Item 1 Cover Page

Ascension Capital Advisors, Inc.

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Brochure
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This brochure provides information about the qualifications and business practices of Ascension Capital Advisors, Inc. (the "ACA"). If you have any questions about the contents of this brochure, please contact us at (713) 952-6900 or pauljr@ascensioncapital.com. 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.

Additional information about Ascension Capital Advisors, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

References herein to Ascension Capital Advisors, Inc. as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

Item 2 Material Changes

There have been the following material changes since the last annual updating amendment filed March 31, 2021:

- The firm no longer requires an annual minimum fee or minimum asset level for investment management services.

Item 3 Table of Contents

Item 4 Advisory Business

A. Ascension Capital Advisors, Inc. (the "ACA") is a corporation formed on April 7, 1997, in the State of Texas. ACA became registered as an investment adviser in October 1997. ACA is owned by Paul B. Thompson, its President.

B. ACA offers its clients portfolio and investment management services, retirement plan consulting, and, financial planning and related consulting services.

INVESTMENT MANAGEMENT SERVICES. ACA will review, supervise and manage client's investment account(s) (the "Portfolio") on a discretionary fee-only basis. Our investment management services are based the client's risk tolerance and investment objectives as disclosed to one of our investment adviser representatives. ACA will allocate investment assets consistent with the designated investment objective(s). ACA provides portfolio and investment management services with respect to the purchase, sale, and reinvestment of various types of equities, bonds, no-load, load-waived mutual funds, and exchange-traded funds.

Cash Positions.

At any specific point in time, depending upon perceived or anticipated market conditions/events (there being no guarantee that such anticipated market conditions/events will occur), ACA will maintain cash positions for defensive purposes. All cash positions (money markets, etc.) shall be included as part of assets under management for purposes of calculating ACA's investment management fee, unless otherwise specifically agreed between the client and ACA.

<u>Private Placements</u>.

Additionally, for those Clients that are accredited investors or qualified clients, as those terms are defined in Rule 501 of the Securities Act of 1933 and Rule 205-3 of the Investment Advisers Act of 1940, respectively, ACA will provide ***non-discretionary*** consulting services related to the purchase and sale of interests in unaffiliated private placement offerings.

When providing ***non-discretionary*** consulting services related to the purchase and sale of interests in unaffiliated private placement offerings, the ACA will provide the Client with a recommendation. The ultimate investment decision shall remain with the Client.

RETIREMENT PLAN CONSULTING. ACA provides discretionary investment management and offers non-discretionary retirement plan consulting services, pursuant to which it assists plan sponsors monitor plan performance, as well as analysis of fees, vendor services, and investment options from which plan participants shall choose in self-directing the investments for their accounts. In addition, to the extent requested by the plan sponsor, we assist participants in identifying the appropriate investment strategy for their retirement plan accounts. ACA will also coordinate participant education designed to improve participant engagement and savings rates with the plan.

The terms and conditions of the Retirement Plan Consulting engagement shall be set forth in a separate Fee Based Retirement Plan Services Agreement between ACA and the plan sponsor.

WORKSHOPS AND EDUCATIONAL SERVICES. In addition to the participant education services described in Retirement Plan Consulting, ACA provides a variety of Workshops and Educational Services. These services are offered to retirement plan sponsors and their participants, as well as, other organizations. We offer workshops on Financial Wellness which takes a holistic approach towards personal finances. We discuss not only retirement but managing budgets, controlling debt and paying for life-changing purchases like buying a house or a child's education**.**

FINANCIAL PLANNING AND CONSULTING SERVICES. Upon request, financial planning and consulting services are offered to our clients. ACA provides financial planning and/or consulting services related to investment and non-investment matters, cash flow, retirement planning, estate planning, insurance planning, etc. Neither ACA, nor any of its representatives, serves as an attorney or accountant, and no portion of ACA's services should be construed as same.

If asked by the client, ACA may recommend the services of other professionals for implementation purposes, including certain of ACA's representatives in their individual capacities as registered representatives of a broker-dealer and/or licensed insurance agents. (See disclosure at Item 10.C). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from ACA.

- **<u>Please Note:</u>** If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional.

In performing its services, ACA shall not verify any information received from the client or from the client's other professionals and is expressly authorized to rely thereon.

It remains the client's responsibility to promptly notify ACA if there is any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising ACA's previous recommendations and/or services.

C. Our investment advice is tailored to each client's capacity for risk and investment objectives as discussed above. ACA allows clients to impose reasonable restrictions on the management of the account. Reasonable restrictions, including special instructions and limitations, regarding the investment management of the account must be provided in writing and must be specific.

D. ACA does not participate in a wrap fee program.

E. As of December 31, 2021, ACA had $703,396,348 in assets under management on a discretionary basis and $12,224,361 in assets under management on a non-discretionary basis.

