor does not have any legal or disciplinary events.

Item 4: Other Business Activities

Lee Taylor does not have any other investment-related business activities.

Item 5: Additional Compensation

Lee Taylor does not receive any additional economic benefit from third parties for providing advisory services.

Item 6: Supervision

Lee Taylor is supervised by Chris Matlock, Chief Investment Officer. Chris reviews Lee's work through frequent office interactions. He also reviews Lee's activities through our client relationship and portfolio management systems. Lee's personal trades are monitored by Charlotte Jungen, Chief Compliance Officer, in accordance with the firm's Code of Ethics. Chris Matlock and Charlotte Jungen can be contacted by phone at (713) 599-1777 or by email at cmatlock@goodmanfinancial.com and cjungen@goodmanfinancial.com.