

Part 2A of Form ADV: Firm Brochure



Coats Financial Planning, Inc.

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February 25, 2020

This brochure provides information about the qualifications and business practices of Coats Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at 502-426-0300 or by e-mail at stuart@coatsfinancialplanning.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

While the firm and its personnel are registered with the Commonwealth of Kentucky, the State of Indiana, and the State of Florida, such registration does not imply a certain level of skill or training.

Additional information about Coats Financial Planning, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 122135.

Item 2 Material Changes

This Firm Brochure, dated February 25, 2020, provides you with a summary of Coats Financial Planning, Inc.'s advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things. This Item is used to provide our Clients with a summary of new and/or updated information.

1. Annual Update: The Firm is required to update certain information at least annually, within 90 days of our firm's fiscal year end (FYE) of December 31. The Firm will provide Clients either a summary of the revised information with an offer to deliver the full revised Brochure within 120 days of our FYE or the Firm's revised Brochure that will include a summary of those changes in this Item.

2. Material Changes: Should a material change in our operations occur, depending on its nature the Firm will promptly communicate this change to Clients (and it will be summarized in this Item). "Material changes" requiring prompt notification will include changes of ownership or control; location; disciplinary proceedings; significant changes to our advisory services or advisory affiliates - any information that is critical to a client's full understanding of the Firm how to find the Firm, and how the Firm does business. The following summarizes new or revised disclosures based on information previously provided in our Firm Brochure dated July 10, 2018:

Item 19: Requirements for State-Registered Advisers

- Changing Elizabeth Thoke to Elizabeth McKay (married name)

Brochure Supplement (Part 2B of Form ADV)

- Elijah W. Essa, Business Experience: Adding Certified Financial Planner™, and NAPFA Registered Financial Advisor designations
- Changing Elizabeth Thoke to Elizabeth McKay (married name)

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Item 4 Advisory Business

FIRM DESCRIPTION

Coats Financial Planning, Inc. was founded as a sole proprietorship in 2000 and incorporated as an S-Corporation in 2007.

Coats Financial Planning, Inc. is strictly a *Fee-Only* financial planning and investment management firm. The Firm *does not sell* any investment products of any kind. It does not receive commissions for purchasing or selling annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or any other commissioned products. The Firm is not affiliated with entities that sell financial products or securities. No commissions, finder's fees, or referral fees in any form are accepted.

Coats Financial Planning, Inc. provides personalized, confidential financial planning and investment advice and management to individuals, trusts, estates, and small businesses. Advice is provided through consultation with the Client, where the Firm gathers required information through in-depth personal interviews. Information gathered includes the Client's current financial status, tax status, future goals, returns objectives and attitudes towards risk. The Firm carefully reviews documents supplied by the Client, including a questionnaire completed by the Client, and prepares written recommendations. Recommendations may include: determination of financial objectives, identification of financial problems, cash flow management, college planning, tax planning, general insurance review, investment management, education funding, retirement planning, and general estate planning.

Clients will make the final decisions on investment selection. Coats Financial Planning, Inc. does not act as a custodian of Client assets. The Client always maintains asset control. In most instances, the Firm may place trades for Clients under a limited power of attorney.

Periodic reviews are conducted once or twice a year with clients. Client investment portfolios are not continuously monitored.

Other professionals (e.g. lawyers, accountants, insurance agents, etc.) are engaged directly by the Client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be conducted remotely, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

PRINCIPAL OWNERS

Stuart W Coats is the sole owner of the Subchapter S Corporation.

TYPES OF ADVISORY SERVICES

Coats Financial Planning, Inc. provides ongoing advice as part of a flat-fee Retainer arrangement where periodic reviews with Clients are conducted with unlimited access to advice from the Firm on any financial matter.

On more than an occasional basis, Coats Financial Planning, Inc. furnishes advice to Clients on matters not involving securities, such as financial planning matters, taxation issues, and general estate planning.

Coats Financial Planning, Inc. does not operate using the Assets Under Management (AUM) model. The Firm does maintain advisor relationships at Fidelity and TIAA, which are used to allow the Firm to assist clients with their investments.

TAILORED RELATIONSHIPS

The goals and objectives for each client are documented in the Firm's client files. Investment objectives are created that reflect the stated goals, tolerance for risk and investing time frame of the client. Clients may impose restrictions on investing in certain securities or types of securities.

