

Firm Brochure

(Part 2A of Form ADV)



COATS FINANCIAL PLANNING, INC.

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This brochure provides information about the qualifications and business practices of COATS FINANCIAL PLANNING, INC. If you have questions about the contents of this brochure, please call 502-426-0300. You can also e-mail us 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 on the part of the firm or its personnel.

Additional information about COATS FINANCIAL PLANNING, INC. is available on the SEC's website at www.adviserinfo.sec.gov. Please search under Firm CRD number 122135.

July 10, 2018

Item 2: Material Changes

July 10, 2018 Update

This filing clarifies recent staffing changes at Coats Financial Planning.

Material Changes since the Last Update

Brochure Supplement (Part 2B of Form ADV)

- Elijah Essa added as an Investment Advisor Representative
 - Zachary Clark removed as an Investment Advisor Representative
-

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 502-426-0300 or by email at: STUART@COATSFINANCIALPLANNING.COM.

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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. provides personalized confidential financial planning and investment management to individuals, trusts, estates, and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, general insurance review, investment management, education funding, retirement planning, and general estate planning.

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 in any form are accepted. No finder's fees or referral fees are accepted.

Investment advice is an integral part of financial planning. In addition, COATS FINANCIAL PLANNING, INC. advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

Investment advice is provided, with the client making the final decision 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 places trades for clients under a limited power of attorney.

Periodic reviews are conducted once or twice a year with Clients.

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 issues.

COATS FINANCIAL PLANNING, INC. does not operate using the Assets Under Management (AUM) model. However, the firm does maintain advisor relationships at Fidelity and TIAA-CREF, 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.

Agreements may not be assigned without Client consent.

Types of Agreements

Clients at COATS FINANCIAL PLANNING, INC. work under retainer service agreements.

Retainer Service Agreement

All Clients work with COATS FINANCIAL PLANNING, INC. under an ongoing Retainer 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 fee is not based on a typical Assets Under Management (AUM) calculation often associated with Fee-Only financial advisors, which the Firm views as a very arbitrary (and usually expensive) way to determine how much to charge a given Client.

The Firm's complexity assessment involves a detailed checklist of factors that require an investment of our time in servicing that client. The magnitude of assets involved and the level of overall household income are just two of many components that go into the calculation of the fee. There is no minimum asset requirement, though there is a minimum fee of \$4000 per year and there is no cap on the maximum fee. In most cases, the fee, if converted to the equivalent of an AUM annual percentage, would run well below the 1% AUM benchmark that is often cited in the profession. In addition, if assets grow 20%, the fee will not increase in the same 20% proportion, as it often would under AUM. Just because assets grew by 20% does not mean the Firm's workload also increased by 20%.

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 even take more than one meeting to arrive at the point where the complexity factors are all understood and a Retainer fee amount can be derived and the relationship can be finalized.

The Retainer fee is assessed in advance on a monthly frequency and starts as soon as the agreement is signed, formalizing the relationship between Client and Firm. As the initial work with the Client is the most time-intensive for our staff, we ask Clients for a 9 month initial commitment to recoup the cost of our initial work. Either party can cancel the Retainer Arrangement at any time upon written notice, however fee refund to Client may be pro-rated based on work completed. The agreement automatically renews annually and the fee is subject to periodic review for changes in complexity, assets or income specific to the circumstances of a particular Client. In addition, the formula we use to translate complexity factors into Client fee amounts is subject to change over time.

Retainer Clients prior to April 1, 2014 operate under a different model. The fee they pay is typically subject to a fee adjustment every 3 years to reflect inflation, along with occasional adjustments for added or reduced complexity, as appropriate. The last inflationary fee adjustment was in 2017 and the next expected adjustment will come at the beginning of 2020.

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 charges a fee for stock and bond trades. COATS FINANCIAL PLANNING, INC. does not receive any compensation, in any form, from fund companies.

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 funds 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 our assessment of the complexity of the client situation. The Firm's complexity assessment involves a detailed checklist of things that require an investment of our time in servicing that client. The magnitude of 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 \$4000 per year and there is no cap on the maximum fee. In most cases, the fee, if converted to the equivalent of an AUM annual percentage, would run well below the 1% AUM benchmark that is often cited as the standard in the Fee-Only profession.

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

Fee Billing

Retainer fees are billed monthly. For Clients with accounts at Fidelity associated with our Firm, direct fee deduction is offered from taxable and retirement accounts as appropriate. For those lacking those accounts, the Firm offers monthly recurring credit card billing.

Other Fees

Custodians may charge transaction fees on 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.

