PACIFIC FINANCIAL GROUP INC

FORM 13F-HR
(Form 13F Holdings Report)

Filed 08/13/26 for the Period Ending 06/30/26

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 13F

OMB APPROVAL
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FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 06-30-2026

Check here if Amendment: ☐ Amendment Number: ______

This Amendment (Check only one.): ☐ is a restatement.
☐ adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: PACIFIC FINANCIAL GROUP INC

Address: 900 20TH AVENUE SOUTH
SUITE 500
NASHVILLE TN 37212

Form 13F File Number: 028-10839

CRD Number (if applicable): ______

SEC File Number (if applicable): ______

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Sarah Hidalgo

Title: Compliance Operations Manager

Phone: 425-300-2592

Signature, Place, and Date of Signing:

Sarah Hidalgo	Nashville, TENNESSEE	08-13-2026
[Signature]	[City, State]	[Date]

Do you wish to provide information pursuant to Special Instruction 5? ☐ Yes ☒ No

Report Type (Check only one.):

☒ 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

☐ 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)

☐ 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

Form 13F Summary Page

Report Summary:

Number of Other Included Managers:	0
Form 13F Information table Entry Total:	85
Form 13F Information table Value Total:	208,627,298 (round to nearest dollar)

List of Other Included Managers:

Provide a numbered list of the name(s) and Form 13F number(s) of all institutional investement managers with respect to which this report is filed, other than the manager filing this report.