RETAINER SERVICE AGREEMENTS

Clients at Coats Financial Planning, Inc. work under ongoing retainer service arrangement. The retainer arrangement incorporates both the initial engagement work as well as the ongoing relationship over time. The retainer fee is determined by the Firm's assessment of the complexity of the Client situation.

The Firm's complexity assessment involves a detailed checklist of factors that require an investment of time in servicing that Client. The magnitude of assets involved and the level of overall household income are just two of the many components that go into calculation of the fee. There is no minimum asset requirement for Clients, though there is a minimum fee of \$5,000 per year and no cap on the maximum fee.

The retainer relationship begins with the initial meeting to discuss Client goals and resources, and to determine how the Firm may be of assistance. It may take more than one meeting to arrive at the point where all complexity factors are understood and a retainer fee amount can be derived and the agreement finalized.

The annual retainer fee is assessed at a convenient monthly frequency, at the start of each month, and starts as soon as the agreement is signed, formalizing the relationship between Client and Firm. Either party can cancel the retainer arrangement at any time upon written notice. The agreement automatically renews annually and is subject to periodic review for changes in complexity, assets or income specific to the circumstances of a particular Client, as well as inflation. In addition, the methodology the Firm uses to translate complexity factors into Client retainer fee amounts is subject to change over time.

Retainer Clients prior to April 1, 2014 operate under a different model. The fee paid is typically subject to a fee-adjustment every 3 years to reflect inflation, in addition to occasional adjustment for

added/reduced complexity, as appropriate. The last inflationary fee adjustment was in 2020, and the next expected will come at the beginning of 2023.

ASSET MANAGEMENT

Assets are invested primarily in no-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm may charge a fee for stock and bond trades. Coats Financial Planning, Inc. does not receive any compensation, in any form, from fund companies or brokerage firms.

Existing investments in Client accounts may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual fund shares), U.S. Government securities, options contracts, futures contracts, interests in partnerships and various executive long term incentive plans.

Initial Public Offerings (IPOs) are not available through Coats Financial Planning, Inc.

TERMINATION OF AGREEMENT

The agreement may be terminated at any time upon written notice of either Coats Financial Planning, Inc. or the Client. If Client should terminate the agreement within five (5) business days of execution, any fees that the Client prepaid will be refunded to Client in full. After the initial five (5) business day period, fees earned from the first day through the receipt of written notice of termination will be due and payable.

Termination of the agreement will include removal of accounts from the Fidelity platform of Coats Financial Planning, Inc.

Item 5 Fees and Compensation

DESCRIPTION

Coats Financial Planning, Inc. works with all Clients on a Fee-Only basis.

The Retainer arrangement incorporates both the initial engagement work as well as the ongoing relationship over time. The Retainer fee is determined by the Firm's assessment of the complexity of the Client situation, involving a detailed assessment of items that require an investment of the Firm's time in servicing that Client. The magnitude of the assets involved and the level of overall household income are just two of many components that go into the calculation of the fee. The minimum fee is \$5,000 per year and there is no maximum.

Under certain circumstances, fees may vary from the stated parameters. The Firm, in its sole discretion, may waive or reduce its minimum fee based on unique individual circumstances, special arrangements, pre-existing relationships, or as otherwise determined by the Firm principal, Stuart Coats.

FEE BILLING

Annual retainer fees are billed in budget-friendly, convenient monthly installments. For Clients with accounts at Fidelity associated with our Firm, direct fee deduction is offered from taxable and retirement accounts as appropriate. For Clients lacking Fidelity accounts, the Firm offers monthly recurring credit card billing through a third party. The Firm does not accept cash.

OTHER FEES

Custodians may charge transaction fees on the purchases or sales of mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security. These fees are in addition to the fees paid by the Client to Coats Financial Planning, Inc.

EXPENSE RATIOS

Mutual Funds and Exchange-Traded Funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50% means that the fund company charges 1/2 of 1% of the invested amount for their services annually. For a \$1,000 investment, this would equate to \$5 annually. These fees are in addition to the fees paid by the Client to Coats Financial Planning, Inc.

PAST DUE ACCOUNTS and TERMINATION OF AGREEMENT

In addition to the Termination Detail provided in Item 4: Advisory Business, Coats Financial Planning, Inc. reserves the right to stop work on any account that is more than seven (7) days overdue. In addition, the Firm reserves the right to terminate any financial planning engagement where a Client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in the Firm's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded as soon as possible.