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 ½ of 1% for their services annually, which equates to \$5 annually on a \$1000 investment. These fees are in addition to the fees paid by you to COATS FINANCIAL PLANNING, INC.

Performance figures quoted by fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

COATS FINANCIAL PLANNING, INC. reserves the right to stop work on any account that is more than 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

Sharing of Capital Gains

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 adviser 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

The Firm does not require minimum income levels, dollar value of assets or other conditions for its financial planning and investment consultation

services. The Firm does, however, charge a minimum fee for service, as described previously.

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

Methods of Analysis

If the Firm 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 subscription services (i.e., Morningstar).

Investment Strategies

Asset allocation is a key component of investment portfolio design. The Firm 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 returns 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 strategies. 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 face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values 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 circumstances. For example, political, economic and social conditions may trigger market events.
- **Country Risk:** If investing in securities from a single country – even the US – there is a possibility that occurrences could adversely impact the

prices of the securities associated with that country. These occurrences could include economic troubles, changes in political structure or leadership, and international trade policies. Although similar to market risk, this 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 Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is 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:** These risks are associated with a particular industry or a particular 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. They 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 interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its 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, aka 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

Legal and Disciplinary

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

Item 10: Other Financial Industry Activities and Affiliations

Financial Industry Activities and Affiliations

Neither COATS FINANCIAL PLANNING, INC. nor any of its employees or other 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, or that may otherwise be contrary to law. The Firm will provide disclosure to the Client, prior to and throughout the term of an engagement, of any conflicts of interest which will or may reasonably compromise our impartiality or independence.

All advisors on staff are members 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, Personal Trading, and Compliance Officer

Code of Ethics

COATS FINANCIAL PLANNING, INC. has committed to the Code of Ethics as set forth by the National Association of Personal Financial Advisors (NAPFA) for everyone associated with the Firm, 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 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 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 reactions 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 serving 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.

Clients may request a copy of the full Code of Ethics at COATS FINANCIAL PLANNING, INC. by contacting Stuart Coats, President. Contact information is on the title page of this brochure and within the ADV Part 2B.

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 (known as front-running) on any security.

Personal Trading

Since employee trades are small and typically mutual fund trades or exchange-traded fund 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. COATS FINANCIAL PLANNING, INC. recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

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

COATS FINANCIAL PLANNING, INC. has an advisor relationship with Fidelity and TIAA-CREF, 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 its 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.

Order Aggregation

Since all of the Firm's trading is performed in accordance with the specific needs and objectives of each individual client, COATS FINANCIAL PLANNING, INC. 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 by the Firm.

Regular Reports

No Clients receive regular reports. 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 and have searched for member firms by utilizing their planner search tools. 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 to them.

Item 15: Custody

Account Statements

All assets are held at unaffiliated qualified custodians. The custodians provide account statements directly to Clients at their address of record at least quarterly. Retainer clients who opt to have fees deducted directly from Fidelity accounts with an advisor relationship will see this deduction itemized on the statement. Clients are encouraged to review the fee deductions for accuracy.

Performance Reports

Clients are urged to review the account statements received directly from their custodians. The Firm 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 investment 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-CREF, the Firm consults with the Client prior to each trade to obtain authorization. For all other accounts outside Fidelity or TIAA-CREF, 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-CREF. Clients sign a limited power of attorney so that the Firm may execute the trades that have been approved in advance. For accounts outside Fidelity and TIAA-CREF, a limited power of attorney is typically not sought, leaving the Client responsible to execute trades.

Item 17: Voting Client Securities

Proxy Votes

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 and Privacy

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 COATS FINANCIAL PLANNING, INC. 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 nonpublic information the Firm collect from prospects and Clients may include information about personal finances, information about health to the extent that it is needed for the financial planning process, information about transactions 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 your 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 deliver 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.

We will notify you 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: State-Registered Advisers

COATS FINANCIAL PLANNING, INC. is a State-Registered Investment Adviser and is required to provide prospects and Clients with certain information or disclosure about its Principals and Advisors. This information can be found in ADV Part 2B.

Brochure Supplement (Part 2B of Form ADV)



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This brochure provides information about Stuart Coats, Teresa Christensen, Elijah Essa and Anna Coats that supplements the Coats Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Stuart Coats, President, if you did not receive a brochure from Coats Financial Planning, Inc. or if you have any questions about the contents of this supplement.

Additional information about the firm, other advisory firms, or associated adviser representatives is available on the Internet at www.adviserinfo.sec.gov.

A search for firms or associated personnel can be accomplished by name or firm identifier, known as a CRD number. The CRD number for Coats Financial Planning, Inc. is 122135.

