

# Lakeside Financial Planning, LLC



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This Brochure provides information about the qualifications and business practices of Lakeside Financial Planning, LLC. If you have any questions about the contents of this Brochure, please contact us at the phone number or email address listed above. 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.

Lakeside Financial Planning, LLC is a Registered Investment Advisor in the Commonwealth of Massachusetts and the state of New Hampshire. Registration of an investment advisor does not imply any level of skill or training. The oral and written communications of an advisor provide you with information about which you determine to hire or retain an advisor.

Additional information about Lakeside Financial Planning, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 - Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published "Amendments to Form ADV" which amends the disclosure document that all Registered Investment Advisors provide to clients. This Brochure is a document prepared in accordance with the revisions to Form ADV Part 2. The amended Form ADV 2 has been adopted for use by the Commonwealth of Massachusetts and the state of New Hampshire.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

We will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting us at the phone number or email address listed on the previous page. Additionally, Brochures can be downloaded anytime by visiting the Disclosures section of our website which is listed on the previous page. Brochures are provided free of charge.

Additional information about Lakeside Financial Planning, LLC is available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with Lakeside Financial Planning, LLC who are registered as Investment Advisor Representatives.

### Material changes since the last annual update on March 29, 2017

On January 3, 2018 in Item 5 – Fees and Compensation, raised the Open Retainer minimum fee and eliminated renewal year discounts. Changed the how Open Retainer fees are calculated and included a table illustrating how fees are calculated. Changed the flat fee for a Financial Review to \$2,000. Eliminated the minimum base fee for Tier 1 Investment Management clients. Changed the add-on rate to 0.25% for Tier 5 Investment Management clients. Changed the add-on rate to 0.25% for Tier 5 Retirement Plan Advisory clients.

On January 3, 2018 in Item 19 – Requirements for State-Registered Advisors, added information relating to additional business compensation.

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### Item 4 – Advisory Business

Lakeside Financial Planning, LLC (“Advisor”) is a fee-only, financial planning firm that specializes in providing holistic financial planning and investment advisory services to individuals and families. Advisor is owned and operated by Jared Hoole, who established Lakeside Financial Planning, LLC in January 2014. Advisor offers a wide range of financial services. Specifically, Lakeside Financial Planning, LLC distinguishes itself from traditional investment advisory firms by providing services to meet your investment needs, as well as tax, estate planning, risk management, retirement planning, and business development needs. All services are tailored to the client’s unique objectives.

Advisor does not sell insurance or investment products and does not accept commissions as a result of any product recommendations. Advisor does not pay referral or finder's fees, nor does it accept such fees from other firms.

Advisor's role is to make investment and planning recommendations. For Open Retainer engagements, some, but not all, clients will execute a Limited Power of Attorney (LPOA) granting Advisor authority to execute trades over certain client accounts. Advisor generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the client. Advisor will act in accordance with a Statement of Investment Policy or similar document used to establish Client's objectives and suitability. All discretionary trades made by Advisor will be in accordance with each Client's investment objectives and goals. For Open Retainer client accounts where no LPOA is in place, Advisor will provide recommendations and advice which client is under no obligation to follow. The implementation of any recommendations made by Advisor for these non-LPOA accounts is the sole and exclusive responsibility of the client.

For Investment Management engagements, clients will grant Advisor LPOA trading authority over certain client accounts. Advisor will manage these accounts on a discretionary basis. Advisor has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. Advisor will act in accordance with a Statement of Investment Policy or similar document used to establish Client's objectives and suitability. All discretionary trades made by the Advisor will be in accordance with each Client's investment objectives and goals. For other non-LPOA accounts, Advisor will provide recommendations and advice which client is under no obligation to follow. The implementation of any recommendations made by Advisor for these non-LPOA accounts is the sole and exclusive responsibility of the client.

Advisor and Client will enter into an agreement which details the scope of the relationship and responsibilities of both Advisor and Client. Advice and services provided under the agreement are tailored to the stated objectives of the Client(s).