Item 6 Performance-Based Fees and Side-By-Side Management

Fees are not based on a share of the capital gains or capital appreciation of managed securities. Coats Financial Planning, Inc. does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the Client.

Item 7 Types of Clients

DESCRIPTION

Coats Financial Planning, Inc. generally provides investment advice to individuals, trusts, estates, or small business entities. Client relationships are exclusively of an ongoing nature.

ACCOUNT MINIMUMS

Coats Financial Planning, Inc. does not require minimum income levels, dollar value of assets or other conditions for its financial planning and investment consultation services. The Firm does charge a minimum fee for services, as described in Item 4: Advisory Business.

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

METHODS OF ANALYSIS

If Coats Financial Planning, Inc. is engaged to provide investment consultation, the Client's current financial situation, needs, goals, objectives and tolerance for risk are initially evaluated. Asset allocation and investment objective decisions are made and discussed with the Client to, in the Firm's best judgment, meet the Client's objectives while minimizing risk exposure.

Recommendations provided are based on publicly available reports, analysis, and research materials, computerized asset allocation modeling programs, and various industry subscriptions services (i.e., Morningstar).

INVESTMENT STRATEGIES

Asset allocation is a key component of investment portfolio design. Coats Financial Planning, Inc. believes that the appropriate allocation of assets across diverse investment categories (stock vs. bond, foreign vs. domestic, large cap vs. small cap, high quality vs. high yield, etc.) is the primary determinant of portfolio return and critical in the long-term success of one's financial objectives.

The Firm employs fundamental, long-term, buy and hold philosophies and approaches in investment selection and implementation strategy. Passively-managed index funds and/or exchange-traded funds typically play a large role as core investments.

RISK OF LOSS

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors, in general, face the following investment risks:

- **Interest-Rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rate rise, yields on existing bonds become less attractive, causing their market value to decline
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstance. For example, political, economic, and social conditions may trigger market events.
- **Country Risk:** If investing in securities from a single country, even the United States, there is a possibility that occurrences could adversely impact the prices of the securities associated with that country. These occurrences could include economic troubles, change in political structure or leadership, and international trade policies. Although similar to Market Risk, Country Risk is isolated to , and therefore solely impacts security prices of, a particular country.

- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency (Exchange Rate) Risk:** Overseas investment are subject to fluctuations in the value of the dollar against the currency of the investment's originating country.
- **Reinvestment Risk:** The risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e., interest rate). This primarily relates to fixed income securities.
- **Business Risk:** The risk associated with a particular industry or company within an industry. For example, oil drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. That company could carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interest in a standardized product. For example, Treasury Bills are high liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increase the risk of profitability, because the company must meet the terms of its debt obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- **Default Risk:** In times of economic hardship, companies may be unable to pay back creditors (bondholders). This risk may be elevated when dealing with companies which have lower credit ratings. It exists when investing both directly in a company, or indirectly through a mutual or exchange-traded fund.

Item 9 Disciplinary Information

Coats Financial Planning, Inc. is required to disclose any legal or disciplinary events that are material to a Client's or prospective client's evaluation of our advisory business or the integrity of our management.

The Firm and its employees and other associated personnel have not been involved in legal or disciplinary events related to past or present Clients.

Item 10 Other Financial Industry Activities and Affiliations

Neither Coats Financial Planning, Inc., nor any of its employees or associated personnel are affiliated with or maintain a material relationship with another financial industry entity. The Firm's policies require that it conduct business activities in a manner that avoids actual or potential conflicts of interest between the Firm, personnel, and Clients. Prior to and throughout the term of an engagement, the Firm will provide disclosure to the Client of any conflicts of interest which will or may reasonably compromise the Firm's impartiality or independence.

All advisors on staff are members (or required to become members when eligible) of the National Association of Personal Financial Advisors (NAPFA). NAPFA is the nation's leading organization dedicated to the advancement of Fee-Only financial planning. The Firm pays an annual membership fee to NAPFA for services that include training, compliance, and operational support to enhance the Firm's

ability to provide quality service and advice to the investing public. NAPFA members must adhere to ethical guidelines and must meet experience and education requirements.

Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

CODE OF ETHICS

Coats Financial Planning and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code. All members of the Coats Financial Planning, Inc. team have committed to the Code of Ethics as set forth by the National Association of Personal Financial Advisors (NAPFA), which is as follows:

Objectivity: NAPFA members strive to be as unbiased as possible in providing advice to clients, and NAPFA members practice on a fee-only basis.