Item 5 Fees and Compensation

A. **INVESTMENT MANAGEMENT SERVICES.** ACA provides discretionary investment management services on a fee basis. Base investment management fees are payable in advance and calculated quarterly on the market value of the client's Portfolio as of the last business day of the preceding calendar quarter. Partial quarters will be prorated. In the event of significant deposits to or withdrawals from the Portfolio during a calendar quarter, an adjustment will be made to the fees payable for the following calendar quarter to account for such deposits or withdrawals.[1]

Assets under Management (AUM)		Annual Fee Percentage
On the first	$1,000,000	1%
On the next	$2,000,000	0.80%
On the next	$2,000,000	0.65%
On the balance		0.50%

ACA's annual fee for providing investment management services will be determined based on the market value for all the client's family household Portfolios as of the last business day of the preceding calendar quarter. To the extent that a client authorizes the use of margin, and margin is thereafter employed by ACA in the management of the client's Portfolio, the market value of the client's Portfolio and corresponding fee payable by the client to ACA may be increased.

Private Placements.

When providing ***non-discretionary*** consulting services related to the purchase and sale of interests in unaffiliated private placement offerings, ACA's fee for investment supervisory services is described in the Investment Advisory Agreement. Base advisory fees are calculated quarterly in advance based on the market value of the private placement offerings as of the last business day of the preceding calendar quarter. Partial quarters will be prorated. One quarter of the annual fee will

[1] Clients should consult their Investment Advisory Agreement for specific terms and conditions. ACA Investment Advisory Agreements executed prior to July 1, 2016, do not include this cash flow provision.

be payable on or after the seventh (7th) day after the commencement of each quarter. If the Agreement is terminated prior to the last day of a calendar quarter, a pro rata portion, based upon the days remaining in such quarter, of the quarter fee paid in advance will be refunded to Client. In the event of significant deposits to or withdrawals (amounts equal to $250,000 or more) from the private placement offerings during a calendar quarter, an adjustment will be made to the fees payable for the following calendar quarter to account for such deposits or withdrawals.

Client authorizes ACA to direct the third-party custodian holding the Client's assets for the private placement offering, to deduct funds from the Client's account to pay ACA's base advisory fee for each calendar quarter. At the same time the deduction is made, ACA will deliver to Client (via client portal or by mail) an invoice showing (i) the amount of the total advisory fees due, (ii) the value of the private placement offering on which the fees are based (iii) and how the fees were calculated. Client acknowledges that the Custodian will not verify ACA's fee calculation and that it is Client's responsibility to review ACA's bill to ensure that fees were calculated accurately.

ACA's fees do not include custodial fees, investment advisory or investment management fees charged by the investment advisor and/or management company to the private placement offering, carried interest, operating expenses, and/or other fund expenses not specifically listed here.

RETIREMENT PLAN CONSULTING. ACA provides discretionary and offers non-discretionary retirement plan consulting services on a fee basis. Retirement plan consulting fees are billed quarterly in arrears based upon the market value of the assets on the last business day of the previous quarter. ACA's annual fee shall be based upon a percentage (%) of the market value in the plan, as follows:

Plan Assets	Annual Fee Percentage
$0 to $5,000,000	0.50%
$5,000,001 to $10,000,000	0.40%
$10,000,001 to $15,000,000	0.30%
$15,000,001 to $20,000,000	0.25%
$20,000,001 to $70,000,000	0.20%
$70,000,001 to $150,000,000	0.15%
$150,000,001+	Negotiable

WORKSHOPS AND EDUCATIONAL SERVICES. These services are offered on a fixed fee basis which can range from $250 to $2,000 depending on the topic and time involved. Services will be invoiced in arrears.

FINANCIAL PLANNING AND CONSULTING SERVICES. For those clients with $2 million or more in assets under management with the firm, financial planning and consulting services are complimentary. For clients with less than $2 million in assets under management with the firm, ACA charges a fixed fee based upon the complexity of the engagement. Financial planning fees are negotiable depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s). Generally, fixed fees range from $2,500-$10,000 and will be defined in the Financial Planning and Consulting Agreement. ACA will not require prepayment of more than $1,200 in fees per client, six months or more in advance.

Fees are negotiable on a per client basis.

B.

INVESTMENT MANAGEMENT SERVICES. Clients agree to have ACA's investment management fees deducted from their custodial account. Both ACA's Investment Advisory Agreement and the custodial/

clearing agreement may authorize the custodian to debit the account for ACA's investment management fee and to directly remit that investment management fee to ACA.

RETIREMENT PLAN CONSULTING. Retirement plan consulting fees are invoiced quarterly in arrears.

FINANCIAL PLANNING AND CONSULTING SERVICES. Financial planning and consulting fees are invoiced on a one time or installment basis as agreed by the parties.

C. Clients will incur certain charges imposed by third-parties (custodians, broker-dealers, platforms, and other third parties) regarding investments made in the Portfolio. These commissions, fees and charges may include but not limited to the following: brokerage commissions/mark ups and mark downs; transaction, exchange, trade away and clearing fees; account, wire, and electronic fund transfer fees; margin interest; custodial fees; administration and termination fees; and other costs and expenses. These expenses are charged separately. ACA does not receive any portion of these commissions, fees, and charges.