As a result of a change expected to come into effect on April 10, 2017, to the Employment Retirement Income Security Act (ERISA), Lakeside Financial Planning, LLC hereby acknowledges that it is a "fiduciary" when the firm's services are subject to the provisions of ERISA of 1974, as amended.

#### Advisory Services

Advisor strives to provide a range of service options, with the intent to have available at least one option that is appropriate and accessible to as many potential clients as possible. Accordingly, service levels range from limited one-time hourly reviews, to short-term project level engagements, to ongoing investment management, to ongoing comprehensive open retainer services. Advisor provides the following services as described below:

1. Open Retainer: an Open Retainer provides holistic/comprehensive financial planning for a fixed annual fee. Client intends to enter an on-going relationship with Advisor as their trusted guide in the financial areas of their life.

The goals and objectives of each client are retrieved and documented. Recommendations provided are uniquely individual to the client and their current situation. Detailed investment advice and specific recommendations are provided as part of this process. Implementation of the recommendations is always at the discretion of the client.

Clients will typically have 4 - 8 meetings scheduled, dependent upon the client's individual situation, during the initial year covering client-relevant topics. Each topic is typically covered in a separate meeting. If requested, the number of meetings can be reduced by combining several topics into one longer appointment. Meetings will be held face-to-face, via secure computer links, and/or by telephone. Implementation services are provided as needed. Topics may include:

- Asset allocation strategies
- Education planning
- Estate planning
- Insurance analysis
- Investment strategy & selection
- Portfolio/net worth analysis
- Record-keeping
- Small business planning
- Other financial planning or financial services as requested by the client
- Budgeting and cash flow
- Employee benefit analysis
- Goal setting
- Inventory of assets
- Investment implementation
- Real estate (primary or investment)
- Retirement planning
- Tax planning & preparation

In addition to scheduled meetings, additional face-to-face, e-mail, and/or phone consultations are included at no additional charge.

In renewal years there are typically 2 - 4 meetings, depending on client needs. Topics may cover the full spectrum but will usually be grouped into meetings to cover at least:

- Investment strategy review & update
- Portfolio/net worth update
- Tax planning
- Other financial planning or financial services as requested by the client
- Portfolio rebalancing
- Retirement projection
- Tax preparation

Other Initial Year topics are reviewed every few years, or on an as needed basis.

2. Project Retainer: If an Open Retainer relationship is not desired or practical, Project Retainer services are also offered. Project Retainer services are narrower in scope and usually focus on one or more areas. The service may include one or more client consultations as well as written and/or oral recommendations resulting from such consultations. The Project Retainer does not constitute a comprehensive financial planning engagement and follow-up advice and/or implementation assistance is not provided following the completion of the project.

If a client wishes to upgrade from a Project Retainer to the Open Retainer option, they may receive credit toward Open Retainer fees for all amounts paid under Project Retainer agreements for the past 90 days.

3. Financial "Snapshot" Review: A Financial Review consists of a two-hour review of up to three financial planning topics selected in advance by the client. No follow-up services are provided with the Financial Review.

If a client wishes to upgrade from a Financial "Snapshot" Review to the Open Retainer option, they may receive credit toward Open Retainer fees for all amounts paid under Financial "Snapshot" Review agreements for the past 90 days.

4. Investment Management: if an Open Retainer relationship is not desired or practical, Investment Management services are also available. This service provides for periodic monitoring and discretionary trading of LPOA accounts. Additionally, it provides for ongoing LPOA account setup, support, maintenance, and cash management.

Investment Management clients receive an annual 2 hour meeting to review client's current financial situation and investment portfolio, and to update as appropriate the investment approach for the upcoming year.

Covered services include:

- Investment strategy & selection
- Asset allocation strategies
- Portfolio analysis
- Other tax and/or financial planning services as requested by the client
- Investment implementation
- Portfolio rebalancing
- Investment strategy review & update

Investment Management does not constitute a comprehensive financial planning engagement. At Client's request, additional tax or financial planning services may be provided.