Confidentiality: NAPFA members shall keep all client data private unless authorization is received from the client to share it. NAPFA members shall treat all documents with care and take care when disposing of them. Relations with clients shall be kept private.

Competence: NAPFA members shall strive to maintain a high level of knowledge and ability. Members shall attain a continuing education at least at the minimum level required by NAPFA. Members shall not provide advice in areas where they are not capable.

Fairness & Suitability: Dealings and recommendation with clients will always be in the client's best interests. NAPFA members always put their clients first.

Integrity & Honesty: NAPFA members will endeavor to always take the high road and to be ever mindful of the potential for misunderstanding that can accrue in normal human interactions. NAPFA members will be diligent to keep actions and reaction so far above board that a thinking client, or other professional, would not doubt intentions. In all actions, NAPFA members should be mindful that in addition to servicing our clients, we are about the business of building a profession and our actions should reflect this.

Regulatory Compliance: NAPFA members will strive to maintain conformity with legal regulations.

Full Disclosure: NAPFA members shall fully describe method of compensation and potential conflicts of interest to clients and also specify the total cost of investments.

Professionalism: NAPFA members shall conduct themselves in a way that would be a credit to NAPFA at all times. NAPFA membership involves integrity, honest treatment of clients, and treating people with respect.

A copy of Coats Financial Planning, Inc.'s complete Code of Ethics is available to our advisory clients and prospective clients. A copy may be requested by contacting Stuart Coats, President. Contact information is on the title page of this brochure, and within the ADV Part 2B Brochure Supplement.

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

Coats Financial Planning, Inc. and its employees or other associated personnel may buy or sell securities that are also held by Clients. Employees will never trade ahead of a Client order (front-running) on any security.

PERSONAL TRADING

Since employee trades are small and typically mutual fund or exchange-traded funds trades, the trades do not affect the securities markets.

COMPLIANCE OFFICER

The Chief Compliance Officer of Coats Financial Planning, Inc. is Anna R. Coats.

Item 12 Brokerage Practices

SELECTING BROKERAGE FIRMS

Coats Financial Planning, Inc. does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. The Firm recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of order at reasonable commission rates.

The Firm recommends discount brokerage firms and trust companies such as Vanguard, Fidelity, and TD Ameritrade.

The Firm has an advisor relationship with Fidelity, which allows the Firm to offer access to institutional platforms for the custody of assets that may offer advantages to ongoing retainer Clients. The Firm does not receive fees or commissions from any of these arrangements, nor does it derive any special benefits beyond tools that enhance the Firm's ability to render quality advice and service.

BEST EXECUTION

Coats Financial Planning, Inc. does not receive any portion of the Client's fees paid to custodians and relies on custodians to provide best execution as stated in their respective contracts. The Firm periodically reviews the reasonableness of custodian fees in relation to the industry.

SOFT DOLLARS

Coats Financial Planning, Inc. restricts non-cash compensation (termed "soft dollars") to discounts on products or services that enhance the Firm's ability to render quality advice and service to all of its Clients. All Clients benefit from any discounts received as they reduce the Firm's overall overhead. The selection of any particular custodian is not influenced by these potential discounts, if any exist.

ORDER AGGREGATION

As a matter of policy and practice, as all of Coats Financial Planning, Inc.'s trading is performed in accordance with the specific needs and objectives of each individual Client, the Firm does not utilize block trading.

Item 13 Review of Accounts

PERIODIC REVIEWS

In the case of ongoing Retainer Clients, accounts are typically reviewed once or twice per year and may be initiated either by the Client or the Firm.

REGULAR REPORTS

No Clients receive regular reports directly from the Firm. Periodic reviews for all Clients are conducted once or twice per year and typically consist of a detailed summary of financial assets, a discussion of portfolio performance and recommended changes and supporting documents, such as Morningstar portfolio snapshots.

Item 14 Client Referrals and Other Compensation

INCOMING REFERRALS

Coats Financial Planning, Inc. has been fortunate to receive many Client referrals over the years. The referrals have come primarily from current Clients, other professionals, and from members of the public who have visited the website of the National Association of Personal Financial Advisors (NAPFA) and have searched for member firms. The Firm does not compensate referring parties for these referrals.

REFERRALS OUT

Coats Financial Planning, Inc. does not accept referral fees or any form of remuneration from other professionals when a prospect or Client is referred from the Firm.

Item 15 Custody

Coats Financial Planning, Inc. does not have actual or constructive custody of Client accounts.

