

The Goff Financial Group

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Matthew B. Goff

Charles Richard “Rick” Peterson, CIMA®

Sunny Patel, CFA®

(ITEM 1)

November 13, 2025

This brochure supplement provides information about our advisors that supplements The Goff Financial Group brochure. You should have received a copy of that brochure. Please contact Matthew B. Goff at 713-850-8900 if you did not receive The Goff Financial Group’s brochure or if you have any questions about the contents of this supplement.

Additional information about our advisors is available on the SEC’s website at www.adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE (ITEM 2)

Matthew B. Goff, born 1970

Business Background:

New Park Capital Group, LLC, Owner, 6/2013 - present
The Goff Financial Group, Managing Member, 3/2008 – present
Matthew B. Goff Registered Investment Advisor (sole proprietor), 4/1995 – 3/2008

Education:

University of Texas at Austin, BBA in Finance, 1993

DISCIPLINARY INFORMATION (ITEM 3)

Matthew Goff has no disciplinary or legal events to disclose.

OTHER BUSINESS ACTIVITIES (ITEM 4)

Matthew Goff is the owner of New Park Capital Group, LLC, a real estate holding company. Mr. Goff devotes approximately 3 to 5 hours per month on tasks for this business.

ADDITIONAL COMPENSATION (ITEM 5)

Matthew Goff's annual compensation is based, in part, on the amount of new revenue that Mr. Goff introduces to the Registrant. Accordingly, Mr. Goff has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

SUPERVISION (ITEM 6)

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Advisers Act of 1940 (the "Act"). The Registrant's Chief Compliance Officer, Matthew Goff, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or promoter of the Registrant have any questions regarding the applicability/relevance of the Act, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Goff at 713-850-8900.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE (ITEM 2)

Charles Richard “Rick” Peterson, born 1960

Business Background:

The Goff Financial Group, Director of Operations, 4/2017 – present
RL Land Services, Inc., President, 1/2012 – 4/2017
Self-employed, 9/2010 – 1/2012
Chase Investment Services Corp., Financial Advisor, 10/2008 – 9/2010

Education:

Texas Tech University, Master of Science in Business Administration, 1987
University of Illinois, Bachelor of Arts in Economics, 1983
Certified Investment Management Analyst® (CIMA®), 2018 (*See final pages for information on this certification*)

DISCIPLINARY INFORMATION (ITEM 3)

Rick Peterson has no disciplinary or legal events to disclose.

OTHER BUSINESS ACTIVITIES (ITEM 4)

Rick Peterson has no investment-related outside business activities which generate revenue to disclose.

ADDITIONAL COMPENSATION (ITEM 5)

Rick Peterson’s annual compensation is based, in part, on the amount of assets under management that Mr. Peterson introduces to the Registrant. Accordingly, Mr. Peterson has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client’s best interests..

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EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE (ITEM 2)

Sunny Patel, born 1986

Business Background:

The Goff Financial Group, Advisor, 12/2023 – present
DMO Group, Director of Asset Management, 7/2021 – 12/2023
Edward Jones, Financial Advisor, 7/2019 – 7/2021
DMO Group, Associate of Asset Management, 4/2017 – 7/2019

Education:

New York University, Bachelor of Science in Finance and International Business, 2008
Certified Financial Analyst® (CFA®), 2016 (See final pages for information on this certification)

DISCIPLINARY INFORMATION (ITEM 3)

Sunny Patel has no disciplinary or legal events to disclose.

OTHER BUSINESS ACTIVITIES (ITEM 4)

Sunny Patel has no investment-related outside business activities which generate revenue to disclose.

ADDITIONAL COMPENSATION (ITEM 5)

Sunny Patel's annual compensation is based, in part, on the amount of assets under management that Ms. Patel introduces to the Registrant. Accordingly, Mr. Patel has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests..

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Certification & Designation Information

Certified Financial Planner® Certification

Professionals at our Firm are certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, they may refer to themselves as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.cfp.net.

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor’s degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor’s or higher degree or completed a financial planning development capstone course.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional’s services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and

keep up with developments in financial planning. Two of the hours must address the Code and Standards.

Certified Investment Management Analyst® Certification

The CIMA certification signifies that an individual has met initial and on-going experience, ethics, education, and examination requirements for the job of investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable ethical background/compliance history as decided in an admissions peer review process governed by the Ethics Board. To obtain the CIMA certification, candidates must successfully complete a one-week classroom education program provided by a Registered Education Provider at an AACSB accredited university business school and pass a Certification Examination. CIMA designees are required to adhere to IWI's Code of Professional Responsibility and Guidance Document, Disciplinary Rules and Procedures, and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics and one tax/regulations hours, every two years to maintain the certification. The designation is administered through Investments and Wealth Institute® (IWI).

Chartered Financial Analyst® (CFA®)

CFA® designates an international professional certificate that is offered by the CFA Institute. The Chartered Financial Analyst® (CFA®) charter 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 190,000 CFA® Charterholders working in over 170 countries and regions. 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
- 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 38 countries/territories recognize the CFA® charter as a proxy for meeting certain licensing requirements, and more than 466 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.