5. Retirement Plans: For certain small business and individual clients Lakeside Financial Planning, LLC offers retirement plans such as SEP IRA, SIMPLE IRA, 401(k) on a standalone basis. These plans are held at certain third party custodians selected according to what is in the best interest of the clients. Standalone means that no Financial Planning services are provided. Appropriate risk tolerance evaluation is considered and provided to the client.

Lakeside Financial Planning, LLC may recommend that certain clients authorize the active nondiscretionary management of a portion of their assets by and/or among certain independent investment manager(s) either directly or through a program sponsored by FTJ FundChoice. The terms and conditions under which the client shall engage FTJ FundChoice shall be set forth in separate written agreements between (1) the client and Lakeside Financial Planning, LLC and (2) the client and FTJ FundChoice. Lakeside Financial Planning, LLC shall continue to render advisory services to the client relative to the ongoing monitoring and review of account performance, for which Lakeside Financial Planning, LLC shall receive an annual advisory fee which is based upon a percentage of the market value of the assets being managed by FTJ FundChoice. Factors that Lakeside Financial Planning, LLC shall consider in recommending FTJ FundChoice include the client's stated investment objective(s), management style, performance, reputation, financial strength, reporting, pricing, and research. The investment management fees charged by FTJ FundChoice are exclusive of, and in addition to, Lakeside Financial Planning, LLC's investment advisory fee. In addition to Lakeside Financial Planning, LLC's written disclosure statement, the client shall also receive the written disclosure statement of FTJ FundChoice. Clients should review FTJ FundChoice's ADV Part 2 or Terms of Use for additional details regarding services.

6. Tax Return Preparation: Preparation of Federal and/or State tax returns is also available. This service does not include tax planning and no follow-up services are provided.

### Item 5 – Fees and Compensation

#### Open Retainer

Open retainer fees are calculated based on the client(s) assets under advisement, gross income, tax status, and overall complexity of their financial situation. Open retainer fees are paid quarterly, in advance of each calendar quarter, pursuant to the terms of the Open Retainer Agreement and are paid directly from the client's custodial investment account(s), unless otherwise agreed. Fees may be recalculated at Advisor's discretion, or upon client request, as necessary to adjust for significant changes in the client's situation. In no event will Advisor collect more than \$500 more than six months in advance from any client.

Open Retainer Fee Formula	Single	Couple
Base Fee Less than \$1,000,000.00 AUA	\$6,000	\$6,400
Tier 1: Assets Under Advisement \$1,000,000.01 - \$2,000,000.00	0.80%	0.80%
Tier 2: Assets Under Advisement \$2,000,000.01 - \$4,000,000.00	0.50%	0.50%
Tier 3: Assets Under Advisement \$4,000,000.00 +	0.25%	0.25%
Income Fee	1% of gross income over \$150,000	1% of gross income over \$250,000
Tax Fee	\$500 - \$1,000	\$600 - \$1,100

*Add-ons, credits, and miscellaneous adjustments:* A minimum charge of \$600, based on complexity, is assessed for each amended tax return prepared, if applicable. A charge of no less than \$250 per return, based on complexity, is assessed for additional tax returns prepared for dependents of the client. Credits and miscellaneous adjustments may also be applied, as deemed appropriate, at the sole discretion of Advisor.

#### Project Retainer

Services under the Project Retainer are typically provided either on a flat-fee basis or hourly basis. Advisor may negotiate a flat-fee or hourly rate, with hourly rates no less than \$200 per hour. Flat-fee Project Retainers are due in full at the beginning of the engagement, or at the Advisor's sole discretion, fees may be paid with one-half due at the beginning of the engagement and the remainder upon completion. In no event will Advisor collect more than \$500 more than six months in advance from any client.