ACCOUNT STATEMENTS

All assets are held at unaffiliated qualified custodians. The custodians who provide account statements directly to Clients at their addresses of record at least quarterly. Retainer Clients who opt to have fees deducted directly from Fidelity accounts, as previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure, will see this deduction itemized on the statement. Clients are encouraged to carefully review custodial statements to verify the fee deductions, and contact Coats Financial Planning, Inc. with questions.

PERFORMANCE REPORTS

Clients are urged to carefully review account statements received directly from their custodians. Coats Financial Planning, Inc. will discuss performance periodically with ongoing Retainer Clients at their reviews, but otherwise does not provide performance reports.

Item 16 Investment Discretion

DISCRETIONARY AUTHORITY FOR TRADING

Coats Financial Planning, Inc. does not provide continuous invest management or investment supervisory services, nor does it engage in discretionary trading within client accounts.

For accounts in custody within the institutional division of Fidelity, or for which the Firm has been given access at TIAA or Vanguard, the Firm consults with the Client prior to each trade to obtain authorization. For all other accounts outside Fidelity, TIAA, or Vanguard it is the responsibility of the Client to execute the trade or to seek the assistance of the Firm to jointly execute the trade.

LIMITED POWER OF ATTORNEY

A limited power of attorney is a trading authorization included in the Fidelity institutional applications and in the advisor authorization at TIAA and Vanguard. Clients sign a limited power of attorney with the institution, not the Firm, so that the Firm may execute the trade that have been approved in advance. For accounts outside Fidelity, TIAA, or Vanguard a limited power of attorney is not sought, leaving the client responsible to execute trades.

Item 17 Voting Client Securities

Coats Financial Planning, Inc. does not vote proxies on securities or provide advice for proxy voting. Clients are encouraged to vote their own proxies.

Item 18 Financial Information

FINANCIAL CONDITION

Coats Financial Planning, Inc. does not have any financial impairment that will preclude the Firm from meeting contractual commitments to Clients.

A balance sheet is not required to be provided because the Firm does not serve as a custodian for Client funds or securities, and does not require prepayment of fees of more than \$500 per Client, and six months or more in advance.

PRIVACY NOTICE

Coats Financial Planning, Inc. is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of non public information the Firm collects from prospects and Clients may include information about personal finances, information about health to the extent it is needed for the financial planning process, information about transaction with third parties, and information from consumer reporting agencies, e.g., credit reports. The Firm uses this information to help Clients meet their personal financial goals.

With Client permission, the Firm discloses limited information to attorneys, accountants, and mortgage lenders with whom the Client has established a relationship. Clients may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With Client permission, the Firm shares a limited amount of information about the Client with their brokerage firm in order to execute securities transactions on the Client's behalf.

The Firm restricts access to our records to only those persons who have a need to obtain information in order to delivery advisory or administrative services.

The Firm does not provide Client personal information to mailing list vendors or solicitors. Federal and State Securities Regulators may review the Firm's company records and Client personal records as permitted by law.

Personally identifiable information about Clients will be maintained while Firm agreements are active, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

The Firm will notify Clients in advance if our privacy policy is expected to change. The Firm is required by law to deliver this *Privacy Notice* to Clients annually, in writing.

Item 19 Requirements for State-Registered Advisers

The following individuals are the principal executive officers, management persons, and investment advisor representatives of Coats Financial Planning, Inc. :

- Stuart W. Coats, President and Senior Financial Planner
- Anna R. Coats, Chief Compliance Officer / Office Manager
- Theresa L. Christensen, Senior Financial Planner / IAR
- Elijah W. Essa, Financial Planner / IAR
- Elizabeth S. McKay, Financial Planning Associate / IAR
- Maria T. Hernandez Huerta, Financial Planning Associate / IAR

Information regarding the formal education and business background for each of these individuals is provided in their respective ADV Part 2B Brochure Supplements.

Coats Financial Planning, Inc. is a State-Registered Investment Advisor and is required to disclose to all prospects and Clients all material facts regarding certain legal or disciplinary events pertaining to arbitration awards or other civil, regulatory or administrative proceedings in which our firm or management personnel were found liable or against whom an award was granted.

Our Firm, management personnel, and investment advisor representatives have no reportable disciplinary events to disclose.