   In addition, clients will incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses). These costs and expenses are set forth in the prospectuses for these investment funds.

D. The Investment Advisory Agreement between ACA and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the Investment Advisory Agreement. ACA's annual investment management fee is paid quarterly in advance. Upon termination, ACA shall refund to the client the pro-rated portion of the investment management fee paid based upon the number of days remaining in the billing quarter.

   For financial planning and consulting services, if fees have been paid in advance, upon termination, ACA shall refund to the client the unearned portion of the financial planning and consulting service fees, as of the date of termination.

E. Securities Commission Transactions. The client can engage certain of ACA's representatives, in their individual capacities, as registered representatives of Purshe Kaplan Sterling Investments ("PKS"), an SEC registered and FINRA member broker-dealer, to implement investment recommendations on a commission basis. If the client chooses to purchase investment products through PKS, PKS will charge brokerage commissions to effect securities transactions, a portion of which commissions PKS shall pay to ACA's representatives. The brokerage commissions charged by PKS may be higher or lower than those charged by other broker-dealers. In addition, PKS, as well as ACA's representatives will receive ongoing 12b-1 trailing compensation on mutual funds purchases directly from the mutual fund company during the period that the client maintains the mutual fund investment.

   1. The recommendation that a client purchase a commission product from PKS presents a conflict of interest, as the receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products from ACA's representatives.

   2. Clients may purchase investment products recommended by ACA through other, non-affiliated broker dealers or agents.

   3. Not applicable.

   4. When ACA's representatives sell an investment product on a commission basis, ACA does not charge an investment management fee on that investment product.

   Insurance Commission Transactions. Additionally, the client can engage certain of ACA's representatives, in their individual capacities, as insurance agents who are licensed to offer fixed and variable insurance products for which they will receive commissions from PKS, the insurance companies and/or an independent insurance agency.

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

Neither ACA nor any supervised person of ACA accepts performance-based fees.

Item 7 Types of Clients

Generally, ACA offers its services to individuals and high net worth individuals [including their trusts, estates, and retirement plans (401K plans and IRAs)], pension and profit-sharing plans, charitable organizations, as well as, small business and corporate entities.

ACA does not require an annual minimum fee or minimum asset level for investment management services. ACA, in its sole discretion, may reduce or waive its investment management based upon a variety of criteria including but not limited to anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.

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

A. ACA may utilize the following methods of security analysis:
   - Fundamental - analysis performed on historical and present data, with the goal of making financial forecasts
   - Technical – analysis performed on historical and present data, focusing on price and trade volume, to forecast the direction of prices

   ACA may utilize the following investment strategies when implementing investment advice given to clients:
   - Long Term Purchases - securities held at least a year
   - Short Term Purchases - securities sold within a year
   - Trading - securities sold within thirty (30) days

   Investing in securities involves risk of loss that clients should be prepared to bear. It should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by ACA) will be profitable or equal any specific performance level(s).

B. Every method of analysis has its own inherent risks. To perform an accurate market analysis ACA must have access to current/new market information. ACA has no control over the dissemination rate of market information; therefore, unbeknownst to ACA, certain analyses may be compiled with outdated market information, severely limiting the value of ACA's analysis. Furthermore, an accurate market analysis can only produce a forecast of the direction of market values. There can be no assurances that a forecasted change in market value will materialize into actionable and/or profitable investment opportunities.

   ACA's primary investment strategies - Long Term Purchases, Short Term Purchases, and Trading - are fundamental investment strategies. However, every investment strategy has its own inherent risks and limitations. For example, long term investment strategies require a longer investment period to allow for the strategy to potentially develop. Short term investment strategies require a shorter investment period to potentially develop and, as a result of more frequent trading, may incur higher transactional costs when compared to a long term investment strategy. Trading, an investment strategy that requires the purchase and sale of securities within a thirty (30) day investment period, involves a very short investment period but will incur higher transaction costs when compared to our other investment strategies.

C. Currently, ACA primarily allocates client investment assets among various fixed income securities (bonds), mutual funds, exchange traded funds ("ETFs") (including inverse/leveraged ETFs and/or mutual funds that are designed to perform in an inverse and/or leveraged relationship to certain market indices) and/or money market funds on a discretionary basis in accordance with the client's designated investment objective(s).

Fixed Income. Typically, the values of fixed-income securities change inversely with prevailing interest rates. Therefore, a fundamental risk of fixed-income securities is interest rate risk, which is the risk that their value will generally decline as prevailing interest rates rise, which may cause your account value to likewise decrease, and vice versa. How specific fixed income securities may react to changes in interest rates will depend on the specific characteristics of each security. Fixed-income securities are also subject to credit risk, prepayment risk, valuation risk, and liquidity risk. Credit risk is the chance that a bond issuer will fail to pay interest and principal in a timely manner, or that negative perceptions of the issuer's ability to make such payments will cause the price of a bond to decline.

