

FORM ADV

UNIFORM APPLICATION FOR INVESTMENT ADVISER REGISTRATION AND REPORT BY EXEMPT REPORTING ADVISERS

|                                            |                    |
|--------------------------------------------|--------------------|
| Primary Business Name: RIA ADVISORS        | CRD Number: 150661 |
| Other-Than-Annual Amendment - All Sections | Rev. 10 / 2021     |
| 7 / 16 / 2026 3:32:37 PM                   |                    |

**WARNING:** Complete this form truthfully. False statements or omissions may result in denial of your application, revocation of your registration, or criminal prosecution. You must keep this form updated by filing periodic amendments. See Form ADV General Instruction 4.

Item 1 Identifying Information

Responses to this Item tell us who you are, where you are doing business, and how we can contact you. If you are filing an *umbrella registration*, the information in Item 1 should be provided for the *filing adviser only*. General Instruction 5 provides information to assist you with filing an *umbrella registration*.

A.

Your full legal name (if you are a sole proprietor, your last, first, and middle names):  
**CLARITY FINANCIAL, LLC**

B.

(1) Name under which you primarily conduct your advisory business, if different from Item 1.A.  
**RIA ADVISORS**

List on *Section 1.B. of Schedule D* any additional names under which you conduct your advisory business.

(2) If you are using this Form ADV to register more than one investment adviser under an *umbrella registration*, check this box ☐

If you check this box, complete a Schedule R for each relying adviser.

C.

If this filing is reporting a change in your legal name (Item 1.A.) or primary business name (Item 1.B.(1)), enter the new name and specify whether the name change is of ☐ your legal name or ☐ your primary business name:

D.

(1) If you are registered with the SEC as an investment adviser, your



shown on the balance sheet for your most recent fiscal year end.

P.

Provide your *Legal Entity Identifier* if you have one:

A *legal entity identifier* is a unique number that companies use to identify each other in the financial marketplace. You may not have a *legal entity identifier*.

SECTION 1.B. Other Business Names

List your other business names and the jurisdictions in which you use them. You must complete a separate Schedule D Section 1.B. for each business name.

Name: RIA ADVISORS

Jurisdictions

☐ AL

☐ AK

☒ AZ

☐ AR

☐ CA

☐ CO

☐ CT

☐ DE

☐ DC

☒ FL

☐ GA

☐ GU

☐ HI

☐ ID

☐ IL

☐ IN

☐ IA

☐ KS

☐ KY

☒ LA

☐ ME

☐ MD

☐ MA

☐ MI

☐ MN

☐ MS

☐ MO

☐ MT

☐ NE

☐ NV

☐ NH

☐ NJ

☐ NM

☐ NY

☐ NC

☐ ND

☐ OH

☐ OK

☐ OR

☐ PA

☐ PR

☐ RI

☐ SC

☐ SD

☐ TN

☒ TX

☐ UT

☐ VT

☐ VI

☐ VA

☐ WA

☐ WV

☐ WI

☐ WY

☐ Other:</

SECTION 1.I. Website Addresses

List your website addresses, including addresses for accounts on publicly available social media platforms where you control the content (including, but not limited to, Twitter, Facebook and/or LinkedIn). You must complete a separate Schedule D Section 1.I. for each website or account on a publicly available social media platform.

|                                                                         |                                                                                                                                                                   |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://twitter.com/ratliff_danny">https://twitter.com/ratliff_danny</a>                                                                                 |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://twitter.com/ContactClarity">https://twitter.com/ContactClarity</a>                                                                               |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.linkedin.com/in/danny-ratliff-cfp%C2%AE-chfc%C2%AE-0b9b17114/">https://www.linkedin.com/in/danny-ratliff-cfp%C2%AE-chfc%C2%AE-0b9b17114/</a> |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.facebook.com/craig.severin">https://www.facebook.com/craig.severin</a>                                                                       |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.linkedin.com/in/diana-williams-mba-54725611/">https://www.linkedin.com/in/diana-williams-mba-54725611/</a>                                   |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.facebook.com/TheLanceRobertsShow/">https://www.facebook.com/TheLanceRobertsShow/</a>                                                         |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://soundcloud.com/the-lance-roberts-show">https://soundcloud.com/the-lance-roberts-show</a>                                                         |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.linkedin.com/in/karen-roan-mcclure-ab895b15b/">https://www.linkedin.com/in/karen-roan-mcclure-ab895b15b/</a>                                 |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.facebook.com/frank.marrone.3">https://www.facebook.com/frank.marrone.3</a>                                                                   |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://www.facebook.com/RealInvestmentAdvice/">https://www.facebook.com/RealInvestmentAdvice/</a>                                                       |
| Address of Website/Account on Publicly Available Social Media Platform: | <a href="https://twitter.com/rr0710?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter</a>                                                   |











