Part 2B of Form ADV: Brochure Supplement



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Louisville, KY 40223

February 25, 2020

This brochure supplement provides information about Stuart W Coats that supplements the Coats Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Stuart W. Coats 502-426-0300 if you did not receive Coats Financial Planning, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Stuart W. Coats is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Full Legal Name: Stuart W. Coats **Born:** 1964

Education

- College For Financial Planning; Certificate, CFP Professional Education Program; 2001
- Indiana University; MBA, Business Administration - Finance; 1990
- University of Kentucky; BBA, Business Administration - Finance; 1986

Business Experience

- Coats Financial Planning, Inc.; President; from 2000 to Present
- General Electric - Appliances Division; Finance Manager; from 1998 to 2000
- Ford Motor Company; Senior Financial Analyst; from 1990 to 1998

Designations

Stuart W. Coats has earned the following designation(s) and is in good standing with the granting authority:

- Certified Financial Planner™; Certified Financial Planner Board of Standards, Inc.; 2004
- The Certified Financial Planner™ (CFP) designation is intended to identify Financial Planners to the public those individuals who have meet rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism, and diligence when dealing with clients. Planners must complete coursework, pass a certification exam, meet experience requirements, and are subject to an ethics review. Certification is renewable and subject to continuing education requirements. More information on the designation may be found at www.cfp.net.
- Registered Financial Advisor; NAPFA; 2004

Item 3 Disciplinary Information

Stuart W. Coats has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Stuart W. Coats is not engaged in any other investment-related activities.
2. Stuart W. Coats does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Stuart W. Coats is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

Item 5 Additional Compensation

Stuart W. Coats does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Stuart W. Coats

Title: President and Senior Financial Planner

Phone Number: 502-426-0300

Mr. Coats serves in multiple capacities with the Firm: President, Firm Principal, Senior Financial Planner and Investment Advisor Representative.

Item 7 Requirements for State-Registered Advisers

- A. Stuart W. Coats has NOT been involved in any of the events listed below:
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
- B. Stuart W. Coats has NOT been the subject of a bankruptcy petition at any time.

Part 2B of Form ADV: Brochure Supplement



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Additional information about Teresa L. Christensen is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Full Legal Name: Theresa L. Christensen **Born:** 1969

Education

- University of Georgia; Certification, Exec. Program for Financial Planning Certification; 2010
- University of Louisville; MBA, Business Administration; 1999
- University of Louisville; BSBA, Business Administration - Finance; 1991

Business Experience

- Christensen Consulting; Owner; from 2010 to Present
- Constellation Energy; Financial Analyst; from 2006 to 2007
- Christensen Consulting; Owner; from 2005 to 2006
- Healthessentials; Manager of Financial Reporting; from 2000 to 2002
- High Speed Access; Staff Accountant; from 1999 to 2000

Designations

Teresa L. Christensen has earned the following designation(s) and is in good standing with the granting authority:

- Certified Financial Planner™; Certified Financial Planner Board of Standards, Inc.; 2013
- The Certified Financial Planner™ (CFP) designation is intended to identify Financial Planners to the public those individuals who have meet rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism, and diligence when dealing with clients. Planners must complete coursework, pass a certification exam, meet experience requirements, and are subject to an ethics review. Certification is renewable and subject to continuing education requirements. More information on the designation may be found at www.cfp.net.
- Registered Financial Advisor; NAPFA; 2013

Item 3 Disciplinary Information

Teresa L. Christensen has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Teresa L. Christensen is not engaged in any other investment-related activities.
2. Teresa L. Christensen does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Teresa L. Christensen is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

Item 5 Additional Compensation

Teresa L. Christensen does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Stuart W. Coats

Title: President and Senior Financial Planner

Phone Number: 502-426-0300

Mr. Coats directs and reviews Ms. Christensen's work with respect to each Client relationship and participates periodically in client meetings.

Item 7 Requirements for State-Registered Advisers

- A. Teresa L. Christensen has NOT been involved in any of the events listed below:
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
- B. Teresa L. Christensen has NOT been the subject of a bankruptcy petition at any time.