Mutual Funds. A mutual fund pools money from many investors to construct a portfolio of stocks, bonds, real estate, or other securities based upon the objectives of the fund. The portfolio is professionally managed, and each share represents an investor's proportionate ownership of the portfolio and the income it generates. The price that investors pay for mutual fund shares is the fund's approximate NAV per share plus any fees that the fund imposes at the time of purchase (such as sales loads). Investors typically cannot ascertain the exact make-up of a fund's portfolio at any given time, nor can they directly influence which securities the fund manager buys and sells or the timing of those trades. With an individual stock, investors can obtain real-time (or close to real-time) pricing information with relative ease by checking financial websites or by calling a broker or your investment adviser. Investors can also monitor how a stock's price changes from hour to hour—or even second to second. By contrast, with a mutual fund, the price at which an investor purchases or redeems shares will typically depend on the fund's NAV, which is calculated daily after market close.

Exchange Traded Funds (ETFs). ETFs are typically investment companies that are legally classified as open end mutual funds or UITs. However, they differ from traditional mutual funds in that ETF shares are listed on a securities exchange. Shares can be bought and sold throughout the trading day like shares of other publicly-traded companies. ETF shares may trade at a discount or premium to their net asset value. This difference between the bid price and the ask price is often referred to as the "spread." The spread varies over time based on the ETF's trading volume and market liquidity and is generally lower if the ETF has a lot of trading volume and market liquidity and higher if the ETF has little trading volume and market liquidity.

Although many ETFs are registered as an investment company under the Investment Company Act of 1940 like traditional mutual funds, some ETFs that invest in commodities, are not registered as an investment company. ETFs may be closed and liquidated at the discretion of the issuing company.

An investment in an ETF generally presents the same primary risks as an investment in a conventional mutual fund that has the same investment objectives, strategies, and policies. The price of an ETF can fluctuate up or down, and a client account could lose money investing in an ETF if the prices of the securities owned by the ETF go down. In addition, ETFs may be subject to the following risks that do not apply to conventional mutual funds:

- The market price of an ETFs shares may trade above or below their net asset value;
- An active trading market for an ETF's shares may not develop or be maintained; or

- Trading of ETFs shares may be halted if the listing exchange's officials deem such action appropriate, the shares are delisted from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally.

Inverse and/or leveraged funds. These are long and short mutual funds and/or exchange traded funds that are designed to perform in either an: (1) inverse relationship to certain market indices (at a rate of 1 or more times the inverse [opposite] result of the corresponding index) as an investment strategy and/or for the purpose of hedging against downside market risk; and (2) enhanced relationship to certain market indices (at a rate of 1 or more times the actual result of the corresponding index) as an investment strategy and/or for the purpose of increasing gains in an advancing market. Because of these enhanced risks/rewards, a client may direct ACA, in writing, not to employ any or all such strategies for them.

Private Placements. Investment in the private placements involves various risk factors, including, but not limited to, the potential for complete loss of principal, liquidity constraints, and lack of transparency of the underlying investments, as more fully discussed in the private placement offering documents, copies of which are provided to clients and must be reviewed prior to reaching a decision to purchase an interest in the private placement. Unlike liquid investments that a client may maintain, private placements do not provide daily liquidity or pricing.

Item 9 Disciplinary Information

ACA has not been the subject of any disciplinary actions.

Item 10 Other Financial Industry Activities and Affiliations

A. Registered Representative of *PKS.* As disclosed above in Item 5.E, certain of ACA's representatives are also registered representatives of *PKS*, a FINRA member broker-dealer.

B. Neither ACA, nor its representatives, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.

C. Broker Dealer. As disclosed above in Item 4.B and Item 5.E, certain of ACA's representatives are registered representatives of PKS, an SEC registered and FINRA member broker-dealer. Clients can choose to engage certain of ACA's representatives, in their individual capacities, to effect securities brokerage transactions on a commission basis.

Licensed Insurance Agents. Certain of ACA's representatives, in their individual capacities, are licensed insurance agents, and may recommend the purchase of certain insurance-related products on a commission basis. As referenced in Item 4.B above, clients can engage certain of ACA's representatives to purchase insurance products on a commission basis.

Conflict of Interest: The recommendation by ACA's representatives that a client purchase a securities or insurance commission product presents a ***conflict of interest***, as the receipt of commissions provides an incentive to recommend commission products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products from ACA's representatives. Clients are reminded that they may purchase securities and/or insurance products recommended by ACA through other, non-affiliated broker-dealers or insurance agents.

E. Currently, ACA does not receive compensation for recommending or selecting unaffiliated investment advisers for our clients. If ACA decides to accept referral compensation, it will do so in accordance with the requirements of Rule 206(4)-3 of the Investment Advisers Act of 1940, as amended.

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

A. ACA maintains a Code of Ethics pursuant to SEC Rule 204A-1 which establishes the standard of business conduct for ACA's representatives that is based upon fundamental principles of openness, integrity, honesty and trust and addresses our personal securities transaction policies and procedures. A copy of the Code of Ethics is available upon request.

