

STRATEGIC FINANCIAL PARTNERS, LTD.

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

Filed 07/10/24 for the Period Ending 06/30/22

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CIK 0002027921
Fiscal Year 12/31

The Securities and Exchange Commission has not necessarily reviewed the information in this filing and has not determined if it is accurate and complete.

The reader should not assume that the information is accurate and complete.

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549
FORM 13F

OMB APPROVAL

OMB Number: 3235-0006
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FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 06-30-2022

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: Strategic Financial Partners, Ltd.

Address: 22079 Erickson Road

Bend OR 97701

Form 13F File Number: 028-24214

CRD Number (if applicable): 000148858

SEC File Number (if applicable): 801-77447

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: Grant Carroll

Title: Chief Compliance Officer

Phone: 503-467-7832

Signature, Place, and Date of Signing:

/s/Grant Carroll Bend, OREGON 07-10-2024
[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: | <u>0</u> |
| Form 13F Information table Entry Total: | <u>64</u> |
| Form 13F Information table Value Total: | <u>171,208</u> (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 investment managers with respect to which this report is filed, other than the manager filing this report.

NONE

FORM 13F INFORMATION TABLE

| COLUMN 1 NAME OF ISSUER | COLUMN 2 TITLE OF CLASS | COLUMN 3 CUSIP | COLUMN 4 FIGI | COLUMN 5 VALUE (round to nearest dollar) | SHRS OR PRN AMT | SH/ PRN | PUT/ CALL | COLUMN 6 INVESTMENT DISCRETION | COLUMN 7 OTHER MANAGER | COLUMN 8 VOTING AUTHORITY | | |
|------------------------------|----------------------------|-------------------|------------------|---|--------------------|------------|--------------|--------------------------------------|------------------------------|------------------------------|--------|---------|
| | | | | | | | | | | SOLE | SHARED | NONE |
| | | | | | | | | | | | | |
| APPLE INC | COM | 037833100 | - | 689 | 5,039 | SH | - | SOLE | - | 0 | 0 | 5,039 |
| FIRST TR EXCH TRADED FD III | MANAGD MUN ETF | 33739N108 | - | 2,044 | 40,390 | SH | - | SOLE | - | 0 | 0 | 40,390 |
| FIRST TR EXCH TRADED FD III | PFD SECS INC ETF | 33739E108 | - | 398 | 23,109 | SH | - | SOLE | - | 0 | 0 | 23,109 |
| FIRST TR EXCHANGE-TRADED FD | DJ INTERNT IDX | 33733E302 | - | 301 | 2,371 | SH | - | SOLE | - | 0 | 0 | 2,371 |
| FIRST TR EXCHANGE-TRADED FD | FIRST TR ENH NEW | 33739Q408 | - | 213 | 3,586 | SH | - | SOLE | - | 0 | 0 | 3,586 |
| FIRST TR EXCHANGE-TRADED FD | FIRST TR TA HIYL | 33738D408 | - | 1,317 | 33,628 | SH | - | SOLE | - | 0 | 0 | 33,628 |
| FIRST TR EXCHANGE-TRADED FD | FT CBOE VEST S&P | 33739Q705 | - | 470 | 9,577 | SH | - | SOLE | - | 0 | 0 | 9,577 |
| FIRST TR EXCHNG TRADED FD VI | TCW SECURITIZED | 33740U109 | - | 549 | 24,135 | SH | - | SOLE | - | 0 | 0 | 24,135 |
| FIRST TR STOXX EUROPEAN SELE | COMMON SHS | 33735T109 | - | 250 | 23,013 | SH | - | SOLE | - | 0 | 0 | 23,013 |
| FIRST TR VALUE LINE DIVID IN | SHS | 33734H106 | - | 593 | 15,288 | SH | - | SOLE | - | 0 | 0 | 15,288 |
| INVESCO EXCH TRADED FD TR II | INTL CORP BD | 46138E636 | - | 719 | 32,617 | SH | - | SOLE | - | 0 | 0 | 32,617 |