Part 2B of Form ADV: Brochure Supplement



Elijah W. Essa
1303 Clear Springs Trace, Suite 110
Louisville, KY 40223
502-426-0300 x106

elijah.essa@coatsfinancialplanning.com

Coats Financial Planning, Inc
1303 Clear Springs Trace
Suite 110
Louisville, KY 40223

February 25, 2020

This brochure supplement provides information about Elijah W. Essa that supplements the Coats Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Stuart W. Coats 502-426-0300 if you did not receive Coats Financial Planning, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Elijah W. Essa is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Full Legal Name: Elijah W. Essa **Born:** 1994

Education

- Western Kentucky University; BS, Finance; 2017
- Western Kentucky University; Certificate, Financial Planning ; 2017

Business Experience

- Coats Financial Planning; Financial Planner / IAR; from 2018 to Present
- Walt Disney World; College Program Intern; from 2017 to 2018
- Coats Financial Planning; Financial Planning Summer Associate; from 2017 to 2017
- Western Kentucky University, Center for Financial Success; Assistant Coordinator; from 2016 to 2017
- Apriss, Inc.; Budgeting Intern; from 2015 to 2016

Business Experience

- Certified Financial Planner™; Certified Financial Planner Board of Standards, Inc.; 2019
 - The Certified Financial Planner™ (CFP) designation is intended to identify Financial Planners to the public those individuals who have meet rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism, and diligence when dealing with clients. Planners must complete coursework, pass a certification exam, meet experience requirements, and are subject to an ethics review. Certification is renewable and subject to continuing education requirements. More information on the designation may be found at www.cfp.net.
- Registered Financial Advisor; NAPFA, 2019

Item 3 Disciplinary Information

Elijah W. Essa has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Elijah W. Essa is not engaged in any other investment-related activities.
2. Elijah W. Essa does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Elijah W. Essa is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

Item 5 Additional Compensation

Elijah W. Essa does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Stuart W. Coats

Title: President and Senior Financial Planner

Phone Number: 502-426-0300

Mr. Coats directs and reviews Mr. Essa's work with respect to each Client relationship and participates in Client meetings.

Item 7 Requirements for State-Registered Advisers

- A. Elijah W. Essa has NOT been involved in any of the events listed below:
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
- B. Elijah W. Essa has NOT been the subject of a bankruptcy petition at any time.

Part 2B of Form ADV: *Brochure Supplement*



Elizabeth S. McKay
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502-426-0300 x107

libby.thoke@coatsfinancialplanning.com

Coats Financial Planning, Inc.
1303 Clear Springs Trace
Suite 110
Louisville, KY 40223

February 25, 2020

This brochure supplement provides information about Elizabeth S. McKay that supplements the Coats Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Stuart W. Coats 502-426-0300 if you did not receive Coats Financial Planning Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Elizabeth S. McKay is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Full Legal Name: Elizabeth S. McKay **Born:** 1987

Education

- Northwestern University; Certificate, CFP Certification Education Program; 2017
- Clemson University; BA, Biological Sciences; 2010

Business Experience

- Coats Financial Planning; Financial Planning Associate / IAR; from 2018 to Present
- Northwestern Mutual; Administrative Assistant; from 2017 to 2017
- The Jackson Laboratory; Technologist; from 2014 to 2016
- Elysian Energy; Program Manager; from 2011 to 2014

Item 3 Disciplinary Information

Elizabeth S. McKay has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Elizabeth S. McKay is not engaged in any other investment-related activities.
2. Elizabeth S. McKay does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Elizabeth S. McKay is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

Item 5 Additional Compensation

Elizabeth S. McKay does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Stuart W. Coats

Title: President and Senior Financial Planner

Phone Number: 502-426-0300

Mr. Coats directs and reviews Ms. McKay's work with respect to each client relationship and participates in client meetings.

Item 7 Requirements for State-Registered Advisers

- A. Elizabeth S. McKay has NOT been involved in any of the events listed below:
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
- B. Elizabeth S. McKay has NOT been the subject of a bankruptcy petition at any time.

Part 2B of Form ADV: *Brochure Supplement*

Maria T. Hernandez Huerta
1303 Clear Springs Trace, Suite 110
Louisville, KY 40223
502-426-0300 x108

Coats Financial Planning
1303 Clear Springs Trace
Suite 110
Louisville, KY 40223

February 25, 2020

This brochure supplement provides information about Maria T. Hernandez Huerta that supplements the Coats Financial Planning brochure. You should have received a copy of that brochure. Please contact Stuart W. Coats 502-426-0300 if you did not receive Coats Financial Planning's brochure or if you have any questions about the contents of this supplement.

