

Lakeside Financial Planning, LLC



Jared Hoole, CFP® - President

1500 District Avenue Burlington, MA 01803

&

53 Ryan Farm Road Windham, NH 03087

Phone: (781) 270-1501

Email: jhoole@lakesidefinancialplan.com

Website: www.lakesidefinancialplan.com

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 (781) 270-1501 or jhoole@lakesidefinancialplan.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.

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.

Item 2 - Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur.

Material Changes since the Last Update

Since the last Brochure of March 30, 2020 Lakeside Financial Planning, LLC added Wealth Management services and updated Investment Management services, as described in Item 4 herein. Additionally, the Wealth Management Fee Formula was added and Investment Management Fee Formula was updated, as described in Item 5 herein.

Full Brochure Available

We may provide ongoing disclosure information about material changes as necessary and 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 Jared Hoole at jhoole@lakesidefinancialplan.com or (781) 270-1501; you can download it at <https://lakesidefinancialplan.com/disclosures>. Brochures are provided free of charge.

Item 3 - Table of Contents

Item 1 - Cover Page	i
Item 2 - Material Changes.....	ii
Item 3 - Table of Contents	iii
Item 4 – Advisory Business	1
Item 5 – Fees and Compensation.....	6
Item 6 – Performance-Based Fees and Side-By-Side Management	10
Item 7 – Types of Clients	10
Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss.....	11
Item 9 – Disciplinary Information.....	11
Item 10 – Other Financial Industry Activities and Affiliations	11
Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	12
Item 12 – Brokerage Practices.....	13
Item 13 - Review of Accounts.....	14
Item 14 - Client Referrals and Other Compensation.....	14
Item 15 - Custody.....	15
Item 16 - Investment Discretion.....	15
Item 17 – Voting Client Securities.....	15
Item 18 – Financial Information.....	15
Item 19 – Requirements for State-Registered Advisors.....	16
Part 2B Brochure Supplement	17

Item 4 – Advisory Business

Lakeside Financial Planning, LLC (“Advisor,” “Firm,” or “LFP”) is a fee-only, financial planning firm specializing in financial planning and investment advisory services. LFP is owned and operated by Jared Hoole, who established the Firm in January 2014. LFP offers a wide range of financial services to meet clients’ investment, tax, estate planning, risk management, retirement planning, and business development needs, all of which are tailored to their unique objectives.

LFP does not sell insurance or investment products, does not accept commissions for product recommendations, pay referral or finder's fees, or accept such fees from other firms.

LFP hereby acknowledges that it is a "fiduciary" when the firm’s services are subject to the provisions of ERISA.

Advisory Services

LFP provides a range of services from the very limited to the comprehensive. Advice and services provided are tailored to the stated objectives of the Client(s). Advisor and Client will enter into an agreement which details the scope of the relationship and responsibilities of both LFP and Client.

1. Wealth Management: This is a comprehensive financial planning engagement for a fixed annual fee; it establishes an on-going relationship with LFP as their trusted guide in the financial areas of their life. Clients will have regularly scheduled meetings during the term of the engagement depending on the Client's individual situation and needs. In addition to scheduled meetings, additional face-to-face, e-mail, phone, and/or virtual consultations are provided at no additional charge. Depending upon the stated needs of Client, LFP will provide Client with the services described below:

- Provide advice, analysis, and recommendations to meet Client’s stated retirement goals;
- Provide advice to lawfully minimize Client’s tax liability;
- Review the financial matters of Client and provide financial planning recommendations in the matters of spending, savings and debt levels to Client;
- Review Client’s insurance coverage and available options and recommend changes when needed;
- Advise Client as to the financial implications in the distribution of Client’s estate according to Client’s estate planning documents;
- Provide advice, analysis, and recommendations to Client as to education funding strategies; and
- From time to time, and as requested by Client, provide advice on various financial matters impacting Client or Client’s immediate family.

Ongoing investment management services are offered as part of the Wealth Management engagement. LFP will initially review Client's existing investment portfolio and other data and will provide investment recommendations and advice consistent with Client's stated financial objectives. Thereafter, LFP shall then be responsible for the investment of the cash and securities designated by Client to be subject to LFP's management (hereafter referred to as the "Account") according to Client's stated investment objectives, risk tolerance, investment time horizon, and any restrictions placed on the Account. Client authorizes LFP with discretionary authority to manage Client's cash and securities in the Account and LFP accepts this authority. In granting this discretionary authority, LFP has full authority to select, purchase, and sell securities for Client's Account, including the amounts, and to place orders with custodians to execute transactions in Client's Account, all without prior consultation with Client. Unless Client has identified to LFP to the contrary, there are NO restrictions imposed upon LFP with respect to the management of Client's securities. LFP will have no responsibility for decisions made by Client, which are independent from the advice of LFP. If the Account(s) contains only a portion of the Client's assets, LFP will not be responsible for assets not designated to LFP for investment management or the diversification of all of the Client's assets.