| INVESCO QQQ TR | UNIT SER 1 | 46090E103 | - | 288 | 1,029 | SH | - | SOLE | - | 0 | 0 | 1,029 |
| ISHARES TR | CORE 1 5 YR USD | 46432F859 | - | 2,273 | 47,943 | SH | - | SOLE | - | 0 | 0 | 47,943 |
| ISHARES TR | CORE LT USDB ETF | 464289479 | - | 241 | 4,342 | SH | - | SOLE | - | 0 | 0 | 4,342 |
| ISHARES TR | CORE S&P MCP ETF | 464287507 | - | 395 | 1,747 | SH | - | SOLE | - | 0 | 0 | 1,747 |
| ISHARES TR | CORE S&P SCP ETF | 464287804 | - | 8,622 | 93,296 | SH | - | SOLE | - | 0 | 0 | 93,296 |
| ISHARES TR | CORE US AGGBD ET | 464287226 | - | 17,379 | 170,913 | SH | - | SOLE | - | 0 | 0 | 170,913 |
| ISHARES TR | JPMORGAN USD EMG | 464288281 | - | 431 | 5,045 | SH | - | SOLE | - | 0 | 0 | 5,045 |
| ISHARES TR | MSCI ACWI ETF | 464288257 | - | 492 | 5,867 | SH | - | SOLE | - | 0 | 0 | 5,867 |
| ISHARES TR | MSCI EAFE ETF | 464287465 | - | 245 | 3,917 | SH | - | SOLE | - | 0 | 0 | 3,917 |
| ISHARES TR | PFD AND INCM SEC | 464288687 | - | 904 | 27,498 | SH | - | SOLE | - | 0 | 0 | 27,498 |
| ISHARES TR | RUS 1000 GRW ETF | 464287614 | - | 526 | 2,407 | SH | - | SOLE | - | 0 | 0 | 2,407 |
| ISHARES TR | RUS 1000 VAL ETF | 464287598 | - | 743 | 5,128 | SH | - | SOLE | - | 0 | 0 | 5,128 |
| ISHARES TR | RUS MID CAP ETF | 464287499 | - | 16,168 | 250,050 | SH | - | SOLE | - | 0 | 0 | 250,050 |
| ISHARES TR | S&P 500 VAL ETF | 464287408 | - | 209 | 1,522 | SH | - | SOLE | - | 0 | 0 | 1,522 |
| ISHARES TR | SHORT TREAS BD | 464288679 | - | 235 | 2,132 | SH | - | SOLE | - | 0 | 0 | 2,132 |
| MICROSOFT CORP | COM | 594918104 | - | 863 | 3,361 | SH | - | SOLE | - | 0 | 0 | 3,361 |
| PACER FDS TR | TRENDP US LAR CP | 69374H105 | - | 912 | 24,270 | SH | - | SOLE | - | 0 | 0 | 24,270 |
| PACER FDS TR | TRENDP US MID CP | 69374H204 | - | 338 | 9,790 | SH | - | SOLE | - | 0 | 0 | 9,790 |
| SCHWAB STRATEGIC TR | SHT TM US TRES | 808524862 | - | 295 | 5,997 | SH | - | SOLE | - | 0 | 0 | 5,997 |
| SCHWAB STRATEGIC TR | US DIVIDEND EQ | 808524797 | - | 216 | 3,009 | SH | - | SOLE | - | 0 | 0 | 3,009 |
| SELECT SECTOR SPDR TR | SBI HEALTHCARE | 81369Y209 | - | 725 | 5,651 | SH | - | SOLE | - | 0 | 0 | 5,651 |
| SPDR INDEX SHS FDS | PORTFOLIO DEVLDP | 78463X889 | - | 11,607 | 402,463 | SH | - | SOLE | - | 0 | 0 | 402,463 |
| SPDR SER TR | DJ REIT ETF | 78464A607 | - | 631 | 6,638 | SH | - | SOLE | - | 0 | 0 | 6,638 |
| SPDR SER TR | NUVEEN BLOOMBERG | 78464A284 | - | 705 | 13,722 | SH | - | SOLE | - | 0 | 0 | 13,722 |
| SPDR SER TR | PORTFLI INTRMDIT | 78464A672 | - | 11,309 | 383,735 | SH | - | SOLE | - | 0 | 0 | 383,735 |
| SPDR SER TR | PORTFOLIO S&P500 | 78464A854 | - | 18,488 | 416,954 | SH | - | SOLE | - | 0 | 0 | 416,954 |
| SPDR SER TR | PRTFLO S&P500 HI | 78468R788 | - | 242 | 6,055 | SH | - | SOLE | - | 0 | 0 | 6,055 |
| SPDR SER TR | PRTFLO S&P500 VL | 78464A508 | - | 18,655 | 506,643 | SH | - | SOLE | - | 0 | 0 | 506,643 |
| STARBUCKS CORP | COM | 855244109 | - | 224 | 2,926 | SH | - | SOLE | - | 0 | 0 | 2,926 |
| VANECK ETF TRUST | MORTGAGE REIT | 92189F452 | - | 190 | 13,604 | SH | - | SOLE | - | 0 | 0 | 13,604 |
| VANGUARD INDEX FDS | GROWTH ETF | 922908736 | - | 3,317 | 14,881 | SH | - | SOLE | - | 0 | 0 | 14,881 |
| VANGUARD INDEX FDS | MCAP GR IDXVIP | 922908538 | - | 799 | 4,554 | SH | - | SOLE | - | 0 | 0 | 4,554 |