Education and Business Standards

COATS FINANCIAL PLANNING, INC. requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, JD, or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner™ (CFP®): Certified Financial Planners are licensed by the CFP Board to use the CFP® mark. CFP® certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the CFP® Certification Exam.
- Three-years of professional experience in the financial planning process or two years of apprenticeship experience that meets additional requirements.
- Successfully pass the Candidate Fitness Standards and background check.

President/Firm Principal/Financial Planner/Investment Adviser Representative

Stuart W Coats, CFP®, MBA

Educational Background:

- Born 1964
- Certified Financial Planner™ (CFP®) (2004)
- NAPFA-Registered Financial Advisor (2004)
- CFP® Professional Education Program, College for Financial Planning (2001)
- MBA – Finance, Indiana University (1990)
- BBA – Finance, University of Kentucky (1986)

Business Experience:

- Coats Financial Planning, Inc., President (2000 – Present)
- General Electric Co., Finance Manager (1998-2000)

- Ford Motor Co., Senior Financial Analyst (1990-1998)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision:

Stuart Coats serves in multiple capacities with the firm: President, Firm Principal, Financial Planner and Investment Adviser Representative.

Questions relative to the firm, staff, its services or this ADV Part 2 may be directed to Stuart Coats at 502-426-0300 x101 or by e-mail at stuart@coatsfinancialplanning.com

Financial Planner/Investment Adviser Representative

Teresa L Christensen, CFP®, MBA

Educational Background:

- Born 1969
- Certified Financial Planner™ (CFP®) (2013)
- NAPFA-Registered Financial Advisor (2013)
- Executive Program for Financial Planning Certification, University of Georgia (2010)
- MBA, University of Louisville (1999)
- BSBA - Finance, University of Louisville (1991)

Business Experience:

- Christensen Consulting, Owner - Primarily providing services to Coats Financial Planning, Inc. (2010 – Present)
- Constellation Energy, Financial Analyst (2006-2007)
- Christensen Consulting, Owner - Primarily providing services to Coats Financial Planning, Inc. (2005–2006)
- Healthessentials, Manager of Financial Reporting (2000-2002)
- High Speed Access, Staff Accountant (1999-2000)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision:

Teresa Christensen is supervised by Stuart Coats, President. He directs and reviews Ms. Christensen's work with respect to each client relationship and participates periodically in client meetings. Ms. Christensen can be reached by phone at 502-426-0300 x103 and e-mail at teri@coatsfinancialplanning.com.

Financial Planning Associate/Investment Adviser Representative

Elijah W Essa

Educational Background:

- Born 1994
- BS - Finance, Western Kentucky University (2017)
- Certificate Program in Financial Planning, Western Kentucky University (2017)

Business Experience:

- Coats Financial Planning, Inc., Financial Planning Associate (2018-Present)
- Walt Disney World, College Program Intern (2017-2018)
- Coats Financial Planning, Inc., Financial Planning Summer Associate (2017)
- Western Kentucky University Center for Financial Success, Assistant Coordinator (2016-2017)
- Appriss, Inc., Budgeting Intern (2015-2016)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision:

Elijah Essa is supervised by Stuart Coats, President. He directs and reviews Mr. Essa's work with respect to each client relationship and participates in client meetings. Mr. Essa can be reached by phone at 502-426-0300 x106 and e-mail at elijah.essa@coatsfinancialplanning.com.

Office Manager / Chief Compliance Officer**Anna R Coats, CCEP®**

Educational Background:

- Born 1970
- Certified Compliance and Ethics Professional™ (CCEP®) (2016)
- MS, Mechanical Engineering, University of Michigan-Dearborn (1995)
- BS, Mechanical Engineering, University of Missouri-Rolla (now Missouri Science and Technology) (1992)

Business Experience:

- Coats Financial Planning, Inc., Office Manager/CCO (Part-Time) (2015 – Present)
- Haier US Appliance Solutions / GE Appliances, Part Time Senior Project Manager (2015-2016)
- GE Appliances, Full time Management Roles in Technology/Quality/Distribution (1998-2015)
- Ford Motor Company, Program Engineer (1993-1998)

Disciplinary Information: None

Other Business Activities: Anna works at Haier US Appliance Solutions dba GE Appliances as a part-time Senior Project Manager. Anna also owns ARC Holdings, LLC, a small real estate holding company.

Additional Compensation: Additional compensation comes from her Part Time employment at Haier US Appliance Solutions, and ARC Holdings, LLC.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision:

Anna Coats is supervised by Stuart Coats, President. He directs and reviews Mrs. Coats' work with respect to firm direction and requirements. Mrs. Coats can be reached by phone at 502-426-0300 x105 and e-mail at anna@coatsfinancialplanning.com