#### Financial "Snapshot" Review

The cost for a Financial Review is a flat fee of \$2,000. A 50% deposit is due upon signing the agreement, and the remaining 50% is due at the beginning of the review meeting.



## Investment Management

Investment Management fees are paid quarterly, in advance of each calendar quarter, pursuant to the terms of the investment management agreement and are paid directly from Client's custodial investment account(s). Although the following Investment Management fees are quoted annually, for billing purposes, the calculation is done quarterly based on the market value of assets under management at the end of the preceding quarter.

### Annual Investment Management Fee Formula

Tier 1 (Account value between \$0.00 and \$100,000.00)  
2% of account value

Tier 2 (Account value between \$100,000.01 and \$500,000.00)  
Base Fee: \$2,000  
Plus: 1% of account value in excess of \$100,000.00

Tier 3 (Account value between \$500,000.01 and \$1,000,000.00)  
Base Fee: \$6,000  
Plus: 0.8% of account value in excess of \$500,000.00

Tier 4 (Account value between \$1,000,000.01 and \$3,000,000.00)  
Base Fee: \$10,000  
Plus: 0.5% of account value in excess of \$1,000,000.00

Tier 5 (Account value in excess of \$3,000,000.01)  
Base Fee: \$20,000  
Plus: 0.25% of account value in excess of \$3,000,000.00

Investment management fees in the first quarter of service are prorated to the inception date of the account(s) to the end of the first quarter. Per client request, additional tax and financial planning services may be provided. "Consultations hours", will be billed at a 20% discount off the then current hourly rates.

## Retirement Plans

Retirement Plan fees are charged by account. Fees are paid monthly, in arrears, pursuant to the terms of the FTJ FundChoice Fees Application Addendum and are deducted directly from the Client's accounts.

### Retirement Plan Advisory Fee Formula

Tier 1 (Account value between \$0.00 and \$100,000.00)  
1.50% of account value

Tier 2 (Account value between \$100,000.01 and \$500,000.00)  
Base Fee: \$1,500  
Plus: 1.00% of account value in excess of \$100,000.00

Tier 3 (Account value between \$500,000.01 and \$1,000,000.00)

Base Fee: \$5,500

Plus: 0.80% of account value in excess of \$500,000.00

Tier 4 (Account value between \$1,000,000.01 and \$3,000,000.00)

Base Fee: \$9,500

Plus: 0.5% of account value in excess of \$1,000,000.00

Tier 5 (Account value in excess of \$3,000,000.01)

Base Fee: \$19,500

Plus: 0.25% of account value in excess of \$3,000,000.00

The retirement plan advisory fees charged by Lakeside Financial Planning, LLC are exclusive of, and in addition to, investment management fees charged by FTJ FundChoice.

### Tax Preparation

Tax preparation fees are paid in advance; however, in no event will Advisor collect more than \$500 more than six months in advance from any client. Fees are calculated, at Advisor's discretion, based on the client's individual situation and the overall complexity of their return.

### Tax Preparation Fee Schedule

Simple Return: \$250 - \$450

Includes preparation and electronic filing of Form 1040-EZ or Form 1040 (if required) as well as the requisite in-state forms. Schedule A (Itemized Deductions) not included. Preparation of additional out-of-state tax returns range between \$100 and \$250 each depending on the complexity of the state.

Typical Return: \$500 - \$600

Includes preparation and electronic filing of Form 1040, including Schedules A (Itemized Deductions), B (Interest and Ordinary Dividends), & D (Capital Gains & Losses) as well as the requisite in-state forms. Other minor forms such as Child and Dependent Care Expenses, Noncash Charitable Contributions, Education Credits, and the Sales and Other Disposition of Capital Assets are also included. Preparation of additional out-of-state tax returns range between \$100 and \$250 each depending on the complexity of the state.