NONE

FORM 13F INFORMATION TABLE

COLUMN 1	COLUMN 2	COLUMN 3		COLUMN 4	COLUMN 5			COLUMN 6	COLUMN 7	COLUMN 8		
NAME OF ISSUER	TITLE OF CLASS	CUSIP	FIGI	VALUE (round to nearest dollar)	SHRS OR PRN AMT	SH / PRN	PUT / CALL	INVESTMENT DISCRETION	OTHER MANAGER	VOTING AUTHORITY		
										SOLE	SHARED	NONE
ADVISORS INNER CIRCLE FD II	3EDGE FIXED ETF	00791R830	-	205,239	8,328	SH	-	SOLE	-	0	0	8,328
AMERICAN CENTY ETF TR	AVANTIS EMGMKT	025072604	-	912,120	9,453	SH	-	SOLE	-	0	0	9,453
AMPLIFY ETF TR	CWP ENHANCED DIV	032108409	-	462,552	10,122	SH	-	SOLE	-	0	0	10,122
BLACKROCK ETF TRUST	ISHARES US EQUIT	09290C103	-	3,501,106	51,479	SH	-	SOLE	-	0	0	51,479
FIDELITY COVINGTON TRUST	ENHANCED LARGE	31609A305	-	785,891	17,963	SH	-	SOLE	-	0	0	17,963
FIDELITY COVINGTON TRUST	HIGH DIVID ETF	316092840	-	3,509,928	58,217	SH	-	SOLE	-	0	0	58,217
INVESCO ACTIVELY MANAGED EXC	TOTAL RETURN	46090A804	-	1,197,950	25,559	SH	-	SOLE	-	0	0	25,559
INVESCO ACTVELY MNGD ETC FD	OPTIMUM YIELD	46090F100	-	732,306	46,115	SH	-	SOLE	-	0	0	46,115
INVESCO EXCH TRADED FD TR II	NASDAQ 100 ETF	46138G649	-	1,192,612	3,936	SH	-	SOLE	-	0	0	3,936
INVESCO EXCH TRADED FD TR II	S&P 500 REVENUE	46138G698	-	237,634	1,860	SH	-	SOLE	-	0	0	1,860
INVESCO EXCH TRADED FD TR II	RAFI EMRGNG MRKT	46138E727	-	638,363	22,897	SH	-	SOLE	-	0	0	22,897
INVESCO EXCH TRADED FD TR II	S&P 500 MOMNTM	46138E339	-	4,179,365	25,872	SH	-	SOLE	-	0	0	25,872
INVESCO EXCH TRD SLF IDX FD	RUSL 1000 DYNM	46138J619	-	354,078	5,166	SH	-	SOLE	-	0	0	5,166
INVESCO EXCHANGE TRADED FD T	S&P500 QUALITY	46137V241	-	6,258,102	69,457	SH	-	SOLE	-	0	0	69,457
INVESCO QQQ TR	UNIT SER 1	46090E103	-	15,035,059	20,412	SH	-	SOLE	-	25	0	20,387
ISHARES INC	MSCI JAPAN ETF	46434G822	-	869,965	9,327	SH	-	SOLE	-	0	0	9,327
ISHARES INC	CORE MSCI EMKT	46434G103	-	292,094	3,526	SH	-	SOLE	-	0	0	3,526
ISHARES TR	S&P 500 VAL ETF	464287408	-	5,812,490	25,598	SH	-	SOLE	-	0	0	25,598
ISHARES TR	RUS TP200 GR ETF	464289438	-	674,496	2,321	SH	-	SOLE	-	0	0	2,321
ISHARES TR	MBS ETF	464288588	-	1,142,177	12,084	SH	-	SOLE	-	0	0	12,084
ISHARES TR	MSCI EMG MKT ETF	464287234	-	1,508,255	22,047	SH	-	SOLE	-	0	0	22,047
ISHARES TR	RUS MDCP VAL ETF	464287473	-	232,909	1,415	SH	-	SOLE	-	0	0	1,415
ISHARES TR	ISHS 1-5YR INVS	464288646	-	562,832	10,739	SH	-	SOLE	-	0	0	10,739
ISHARES TR	CORE S&P500 ETF	464287200	-	24,473,626	32,680	SH	-	SOLE	-	48	0	32,632
ISHARES TR	AGENCY BOND ETF	464288166	-	391,330	3,582	SH	-	SOLE	-	0	0	3,582
ISHARES TR	3 7 YR TREAS BD	464288661	-	1,050,460	8,944	SH	-	SOLE	-	0	0	8,944
ISHARES TR	CORE US AGGBD ET	464287226	-	1,624,774	16,415	SH	-	SOLE	-	0	0	16,415
ISHARES TR	1 3 YR TREAS BD	464287457	-	2,172,427	26,458	SH	-	SOLE	-	0	0	26,458
ISHARES TR	7-10 YR TRSY BD	464287440	-	350,642	3,708	SH	-	SOLE	-	0	0	3,708
ISHARES TR	S&P MC 400VL ETF	464287705	-	1,337,437	9,054	SH	-	SOLE	-	0	0	9,054
ISHARES TR	SP SMCP600VL ETF	464287879	-	1,332,982	9,752	SH	-	SOLE	-	0	0	9,752
ISHARES TR	MRGSTR MD CP ETF	464288208	-	6,354,953	65,814	SH	-	SOLE	-	223	0	65,591
ISHARES TR	MSCI EAFE ETF	464287465	-	2,365,116	22,768	SH	-	SOLE	-	0	0	22,768
ISHARES TR	RUS 1000 GRW ETF	464287614	-	1,180,880	9,510	SH	-	SOLE	-	0	0	9,510
ISHARES TR	S&P SML 600 GWT	464287887	-	1,617,507	9,057	SH	-	SOLE	-	0	0	9,057
ISHARES TR	US TREAS BD ETF	46429B267	-	876,938	38,496	SH	-	SOLE	-	0	0	38,496
ISHARES TR	CORE DIV GRWTH	46434V621	-	5,726,258	75,554	SH	-	SOLE	-	242	0	75,312
ISHARES TR	CORE UNIVRSL USD	46434V613	-	410,505	8,895	SH	-	SOLE	-	0	0	8,895
ISHARES TR	US TELECOM ETF	464287713	-	231,859	5,480	SH	-	SOLE	-	0	0	5,480
ISHARES TR	CORE S&P SCP ETF	464287804	-	7,910,706	53,339	SH	-	SOLE	-	149	0	53,190
ISHARES TR	S&P MC 400GR ETF	464287606	-	3,005,438	25,578	SH	-	SOLE	-	0	0	25,578
ISHARES TR	RUS MID CAP ETF	464287499	-	918,261	8,324	SH	-	SOLE	-	0	0	8,324
ISHARES TR	RUS TP200 VL ETF	464289420	-	238,048	2,264	SH	-	SOLE	-	0	0	2,264
ISHARES TR	MSCI ACWI EXUS	46435G847	-	3,722,820	80,061	SH	-	SOLE	-	338	0	79,723