B. Not applicable.

C. and D. ACA and/or representatives of ACA *may* buy or sell securities that are also recommended to clients and may do so, at or around the same time as those securities are recommended to clients. This practice creates a situation where ACA and/or ACA's representatives are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a conflict of interest. ACA has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of ACA's "Access Persons". This policy requires that an Access Person of ACA must provide the Chief Compliance Officer or his/her designee with Holdings and Transactions reports as required by SEC Rule 204A-1.

Item 12 Brokerage Practices

A. We have entered into agreements with the following independent and unaffiliated broker-dealers to serve as custodians for our clients' accounts: Charles Schwab & Co., Inc. ("Schwab") and TD Ameritrade Institutional, a division of TD Ameritrade, Inc., Member FINRA/SIPC ("TDA").[2][3] Prior to engaging ACA to provide investment management services, the client will enter a formal Investment Advisory Agreement with ACA setting forth the terms and conditions under which ACA shall manage the client's assets, and a separate agreement with each designated broker-dealer/custodian.

Factors that ACA considers in recommending Schwab or TDA include historical relationship with ACA, financial strength, reputation, execution capabilities, pricing, research, and service. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although ACA will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions.

Schwab and TD Ameritrade generally do not charge their account owners separately for custody services. These firms are compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through them or that settle into their accounts.

Sometimes we participate in a trading service which enables trades to be placed through a broker other than the custodian ("Prime Broker"). When using Prime Broker services, Schwab and TDA usually assess a ticket charge for each security transaction. In these instances, we are able to select the executing broker. In selecting a broker or dealer, we consider, among other things, the broker's or dealer's execution

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[2] A small number of accounts use the following custodians: SEI, Schwab Retirement Technologies, American Funds, Jefferson National, and Fidelity Brokerage Services, LLC.

[3] Our retirement plan consulting clients use the following custodians: Mid Atlantic Trust, Ascensus Trust Company and Hand Benefits and Trust Co. as their custodians.

capabilities, reputation, availability of product and quality of research. Sometimes we direct transactions to brokers in return for research they provide us. Such research generally will be used to service all of our clients, but brokerage commissions you pay could be used to provide research that is not used in managing accounts.

Although the commissions and/or transaction fees paid by ACA's clients shall comply with ACA's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where ACA determines, in good faith, that the commission/transaction fee is reasonable in relation to the value of the brokerage, services and research received.

1. <u>Research and Additional Benefits</u>

   "Soft dollars" is a term applied to commission revenue generated by client trades which is then used to pay for services provided to an investment advisor. These services must benefit our clients and include research and other related services. The prime broker and/or custodian provide products and services that qualify as "brokerage or research services" under Section 28(e) of the Securities Exchange Act of 1934 (the "Exchange Act").

   We receive access to custodians' proprietary account management, institutional trading, custody, and data transmission services to enable us to trade clients' accounts electronically. Custodians also provide us with educational and compliance material, such as newsletters and access to seminars.

   Additionally, Schwab and TD Ameritrade make available to us other products and services that benefit us but may not benefit your accounts. As a fiduciary, we make every effort to act in your best interests. Our recommendation that you maintain your assets with particular custodians is based in part on some of the products and services they provide us.

   Some of these other products and services assist us in managing and administering your accounts. These include software and other technology that provide: access to client account data; the facilitation of trade execution and allocation of aggregated trade orders for multiple client accounts; research, pricing information and other market data; facilitation of payment of our fees from clients' accounts; and assistance with back-office functions, recordkeeping and client reporting. Many of these services generally are used to service all or a substantial number of our client accounts.

   Schwab and TDA also provide other services intended to help us manage and further develop our business. These services include consulting, publications and conferences on practice management, human resources, information technology, business succession, regulatory compliance and marketing. In addition, our custodians make available, arrange and/or pay for these types of services rendered to us by independent third parties. Custodians could discount or waive fees they would otherwise charge for some of these services or pay all or a part of the fees charged by a third party providing these services to us.

   In evaluating the use of Schwab or TDA, ACA considers the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors it considers and not solely the nature, cost or quality of custody and brokerage services provided by Schwab and TDA, which creates a conflict of interest because ACA receives a benefit. We do not have to produce or pay for the research, products or services. We generally allow clients to choose which of these custodians they prefer.

Additionally, as discussed above, ACA will utilize a “prime broker” to execute certain transactions. This is a formal “soft dollar” relationship. Here we direct transactions to a “prime broker” in return for access to the brokerage firm's research services, equity and economic strategists, opinions and may attend institutional investment research conferences which address various economic and market forces that impact ACA’s investment strategy. Such research generally will be used to service all of our clients, but brokerage commissions you pay could be used to provide research that is not used in managing accounts. Here, again, ACA receives a benefit because we do not have to produce or pay for the research which means that we have an incentive to select broker-dealers/custodians based upon our interests rather than your interest in receiving most favorable execution.

2. ACA does not receive referrals from broker-dealers.

3. ACA accepts directed brokerage arrangements on a case-by-case basis (when a client requires that account custody and/or transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and ACA will not seek better execution services or prices from other broker-dealers or be able to “batch” the client's transactions for execution through other broker-dealers with orders for other accounts managed by ACA. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.