Complex Return: \$800 - \$2,000

Includes everything listed above with the Typical Return as well as other more complex schedules including but not limited to the following; Schedule C (Profit or Loss From Business), Schedule E (Supplemental Income of Loss), SE (Self-Employment Tax), 1116 (Foreign Tax Credit), 4562 (Depreciation & Amortization), and 8829

(Business Use of Your Home). Preparation of additional out-of-state tax returns range between \$100 and \$250 each depending on the complexity of the state.

### General Fees and Compensation Notes

Lakeside Financial Planning, LLC is a fee-only financial advisory firm and does not sell investment or insurance products.

Fees are generally not negotiable and are paid directly by the client as describe above. An engagement may be terminated by either party at any time upon written notice to the other party. The Advisor may terminate an engagement without notice if the Client fails to pay fees in a timely manner, intentionally provides false or misleading information, or intentionally fails to respond to a request by Advisor to provide information necessary to perform the services required under this Agreement. Any prepaid but unearned fees will be promptly refunded by Advisor. Any fees that have been earned but not yet paid by Client will be due and payable. Whether fees have been earned or unearned will be determined by Advisor in Advisor's sole discretion.

In addition to Advisor's fee, clients may incur certain other fees and charges to implement Advisor's recommendations. Additional charges and fees will be imposed by custodians, brokers, third party investment and other third parties, such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to the Advisor's fee.

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

Advisor does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

### Item 7 – Types of Clients

Advisor provides holistic financial planning and investment advisory services primarily to individuals and families. We strive to work with people from all different walks of life. As such, we maintain no minimum net-worth or asset requirements. As discussed above, your chosen relationship agreement and fee will be based upon your individual circumstances.

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

The main sources of information Advisor may rely upon when researching and analyzing securities will include traditional research materials such as financial newspapers and magazines, annual reports, prospectuses, filings with the SEC, as well as research materials prepared by others, company press releases, and corporate rating services. Advisor also subscribes to various professional publications deemed to be consistent and supportive of Advisor's investment philosophy.

Moreover, Advisor approaches investment portfolio analysis and implementation based on internal factors such as your tax situation, overall risk tolerance, current financial situation, and your personal goals and aspirations. After identifying these items, your portfolio will be structured around your individual needs, while minimizing negative effects of external factors, such as interest rates, market performance, and the economy as a whole.

In general, Advisor recommends no-load mutual funds (i.e., mutual funds that have no sales fees), exchange traded funds, U.S. government securities, money market accounts, certificates of deposit, and individual bonds (corporate, agency and municipal). However, in the course of providing investment advice, Advisor may address issues related to other types of assets that you may already own. Any other products that may be deemed appropriate for you will be discussed based upon your goals, needs, and objectives.

Any investing in securities involves risk of loss that clients should be prepared to bear. While Advisor will use its best judgment and good faith efforts in rendering services to client, not every investment decision or recommendation made by Advisor will be profitable. Advisor cannot warrant or guarantee any particular level of account performance, or that an Account will be profitable over time. Client assumes all market risk involved and understands that investment decisions are subject to various market, currency, economic, political, and business risks.

### Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Lakeside Financial Planning, LLC or the integrity of Lakeside Financial Planning, LLC's management. Advisor has no information to disclose applicable to this Item.

### Item 10 – Other Financial Industry Activities and Affiliations

Advisor is a member of the Alliance of Comprehensive Planners (ACP). This non-profit organization provides training and support through an alliance of fee-only, comprehensive financial advisors. As a member of the ACP, Advisor has the right to use proprietary products and systems designed by the ACP. The ACP offers

education in the form of in-person, web- and tele-conferences (which may provide continuing education credits), and services produced by collaborative efforts of the fee-only financial advisors.

Advisor is a member of the National Association of Personal Financial Advisors (NAPFA), the country's leading professional association of Fee-Only financial advisors.

Advisor is a member of the National Association of Tax Professionals (NATP), a non-profit professional association which provides support, continuing education, and research services to its members.