ISHARES TR	RUSSELL 2000 ETF	464287655	-	1,405,632	4,679	SH	-	SOLE	-	0	0	4,679
ISHARES TR	RUS 1000 VAL ETF	464287598	-	1,029,219	4,246	SH	-	SOLE	-	0	0	4,246
ISHARES TR	10+ YR INVST GRD	464289511	-	328,248	6,560	SH	-	SOLE	-	0	0	6,560
ISHARES TR	RUS 1000 ETF	464287622	-	991,400	2,421	SH	-	SOLE	-	0	0	2,421
ISHARES TR	S&P 500 GRWT ETF	464287309	-	11,979,297	87,103	SH	-	SOLE	-	173	0	86,930
ISHARES TR	CORE MSCI EAFE	46432F842	-	2,516,911	26,060	SH	-	SOLE	-	0	0	26,060
ISHARES TR	CORE S&P MCP ETF	464287507	-	5,168,864	67,032	SH	-	SOLE	-	0	0	67,032
LISTED FDS TR	OVERLAY SHARES	53656F581	-	2,225,554	53,268	SH	-	SOLE	-	0	0	53,268
NORTHERN LTS FD TR IV	MAIN BUYWRITE	66538H179	-	155,222	10,742	SH	-	SOLE	-	0	0	10,742
NORTHERN LTS FD TR IV	MAIN SECTR ROTN	66538H591	-	4,659,255	64,658	SH	-	SOLE	-	0	0	64,658
NORTHERN LTS FD TR IV	MAIN THEMATC IN	66538H278	-	232,144	7,386	SH	-	SOLE	-	0	0	7,386
PGIM ETF TR	PGIM ULTRA SH BD	69344A107	-	3,692,575	74,275	SH	-	SOLE	-	0	0	74,275
SELECT SECTOR SPDR TR	ST STR CARE ETF	81369Y209	-	227,360	1,433	SH	-	SOLE	-	0	0	1,433
SPDR SERIES TRUST	ST INTER BD ETF	78464A375	-	2,692,596	80,472	SH	-	SOLE	-	0	0	80,472
SPDR SERIES TRUST	ST STR P500ETF	78464A854	-	1,583,139	18,015	SH	-	SOLE	-	0	0	18,015
SPDR SERIES TRUST	ST STR P500VAL	78464A508	-	5,511,570	90,666	SH	-	SOLE	-	355	0	90,311
STATE STR SPDR DOW JONES IND	UT SER 1	78467X109	-	677,540	1,297	SH	-	SOLE	-	0	0	1,297
STATE STR SPDR S&P 500 ETF T	TR UNIT	78462F103	-	9,139,553	12,223	SH	-	SOLE	-	0	0	12,223
STATE STR SPDR S&P MIDCAP 40	UTSER1 S&PDCRP	78467Y107	-	890,670	1,266	SH	-	SOLE	-	0	0	1,266
T ROWE PRICE EXCHANGE-TRADED	CAP APPRECIATION	87283Q867	-	649,221	15,796	SH	-	SOLE	-	0	0	15,796
VANGUARD BD INDEX FDS	SHORT TRM BOND	921937827	-	1,476,853	18,956	SH	-	SOLE	-	65	0	18,891
VANGUARD BD INDEX FDS	INTERMED TERM	921937819	-	685,669	8,940	SH	-	SOLE	-	31	0	8,909
VANGUARD BD INDEX FDS	LONG TERM BOND	921937793	-	414,445	6,013	SH	-	SOLE	-	34	0	5,979
VANGUARD BD INDEX FDS	TOTAL BND MRKT	921937835	-	406,839	5,542	SH	-	SOLE	-	0	0	5,542
VANGUARD CHARLOTTE FDS	TOTAL INT BD ETF	92203J407	-	924,170	19,083	SH	-	SOLE	-	114	0	18,969
VANGUARD INDEX FDS	TOTAL STK MKT	922908769	-	1,760,810	4,758	SH	-	SOLE	-	0	0	4,758
VANGUARD INDEX FDS	S&P 500 ETF SHS	922908363	-	866,645	1,262	SH	-	SOLE	-	0	0	1,262
VANGUARD INDEX FDS	SMALL CP ETF	922908751	-	3,147,937	10,385	SH	-	SOLE	-	25	0	10,360
VANGUARD INDEX FDS	LARGE CAP ETF	922908637	-	1,418,973	4,126	SH	-	SOLE	-	0	0	4,126
VANGUARD INDEX FDS	GROWTH ETF	922908736	-	6,607,995	76,712	SH	-	SOLE	-	390	0	76,322
VANGUARD INDEX FDS	VALUE ETF	922908744	-	4,839,240	22,205	SH	-	SOLE	-	112	0	22,093
VANGUARD INTL EQUITY INDEX F	FTSE EMR MKT ETF	922042858	-	1,927,715	32,296	SH	-	SOLE	-	195	0	32,101
VANGUARD SCOTTSDALE FDS	MTG-BKD SECS ETF	92206C771	-	427,138	9,125	SH	-	SOLE	-	53	0	9,072
VANGUARD SCOTTSDALE FDS	SHORT TERM TREAS	92206C102	-	396,284	6,809	SH	-	SOLE	-	0	0	6,809
VANGUARD SCOTTSDALE FDS	LONG TERM TREAS	92206C847	-	1,956,683	35,460	SH	-	SOLE	-	0	0	35,460
VANGUARD SCOTTSDALE FDS	VNG RUS2000IDX	92206C664	-	745,033	6,136	SH	-	SOLE	-	0	0	6,136
VANGUARD SPECIALIZED FUNDS	DIV APP ETF	921908844	-	494,601	2,090	SH	-	SOLE	-	0	0	2,090
VANGUARD TAX-MANAGED FDS	VAN FTSE DEV MKT	921943858	-	5,478,406	76,890	SH	-	SOLE	-	451	0	76,439
VANGUARD WHITEHALL FDS	INTL HIGH ETF	921946794	-	810,806	8,257	SH	-	SOLE	-	0	0	8,257
VANGUARD WHITEHALL FDS	HIGH DIV YLD	921946406	-	257,273	1,628	SH	-	SOLE	-	0	0	1,628
WISDOMTREE TR	US QTLY DIV GRT	97717X669	-	237,323	2,482	SH	-	SOLE	-	0	0	2,482