F. If ACA decides to purchase or sell the same securities for several clients at approximately the same time, ACA may (but is not obligated to) combine or “bunch” such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among ACA’s clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. ACA shall not receive any additional compensation or remuneration because of such aggregation.

Item 13 Review of Accounts

A. For those clients to whom ACA provides investment management services, account reviews are conducted on an ongoing basis by ACA’s Principals and/or representatives. All clients are advised that it remains their responsibility to advise ACA of any changes in their investment objectives and/or financial situation.

All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with ACA on an annual basis.

For those clients with $2 million or more in assets under management with the firm, who receive financial planning and consulting services, reviews will be scheduled and agreed to by the parties. For clients with less than $2 million in assets under management with the firm, who receive financial planning and consulting services, the Financial Planning and Consulting Services agreement terminates upon delivery of the plan.

B. In ACA’s sole discretion, ACA conducts account reviews on a periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market conditions and client requests.

C. ACA provides a quarterly written performance report to investment management clients.

Item 14 Client Referrals and Other Compensation

A. As referenced in Item 12.A.1 above, ACA may receive an economic benefit from Schwab or TDA. ACA, without cost (and/or at a discount), may receive support services and/or products from Schwab or TDA.

ACA's clients do not pay more for investment transactions effected and/or assets maintained at Schwab or TDA as a result of this arrangement. There is no corresponding commitment made by ACA to Schwab or TDA or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

B. If a client is introduced to ACA by either an unaffiliated or an affiliated solicitor, ACA may pay that solicitor a referral fee in accordance with the requirements of Rule 206(4)-3 of the Investment Advisers Act of 1940. If the client is introduced to ACA by an unaffiliated solicitor, the solicitor, at the time of the solicitation, shall disclose the nature of his/her/its solicitor relationship, and shall provide each prospective client with a copy of ACA's written Brochure with a copy of the written disclosure statement from the solicitor to the client disclosing the terms of the solicitation arrangement between ACA and the solicitor, including the compensation to be received by the solicitor from ACA.

Item 15 Custody

ACA is deemed to have custody of client assets by reason of its ability to have its investment management fee for each client debited by the custodian on a quarterly basis. The account custodian does not verify the accuracy of ACA's investment management fee calculation. Clients are provided, at least quarterly, with written transaction confirmation notices and account statements directly from the broker-dealer/custodian and/or program sponsor for the accounts.

ACA may also provide a written periodic report summarizing account activity and performance. To the extent that ACA provides clients with periodic account reports, the client is urged to compare any statement or report provided by ACA with the account statements received from the account custodian.

Item 16 Investment Discretion

ACA offers its investment management services on a discretionary basis. Prior to ACA assuming discretionary authority over a client's account, the client shall be required to execute an Investment Advisory Agreement, naming ACA as the client's attorney and agent in fact, granting ACA full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account(s).

Clients who engage ACA on a discretionary basis may, at any time, impose specific restrictions, in writing, on ACA's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, or exclude the ability to purchase securities with an inverse relationship to the market, etc.).

ACA provides non-discretionary retirement plan consulting services. Here ACA and the plan sponsor shall execute a Fee Based Retirement Plan Services Agreement.

Additionally, for those Clients that are accredited investors or qualified clients, as those terms are defined in Rule 501 of the Securities Act of 1933 and Rule 205-3 of the Investment Advisers Act of 1940, respectively, ACA will provide ***non-discretionary*** consulting services related to the purchase and sale of interests in unaffiliated private placement offerings. When providing ***non-discretionary*** consulting services related to the purchase and sale of interests in unaffiliated private placement offerings, the ACA will provide the Client with a recommendation. The ultimate investment decision shall remain with the Client.

Item 17 Voting Client Securities

A. Unless the client directs otherwise in writing, ACA is responsible for voting client proxies. ACA shall vote proxies in accordance with its Proxy Voting Policy, a copy of which is available upon request.. ACA shall monitor corporate actions of individual issuers and investment companies consistent with ACA's fiduciary duty to vote proxies in the best interests of its clients. Although the factors which ACA will consider when determining how it will vote differ on a case by case basis, they may, but are not limited to, include the following: a review of recommendations from issuer management, shareholder proposals, cost effects of such proposals, effect on employees and executive and director compensation. With respect to individual issuers, ACA may be solicited to vote on matters including corporate governance, adoption or amendments to compensation plans (including stock options), and matters involving social issues and corporate responsibility. With respect to investment companies (e.g., mutual funds), ACA may be solicited to vote on matters including the approval of advisory contracts, distribution plans, and mergers. ACA shall maintain records pertaining to proxy voting as required by the rules under the Advisers Act. Clients may request information as to how ACA voted their securities by contacting the Chief Compliance Officer.

Clients shall maintain exclusive responsibility for all legal proceedings or other type events pertaining to the account assets, including, but not limited to, class action lawsuits.

B. Not applicable.

Item 18 Financial Information

A. ACA does not solicit fees of more than $1,200, per client, six months or more in advance.

B. ACA is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.

C. ACA has not been the subject of a bankruptcy petition.

Ascension Capital Advisors, Inc.