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

Lakeside Financial Planning, LLC seeks to avoid material conflicts of interest. Accordingly, neither Advisor nor its investment adviser representatives nor its team members receive any third party direct monetary compensation (i.e., commissions, 12b-1 fees, or other fees) from brokerage firms (custodians) or mutual fund companies.

However, some additional services and non-direct monetary or other forms of compensation may be offered and provided to Advisor as a result of its relationships with custodian(s) and/or providers of mutual fund products. For example, Advisor's representatives and employees may be invited to attend educational conferences and/or entertainment events sponsored by such brokerage firms or custodians or mutual fund companies. Advisor believes that the services and benefits provided to it by brokerage firms (custodians) and mutual fund providers do not materially affect the investment management recommendations made to clients. However, in the interest of full disclosure of any potential conflicts of interest, we discuss the possible conflicts herein.

Although Advisor believes that its business methodologies, ethics rules, and adopted policies are appropriate to eliminate, or at least minimize, potential material conflicts of interest, and to appropriately manage any material conflicts of interest that may remain, clients should be aware that no set of rules can possibly anticipate or relieve all potential material conflicts of interest. In any event, Advisor will disclose to advisory Clients any material conflict of interest relating to Advisor, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

#### Our Code of Ethics

Advisor has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the

confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons of Advisor must acknowledge the terms of the Code of Ethics annually, or as amended.

#### Participation or Interest in Client Transactions and Personal Trading

Advisor does not currently participate in securities in which it has a material financial interest. Advisor and its related persons, as a matter of policy, do not recommend to clients, or buy or sell for client accounts, securities in which the firm or its related persons has a material financial interest.

Advisor or individuals associated with Advisor may buy and sell some of the same securities for its own account that Advisor buys and sells for its Clients. When appropriate the Advisor will purchase or sell securities for Clients before purchasing or selling the same securities for Advisor's own account. In some cases Advisor may buy or sell securities for its own account for reasons not related to the strategies adopted by the Advisor's Clients. The Code of Ethics is designed to assure that the personal securities transactions will not interfere with making decisions in the best interest of advisory clients, while at the same time allowing employees to invest for their own accounts.

Certain classes of securities, such as open ended mutual funds, are designated as exempt transactions, meaning employees may trade these without prior permission because such trades would not materially interfere with the best interest of Advisor's clients. Nonetheless, because the Code of Ethics permits employees to invest in the same securities as clients, there is a possibility that employees might somehow benefit from the market activity of a client. Accordingly, when applicable, Employee trading is monitored under the Code of Ethics and to reasonably prevent conflicts of interest between Advisor and its clients.

Advisor will disclose to advisory Clients any material conflict of interest relating to Advisor, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice. Advisor will notify Clients in advance of its policies in respect to officers trading for their own account including the potential conflict of interest that arises when recommending securities to Clients in which Advisor or its principal holds a position.

### Item 12 – Brokerage Practices

Advisor may use its discretion when recommending a broker-dealer. Advisor is not affiliated with the brokerage firm. Broker does not supervise the advisor, its agents or activities. Client is not obligated to effect transactions through any broker-dealer recommended by Advisor. When recommending a broker-dealer the Advisor will comply with its fiduciary duty to obtain best execution and with the Securities Exchange Act of 1934, and will take into account such relevant factors as:

- Price;
- The broker-dealer's facilities, reliability and financial responsibility;
- The ability of the broker-dealer to effect transactions, particularly with regard to such aspects as timing, order size and execution of order;
- The research and related brokerage services provided by such broker or dealer to the Advisor, notwithstanding that the account may not be the direct or exclusive beneficiary of such services; and
- Any other factors the Advisor considers to be relevant.

### Item 13 - Review of Accounts

Lakeside Financial Planning, LLC is responsible for reviewing accounts and providing recommendations as follows:

Open retainer clients typically receive account reviews annually in conjunction with the relevant client meeting, or as needed upon client request. Reviews are performed by Jared Hoole.