| | | | | | | | | | | | | |
|------------------------------|---------------------|-----------|---|--------|---------|----|---|------|---|---|---|---------|
| VANGUARD INDEX FDS | MCAP VL IDXVIP | 922908512 | - | 793 | 6,121 | SH | - | SOLE | - | 0 | 0 | 6,121 |
| VANGUARD INDEX FDS | MID CAP ETF | 922908629 | - | 213 | 1,080 | SH | - | SOLE | - | 0 | 0 | 1,080 |
| VANGUARD INDEX FDS | REAL ESTATE ETF | 922908553 | - | 541 | 5,939 | SH | - | SOLE | - | 0 | 0 | 5,939 |
| VANGUARD INDEX FDS | S&P 500 ETF SHS | 922908363 | - | 876 | 2,524 | SH | - | SOLE | - | 0 | 0 | 2,524 |
| VANGUARD INDEX FDS | SM CP VAL ETF | 922908611 | - | 975 | 6,504 | SH | - | SOLE | - | 0 | 0 | 6,504 |
| VANGUARD INDEX FDS | SMALL CP ETF | 922908751 | - | 868 | 4,926 | SH | - | SOLE | - | 0 | 0 | 4,926 |
| VANGUARD INDEX FDS | SML CP GRW ETF | 922908595 | - | 909 | 4,613 | SH | - | SOLE | - | 0 | 0 | 4,613 |
| VANGUARD INDEX FDS | TOTAL STK MKT | 922908769 | - | 2,272 | 12,043 | SH | - | SOLE | - | 0 | 0 | 12,043 |
| VANGUARD INDEX FDS | VALUE ETF | 922908744 | - | 2,483 | 18,826 | SH | - | SOLE | - | 0 | 0 | 18,826 |
| VANGUARD INTL EQUITY INDEX F | ALLWRLD EX US | 922042775 | - | 263 | 5,254 | SH | - | SOLE | - | 0 | 0 | 5,254 |
| VANGUARD INTL EQUITY INDEX F | FTSE EMR MKT ETF | 922042858 | - | 1,254 | 30,098 | SH | - | SOLE | - | 0 | 0 | 30,098 |
| VANGUARD SCOTTSDALE FDS | INT-TERM CORP | 92206C870 | - | 12,004 | 150,007 | SH | - | SOLE | - | 0 | 0 | 150,007 |
| VANGUARD SCOTTSDALE FDS | MTG-BKD SECS ETF | 92206C771 | - | 7,026 | 146,960 | SH | - | SOLE | - | 0 | 0 | 146,960 |
| VANGUARD SCOTTSDALE FDS | VNG RUS1000GRW | 92206C680 | - | 6,631 | 117,823 | SH | - | SOLE | - | 0 | 0 | 117,823 |
| VANGUARD STAR FDS | VG TL INTL STK F | 921909768 | - | 874 | 16,940 | SH | - | SOLE | - | 0 | 0 | 16,940 |
| VANGUARD TAX-MANAGED INTL FD | VAN FTSE DEV MKT | 921943858 | - | 427 | 10,476 | SH | - | SOLE | - | 0 | 0 | 10,476 |
| VANGUARD WHITEHALL FDS | HIGH DIV YLD | 921946406 | - | 254 | 2,500 | SH | - | SOLE | - | 0 | 0 | 2,500 |
| VANGUARD WORLD FD | MEGA CAP INDEX | 921910873 | - | 414 | 3,143 | SH | - | SOLE | - | 0 | 0 | 3,143 |
| VANGUARD WORLD FD | MEGA CAP VAL ETF | 921910840 | - | 2,441 | 25,383 | SH | - | SOLE | - | 0 | 0 | 25,383 |
| VANGUARD WORLD FD | MEGA GRWTH IND | 921910816 | - | 3,254 | 17,908 | SH | - | SOLE | - | 0 | 0 | 17,908 |
| VANGUARD WORLD FDS | INF TECH ETF | 92204A702 | - | 226 | 691 | SH | - | SOLE | - | 0 | 0 | 691 |