Form ADV Part 2B

Investment Advisor Brochure Supplement

4900 Woodway Drive, Suite 1150
Houston, Texas 77056
(713) 952-6900
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March 2019

This brochure supplement provides information about our supervised persons that supplements the Ascension Capital Advisors, Inc.'s brochure. You should have received a copy of that brochure. Please contact Paul B. Thompson, Jr. at (713) 952-6900 if you did not receive Ascension Capital Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about our supervised persons is also available on the SEC's website at www.adviserinfo.sec.gov.

Paul B. Thompson, AIF®

President and Chief Investment Officer

Educational Background and Business Experience

Paul, born in 1958, was raised in Houston, Texas. He graduated from the University of Texas in 1981 with a B.B.A. in Finance.

After working with Campus Crusade, Paul began his career in the financial services industry in 1983. In 1997, Paul founded Ascension Capital Advisors, Inc.

As President and Chief Investment Officer, Paul oversees all investment research and due diligence and makes all final decisions regarding asset allocation and investment strategies.

Accredited Investment Fiduciary® (AIF®) designation

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. Accredited Investment Fiduciary® (AIF®) designees can implement a prudent process into their own investment practices as well as being able to assist others in implementing proper policies and procedures.

To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. To maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

More information regarding the Accredited Investment Fiduciary® designation can be found at http://www.fi360.com.

Disciplinary Information

None.

Other Business Activities

None.

Additional Compensation

Paul receives no compensation beyond what is mentioned above.

Supervision

As president and owner of the company, Paul supervises all ACA employees.

ACA maintains an investment policy relative to personal securities transactions. This investment policy is part of the firm's overall Code of Ethics, which serves to establish a standard of business conduct for all employees based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

The firm's Chief Compliance Officer, Paul B. Thompson, Jr., is responsible for implementing and enforcing the Code of Ethics and for reviewing Paul's adherence to the Code of Ethics.

David Hamilton Belding

Co-Portfolio Manager and Investment Committee Member

Educational Background and Business Experience

David, born in 1949, graduated the University of Texas at Austin in 1972 with a BBA in Accounting. He then went on to earn a Graduate Degree in Business from the University of Texas at Austin in 1973.

David began his career as a practicing CPA in Houston, TX from 1973 to 1993. During that time, he was a partner at Ernst & Young from 1985 to June of 1993. In July of 1993, he became the founding principal of Piedra Capital, Ltd until 1996. In 1996, David founded Sage Harbor Advisors, Inc (Formerly Belding Financial Resources).

As of July 2016, David began to serve in an advisory capacity for ACA clients. As part of his services David serves as Co-Portfolio Manager, Account Executive, and as a member of ACA's Investment Committee.

Disciplinary Information

None.

Other Business Activities

David serves on the board of directors for AmeriQual Group Holdings, LLC, a privately-owned food manufacturing business headquartered in Evansville, Indiana. Additionally, he chairs the audit committee and sits on the compensation and governance committees. These activities do not involve a substantial amount of David's time.

Additional Compensation

As a consultant to the firm, David provides advice to ACA clients as well as providing expertise and experience to ACA's Investment Committee. Additionally, as part of his relationship to firm David may refer new clients to the firm. David will receive a fee for his referrals.

Supervision

The president and owner of the company, Paul B. Thompson, supervises all ACA employees.

ACA maintains an investment policy relative to personal securities transactions. This investment policy is part of the firm's overall Code of Ethics, which serves to establish a standard of business conduct for all employees based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

The firm's Chief Compliance Officer, Paul B. Thompson, Jr., is responsible for implementing and enforcing the Code of Ethics and for reviewing Paul's adherence to the Code of Ethics.

Jordan D. Mathews

Co-Portfolio Manager and Investment Committee Member

Educational Background and Business Experience

Jordan, born in 1981, graduated from the University of Texas at Austin in 2004 with a BS in Mathematics.

Jordan began his carrier in the financial services industry as an intern for SAMCO Capital Markets in the summers of 2002 and 2003. He began working as a Market Analyst for Metrostudy from 2005 to 2008. In early 2009, Jordan worked at Trippon Wealth Management. In July of 2009, Jordan became the Director of Quantitative and Technical Analysis at Arbitrage Capital Partners until 2010. In 2010, Jordan did Investment Project Consulting. He then began working in August of 2010 as a Research Associate then Research Director at Sage Harbor Advisors, eventually serving as Sage Harbor's Co-Portfolio Manager and Chief Compliance Officer until the end of June 2016.

As of July 2016, Jordan joined ACA as Co-Portfolio Manager, Director of Research, and Investment Committee Member.

Disciplinary Information

None.

Other Business Activities

None.

Additional Compensation

None.

Supervision

The president and owner of the company, Paul B. Thompson, supervises all ACA employees.