Open retainer clients typically receive financial planning recommendations soon after the conclusion of a client meeting. Project retainer clients receive financial planning recommendations as agreed upon based on the specific project. Recommendations are provided by Jared Hoole.

If you maintain any brokerage account(s), your custodian will provide a statement at least quarterly which includes a list of all assets held in the account, asset values, and all transactions affecting the account assets, including any additions or withdrawals.

### Item 14 - Client Referrals and Other Compensation

Lakeside Financial Planning, LLC is a fee-only financial planning firm and does not sell insurance or investment products, nor does it accept commissions as a result of any product recommendations. Advisor does not pay referral or finder's fees, nor does it accept such fees from other firms.

### Item 15 - Custody

Advisor does not have custody over Client funds and securities. Accordingly, Advisor shall have no liability to the Client for any loss or other harm to any property in the account. Advisor is not affiliated with the custodian. The custodian does not supervise the advisor, its agents or activities.

Clients will receive at least quarterly statements from the broker-dealer, bank, or other qualified custodian that holds and maintains client's investment assets. Advisor urges all clients to carefully review such statements and compare such official custodial records to any statements that we may provide to you. Advisor may also provide clients with periodic reports on client's account. These reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

### Item 16 - Investment Discretion

Advisor's role is to make investment and planning recommendations. For Open Retainer engagements, some, but not all, clients will execute a Limited Power of Attorney (LPOA) granting Advisor authority to execute trades over certain client accounts. Advisor generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the client. Advisor will act in accordance with a Statement of Investment Policy or similar document used to establish Client's objectives and suitability. All discretionary trades made by Advisor will be in accordance with each Client's investment objectives and goals. For Open Retainer client accounts where no LPOA is in place, Advisor will provide recommendations and advice which client is under no obligation to follow. The implementation of any recommendations made by Advisor for these non-LPOA accounts is the sole and exclusive responsibility of the client.

For Investment Management engagements, clients will grant Advisor LPOA trading authority over certain client accounts. Advisor will manage these accounts on a discretionary basis. Advisor has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. Advisor will act in accordance with a Statement of Investment Policy or similar document used to establish Client's objectives and suitability. All discretionary trades made by the Advisor will be in accordance with each Client's investment objectives and goals. For other non-LPOA accounts, Advisor will provide recommendations and advice which client is under no obligation to follow. The implementation of any recommendations made by Advisor for these non-LPOA accounts is the sole and exclusive responsibility of the client.



### Item 17 – Voting Client Securities

As a matter of firm policy and practice, Advisor does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. At the request of a client, Advisor may provide advice to clients regarding the clients' voting of proxies.

### Item 18 – Financial Information

Registered investment Advisors are required to provide you with certain financial information or disclosures about their financial condition. Advisor has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.

### Item 19 – Requirements for State-Registered Advisors

Jared Hoole was born November 10, 1980.

#### Educational Background

- Master of Science; Taxation (MST), 2005 - The Graduate School of Business, Bentley University, Waltham, MA
- Graduate Certification in Financial Planning, 2005 - The Graduate School of Business, Bentley University, Waltham, MA
- Bachelor of Science; Finance, 2004 - Bentley University, Waltham, MA

#### Business Experience

- Lakeside Financial Planning, LLC, Member & Manager, January 2014 - Present
- 9 years prior experience in the public, private, & consulting sectors of the corporate tax industry

Neither Advisor nor any management personnel of Advisor have ever been found liable or required to pay any award for an arbitration claim or other civil proceeding related to an investment related activity.

#### Disciplinary Information

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. There is no information to disclose applicable to this Item.

### Other Business Activities

Jared Hoole is not actively engaged in any outside investment related business activities and has no relationship which would create a material conflict of interest with clients.

### Additional Compensation

Jared Hoole does not receive any additional compensation (or other economic benefit) for providing investment advisory services. Jared Hoole receives compensation as community education instructor for teaching financial education workshops at various municipal venues.

### Supervision

Not applicable