**ITEM 1 – COVER PAGE**



**Pete M Koury**

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**Part 2B Brochure**

This brochure supplement provides information about Pete Koury that supplements our brochure. You should have received a copy of that brochure. Please contact Pete Koury if you did not receive Traction Financial Partners, LLC brochure or if you have any questions about the contents of this supplement. Additional information about Pete Koury is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov/) by searching #5734129.

**ITEM 2 – EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE**

**PETE M KOURY**

**Year of Birth:** 1959

**Educational Background:**

* 1981: Southwest Missouri State University - Bachelor’s Degree; Business Management

**Business Background:**

* 08/2021 – Present: Traction Financial Partners; Financial Advisor
* 08/2021—Present: LPL Financial; Registered Representative
* 01/2010 – 08/2021: Equitable Advisors, LLC; Registered Representative
* 01/2010 – 06/2020: AXA Advisors, LLC; Registered Representative

On June 15, 2020, the firm's name was changed from AXA Advisors, LLC to Equitable Advisors, LLC (Equitable Financial Advisors in Ml and TN).

**ITEM 3 – DISCIPLINARY INFORMATION**

Pete Koury has no history of any legal or disciplinary events that deem to be material to a client’s consideration of Pete Koury to act as their investment adviser representative. FINRA’s BrokerCheck® is a resource available to review the disciplinary history of Pete Koury. https://brokercheck.finra.org/

**ITEM 4 – OTHER BUSINESS ACTIVITIES**

Pete Koury is a registered representative of LPL Financial (“LPL”), a securities broker/dealer, and a member of the Financial Industry Regulatory Authority, Inc. (“FINRA”) and an investment adviser registered with the State of Colorado.

As a broker-dealer, LPL engages in a broad range of activities normally associated with securities brokerage firms. Pursuant to the investment advice given by Mr. Koury, investments in securities will be recommended for you. If LPL is selected as the broker-dealer, it will affect transactions in securities for you, a client of Koury Financial and Mr. Koury. By serving as the broker-dealer, LPL and Mr. Koury will receive commissions for executing securities transactions.

You are advised that if LPL is selected as the broker-dealer, the transaction charges may be higher or lower than the charges you may pay if the transactions were executed at other broker-dealers. You should note, however, that you have the right to not purchase securities through Mr. Koury, Traction Financial Partners or LPL.

Mr. Koury will provide advice regarding investment company securities. You should be aware that, in addition to the advisory fees paid by you, each investment company also charges its own separate investment advisory fees and other expenses (internal management fees). In addition, you should be aware that mutual funds may be purchased separately independent of the investment management services of Traction Financial Partners.

Mr. Koury, in his capacity as a registered representative of LPL, or as an agent appointed with various life, disability or other insurance companies, receives commissions, 12(b) -1 fees, trails, or other compensation from the respective product sponsors and/or as a result of effecting securities transactions for you. However, you should note that you have the right to not purchase any investment products through Mr. Koury.

Pete Koury holds an insurance license to sell limited insurance products and offers them through Lincoln Financial Life Ins. Co, Protective Life Insurance company and Lion Street, a licensed insurance agencies. It is anticipated that a small portion, less than (10%) of his time, will be spent providing these insurance products. He will receive compensation from selling insurance products and therefore receive economic benefit for this activity. This activity may create a conflict of interests with clients. The client is under no obligation to purchase insurance through Pete Koury on a commissionable basis. To address this, disclosure is made to the client at the time purchase is made, identifying the nature of the transaction or relationship, the role to be played and any compensation (e.g., commissions, trails) to be paid by the client and/or received by the insurance agent. Clients have the right to decide whether to act on the recommendation and the right to purchase any insurance products through the insurance agent of their choice. The Firm and its Investment Adviser Representative will always act in the best interest of the client.

Pete Koury is the managing member of Koury Investments, LLC. This entity is used for payroll processing and bookkeeping for income received through Equitable Advisors, LLC. This is a non-investment related activity. Mr. Koury spends less than 10% of his time each month in his role.

Pete Koury is a sales agent for Blue Chip Benefits, an employee benefits provider. He serves as a sales agent for this entity and receives compensation. He spends less than 10% of his time each month in his role.

Pete Koury is a member of the Palisade Homeowners Association
Architectural Review Committee. He serves as a volunteer for this organization and spends less than 1% of his time each month.

**ITEM 5 – ADDITIONAL COMPENSATION**

Pete Koury does not receive any other economic benefit for providing advisory services in addition to advisory fees.

**ITEM 6 – SUPERVISION**

Pete Koury is supervised through a compliance program designed to prevent and detect violations of the federal and state securities laws. Supervision is conducted by the Chief Compliance Officer, Robert Heykoop, who is responsible for administering the policies and procedures. As Chief Compliance Officer, Robert Heykoop reviews those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed.

Robert Heykoop may be reached at 720-307-6440.