Additional information about Maria T. Hernandez Huerta is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Full Legal Name: Maria T. Hernandez Huerta **Born:** 1996

Education

- Western Kentucky University; B.S., Mathematical Economics - Actuarial Sciences Track; 2019

Business Experience

- Coats Financial Planning; Financial Planning Associate / IAR; from 06/2018 to Present
- Hilliard Lyons; Private Wealth Intern; from 06/2018 to 02/2019
- Hilliard Lyons; Investment Strategy and Research Intern, Seasonal; from 12/2018 to 01/2019

Item 3 Disciplinary Information

Maria T. Hernandez Huerta has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Maria T. Hernandez Huerta is not engaged in any other investment-related activities.

2. Maria T. Hernandez Huerta does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non Investment-Related Activities

Maria T. Hernandez Huerta is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

Item 5 Additional Compensation

Maria T. Hernandez Huerta does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Stuart W. Coats

Title: President and Senior Financial Planner

Phone Number: 502-426-0300

Mr. Coats directs and reviews Ms. Hernandez Huerta's work with respect to each client relationship and participates in client meetings.

Item 7 Requirements for State-Registered Advisers

A. Maria T. Hernandez Huerta has NOT been involved in any of the events listed below:

- a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An Investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair, or unethical practices
- b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An Investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair, or unethical practices

B. Maria T. Hernandez Huerta has NOT been the subject of a bankruptcy petition at any time.

Part 2B of Form ADV: Brochure Supplement



Anna R. Coats
1303 Clear Springs Trace, Suite 110
Louisville, KY 40245
502-426-0300 x105

anna@coatsfinancialplanning.com

Coats Financial Planning, Inc.
1303 Clear Springs Trace
Suite 110
Louisville, KY 40223

February 25, 2020

This brochure supplement provides information about Anna R. Coats that supplements the Coats Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Stuart W. Coats 502-426-0300 if you did not receive Coats Financial Planning, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Anna R. Coats is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Full Legal Name: Anna R. Coats **Born:** 1970

Education

- University of Michigan - Dearborn; MS, Mechanical Engineering; 1995
- University of Missouri - Rolla (Missouri Science and Technology); BS, Mechanical Engineering; 1992

Business Experience

- Via Lata Consulting, LLC; Managing Member; from 2018 to Present
- Coats Financial Planning; Chief Compliance Officer / Office Manager; from 2015 to Present
- Haier US Appliance Solutions; Senior Project Manager (Part-Time); from 2015 to 2018
- General Electric - Appliance Division; Distribution / Quality / Technology Management - Various Roles; from 1998 to 2015
- Ford Motor Company; Program Engineer; from 1993 to 1998

Designations

Anna R. Coats has earned the following designation(s) and is in good standing with the granting authority:

- Certified Compliance and Ethics Professional; Society of Corporate Compliance and Ethics; 2016
 - A Certified Compliance & Ethics Professional (CCEP)[®] is someone with knowledge of relevant regulations and expertise in compliance processes sufficient to assist organizations with their legal obligations, and someone who promotes organizational integrity through the operation of effective compliance programs. Successful candidates must have at least 2 years full time corporate compliance work experience, complete continuing education, and pass a certification exam. Certification is renewable and subject to continuing education requirements. More information on the designation may be found at <https://www.corporatecompliance.org/certification>.

Item 3 Disciplinary Information

Anna R. Coats has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Anna R. Coats is not engaged in any other investment-related activities.
2. Anna R. Coats does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.
3. Anna R. Coats at this time does not interact with clients in an advisory capacity, however she is a Registered Investment Advisor in the states of Kentucky, Indiana, and Florida.

B. Non Investment-Related Activities

Anna R. Coats owns ARC Holdings, LLC (a small real estate holding company) and Via Lata Consulting, LLC (a compliance and supply chain consulting firm). Her work as the Chief Compliance Officer / Office Manager at Coats Financial Planning is contracted through Via Lata Consulting, LLC. Neither ARC Holdings, LLC nor Via Lata Consulting, LLC have other clients that provide substantial compensation or involves a substantial amount time.

Item 5 Additional Compensation

Anna R. Coats does not receive any economic benefit from a non-advisory client for the provision of advisory services.

Item 6 Supervision

Supervisor: Stuart W. Coats

Title: President and Senior Financial Advisor

Phone Number: 502-426-0300

Mr. Coats directs and reviews Mrs. Coats work with respect to firm direction and requirements.

Item 7 Requirements for State-Registered Advisers

- A. Anna R. Coats has NOT been involved in any of the events listed below:
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - i. Bribery, forgery, counterfeiting, or extortion; or

- ii. Dishonest, unfair or unethical practices
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair or unethical practices
- B. Anna R. Coats has NOT been the subject of a bankruptcy petition at any time.