

Item 1 – Cover Page



Franson Financial

**Form ADV Part 2B – Individual Disclosure
Brochure**

for

Caleb James Franson

Personal CRD Number: 6936876

Investment Advisor Representative

This brochure supplement provides information about Caleb James Franson that supplements the Franson Financial LLC brochure. You should have received a copy of that brochure. Please contact Caleb James Franson if you did not receive Franson Financial LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Caleb James Franson is also available on the SEC's website at www.adviserinfo.sec.gov.

Franson Financial LLC
10405 State Hwy 27
PO Box 351
Hayward, WI 54843
(715) 919-0880
caleb@fransonfinancial.com
CRD # 321943

Item 2 – Education Background and Business Experience

Name: Caleb J. Franson

Born: 1993

Education after High School:

2016-2016 Gonzaga University, Spokane, WA: MBA

2011-2015 Colorado School of Mines, Golden, CO: Bachelor of Science in Mining Engineering

Business Background:

05/2022 Franson Financial LLC, Hayward, WI
to Present Founder, Managing Member, CIO, and CCO

07/2025 Diocese of Superior, Superior, WI
to 02/2026 Assistant Controller

07/2023 St. Joseph Parish, Hayward, WI
to 01/2026 Accounting Assistant

07/2017 Ravenwood Capital Management, LLC, Spokane, WA
to 03/2022 Co-Founder, Portfolio Manager

10/2017 FARB Guidance Systems, Inc, Post Falls, ID
to 10/2018 Financial Consultant

11/2016 DABS Manufacturing and Assembly, LLC, Kent, WA;
to 01/2017 Mechanical Engineer

06/2015 Josephine Mining Corporation, Spokane, WA;
to 03/2016 Mining Engineer/Analyst

06/2013 to 8/2013, Josephine Mining Corporation, Spokane, WA;
05/2014 to 8/2014 Mining Engineer/Analyst Intern

Item 3 – Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4 – Other Business Activities

Caleb James Franson also performs independent business consulting, bookkeeping, and real property rental activities. He spends less than 5 hours per week on this outside business activity.

Item 5 – Additional Compensation

Caleb James Franson does not receive any economic benefit from any person, company, or organization, other than Franson Financial LLC, in exchange for providing clients advisory services through Franson Financial LLC.

Item 6 – Supervision

As the Chief Compliance Officer of Franson Financial LLC, Caleb James Franson supervises all activities of the firm. Caleb James Franson's contact information is on the cover page of this disclosure document. Caleb James Franson adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

Item 7 – Requirements for State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

A. Caleb James Franson has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;

- c) theft, embezzlement, or other wrongful taking of property;
- d) bribery, forgery, counterfeiting, or extortion; or
- e) dishonest, unfair, or unethical practices.

B. Caleb James Franson has NOT been the subject of a bankruptcy.