ACA maintains an investment policy relative to personal securities transactions. This investment policy is part of the firm's overall Code of Ethics, which serves to establish a standard of business conduct for all employees based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

The firm's Chief Compliance Officer, Paul B. Thompson, Jr., is responsible for implementing and enforcing the Code of Ethics and for reviewing Paul's adherence to the Code of Ethics.

Paul B. Thompson, Jr., CFP®
Co-Portfolio Manager, Investment Committee Member, and Chief Compliance Officer

Educational Background and Business Experience

Paul, Jr., born in 1988, was raised in Houston, TX. He graduated from The University of Texas in 2011 with a BA in Political Science and Government.

Paul, Jr. began his career in the financial services industry in 2011 when he joined Fidelity Investments, first as a securities trader then as a financial advisor. He completed the Personal Financial Planning program at Southern Methodist University and received his CERTIFIED FINANCIAL PLANNER™ Certification in 2014. He joined ACA in December 2014.

CERTIFIED FINANCIAL PLANNER™ Certification

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.

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

- Education – Must have a bachelor's degree from an accredited college or university and complete a CFP-board registered program or hold an accepted designation, degree or license.
- Examination – Pass the comprehensive, 10-hour, CFP® Certification Examination.
- Experience – At least three years of full-time personal financial planning experience.
- 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.
- 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.

More information regarding the CFP can be found at www.cfp.net

Disciplinary Information

None.

Other Business Activities

Paul, Jr. is a Registered Representative of *Purshe Kaplan Sterling Investments* (*"PKS"*), an SEC registered and FINRA member broker-dealer. In this capacity, he may offer securities and receive normal and customary commissions. The recommendation that a client purchase a commission product from *PKS* presents a ***conflict of interest***, as the receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products. He spends less than 10% of his time in this capacity.

Paul, Jr. is a licensed insurance agent. In this capacity as insurance agent, he may recommend insurance products and receive normal and customary commissions. The recommendation that a client purchase insurance commission product presents a ***conflict of interest***, as the receipt of commissions may provide an incentive to recommend products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products. He spends less than 5% of his time in this capacity.

Additional Compensation

Paul, Jr. receives no compensation beyond what is mentioned above.

Supervision

The president and owner of the company, Paul B. Thompson, supervises all ACA employees.

ACA maintains an investment policy relative to personal securities transactions. This investment policy is part of the firm's overall Code of Ethics, which serves to establish a standard of business conduct for all employees based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

The firm's Chief Compliance Officer, Paul B. Thompson, Jr., is responsible for implementing and enforcing the Code of Ethics and for reviewing Paul's adherence to the Code of Ethics.

Allie Walls CFP®
Associate Wealth Advisor

Educational Background and Business Experience

Allie Walls is an Associate Wealth Advisor at Ascension Capital. She grew up in Houston where she attended Memorial High School and later, went on to The University of Texas where she received a Bachelor of Arts in Psychology and a Business Foundations Program Certificate from the McCombs School of Business. While at UT, she also was a member of the Women's NCAA Division I Soccer team.

Prior to joining Ascension in 2020, Allie worked at UBS Financial Services in Los Angeles, CA, where she participated in a 24-month Wealth Planning Associate Program. While at UBS, Allie partnered with over 120 advisors across the Los Angeles market and worked with clients to create complex financial plans. She is very passionate about the financial planning process and enjoys helping clients adopt strategies that ultimately allow them to reach their financial goals. Additionally, she is a registered investment advisory representative and received her Certified Financial Planner® designation in November 2019.

CERTIFIED FINANCIAL PLANNER™ Certification

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.

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

- Education – Must have a bachelor's degree from an accredited college or university and complete a CFP-board registered program or hold an accepted designation, degree or license.
- Examination – Pass the comprehensive, 10-hour, CFP® Certification Examination.
- Experience – At least three years of full-time personal financial planning experience.
- 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.
- 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.

More information regarding the CFP can be found at www.cfp.net

Disciplinary Information

None.

Other Business Activities

Allie is a Registered Representative of *Purshe Kaplan Sterling Investments* (*"PKS"*), an SEC registered and FINRA member broker-dealer. In this capacity, she may offer securities and receive normal and customary commissions. The recommendation that a client purchase a commission product from *PKS* presents a ***conflict of interest***, as the receipt of commissions may provide an incentive to recommend investment products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products. She spends less than 5% of her time in this capacity.

Allie is a licensed insurance agent. In this capacity as insurance agent, she may recommend insurance products and receive normal and customary commissions. The recommendation that a client purchase insurance commission product presents a ***conflict of interest***, as the receipt of commissions may provide an incentive to recommend products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any commission products. She spends less than 5% of her time in this capacity.

Additional Compensation

Allie receives no compensation beyond what is mentioned above.

Supervision

The president and owner of the company, Paul B. Thompson, supervises all ACA employees.

ACA maintains an investment policy relative to personal securities transactions. This investment policy is part of the firm's overall Code of Ethics, which serves to establish a standard of business conduct for all employees based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

The firm's Chief Compliance Officer, Paul B. Thompson, Jr., is responsible for implementing and enforcing the Code of Ethics and for reviewing Allie's adherence to the Code of Ethics.