In the event that Client's cash and securities are held in a retirement plan account sponsored by Client's employer or in a subaccount held in a variable annuity "held away asset", Client acknowledges that LFP's investment selection shall be limited to the investment alternatives provided by the retirement plan or insurance company. LFP will not receive any communications from the plan sponsor, custodian, or insurance company and it shall remain Client's exclusive obligation to notify LFP of any changes in investment alternatives, restrictions pertaining to a "held away" account. LFP's authority shall be limited to the allocation of Client's cash and securities among the investment alternatives available and, as such, LFP will not have, nor will it accept, any authority to affect any type of trades, transactions or changes, including but not limited to changing beneficiaries or effecting account disbursements or transfers to any individual or entity;

Use of Sub-Advisor – At times, LFP may recommend a client delegate all, or a portion, of the Assets in Client's Account to a third-party registered investment adviser for ongoing supervision and investment management services to the Account. If Client accepts LFP's recommendation, Client will sign a Sub Advisor Addendum and enter into a separate agreement with the chosen Sub-Advisor setting forth the services and fee for Sub-Advisor's services to Client's Account. Client is free to accept or reject the use of a Sub-Advisor for their Account at any time. Client acknowledges that any Sub-Advisor is independent of and not owned, affiliated with or sponsored by Advisor.

If a Client accepts LFP's recommendation, Clients will receive the Sub-Advisor's Brochure (ADV Part 2) before their services begin. The terms and conditions under which the Client shall engage the Sub-Advisor, including the fees charged by the Sub-Advisor, will be set forth in a separate written agreement between (1) the client and LFP and (2) the client and the Sub-Advisor.

LFP will serve as the communication conduit between the client and the Sub-Advisor and shall be available to answer questions that the clients may have regarding their account. LFP will also assist the client in determining the specific services that are appropriate for the management of their account by the Sub-Advisor.

The Sub-Advisor will have discretionary authority to determine the securities to be purchased and sold for the Client's account(s). Clients should read the Sub-Advisor's ADV Part 2A for further information on their investment strategies and risks.

2. Open Retainer: This is a comprehensive financial planning engagement for a fixed annual fee; it establishes an on-going relationship with LFP as their trusted guide in the financial areas of their life. Clients will have regularly scheduled meetings during the term of the engagement depending on the client's individual situation and needs. In addition to scheduled meetings, additional face-to-face, e-mail and/or phone consultations are provided at no additional charge. Services provided in the initial year of a retainer engagement may include, but are not limited to:

- 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 renewal years, depending upon the client's needs, services performed typically include:

- 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.

Ongoing investment management services are offered as part of the Open Retainer engagement. Some clients will grant LFP the authority over the selection and amount of securities to be bought or sold in their accounts.

When a client grants LFP trading authority, LFP accepts and will exercise discretionary authority, which allows LFP to select the amount of securities to be bought or sold, and when, without obtaining prior consent or approval from the client. LFP will always act in accordance with an Investment Policy Statement (IPS) or similar document used to establish Client's objectives and suitability. Where clients choose not to grant LFP discretionary authority, LFP will provide recommendations and advice that the client is under no obligation to follow and the implementation of which is the client's sole and exclusive responsibility.

3. Limited Retainer: This relationship is much narrower in scope than an Open Retainer and usually focuses on the following areas: asset allocation strategies; investment strategy & selection; investment implementation; portfolio/net worth analysis; tax planning and preparation. The service may include one or more client consultations as well as written and/or oral recommendations resulting from such consultations; importantly, this is not a comprehensive financial planning relationship. Some clients will grant LFP the authority over the selection and amount of securities to be bought or sold in their accounts. When a client grants LFP trading authority, LFP accepts and will exercise discretionary authority, which allows LFP to select the amount of securities to be bought or sold, and when, without obtaining prior consent or approval from the client. LFP will always act in accordance with an Investment Policy Statement (IPS) or similar document used to establish Client's objectives and suitability. Where clients choose not to grant LFP discretionary authority, LFP will provide recommendations and advice that the client is under no obligation to follow and the implementation of which is the client's sole and exclusive responsibility. As a part of its Limited Retainer Services, LFP may recommend the use of an Sub-Advisor, as discussed above.

4. Financial "Snapshot" Review: A Financial Review consists of a two-hour review of up to five financial planning topics selected in advance by the client. A Financial Review does not include any follow-up or implementation services, and the client is under no obligation to follow LFP's recommendations.

5. Investment Management: LFP offers traditional Investment Management services as a standalone service. This service is not a comprehensive financial planning relationship, rather it provides for periodic monitoring and discretionary trading in client accounts. LFP will meet annually with Investment Management clients to review their investment portfolio and update the investment approach for the upcoming year as appropriate.

LFP will initially review Client's existing investment portfolio and other data and will provide investment recommendations and advice consistent with Client's stated financial objectives. Thereafter, LFP shall then be responsible for the investment of the cash and securities designated by Client to be subject to LFP's management (hereafter referred to as the "Account") according to Client's stated investment objectives, risk tolerance, investment time horizon, and any restrictions placed on the Account. Client authorizes LFP with

discretionary authority to manage Client's cash and securities in the Account and LFP accepts this authority. In granting this discretionary authority, LFP has full authority to select, purchase, and sell securities for Client's Account, including the amounts, and to place orders with custodians to execute transactions in Client's Account, all without prior consultation with Client. Unless Client has identified to LFP to the contrary, there are NO restrictions imposed upon LFP with respect to the management of Client's securities.

6. Retirement Plans: For certain small business and individual clients, LFP 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.

LFP recommends the use of Sub-Advisors for retirement clients from time to time. We have entered into an arrangement with independent registered investment adviser Orion Portfolio Solutions (formerly known as FTJ FundChoice), which not affiliated with LFP. If a Client accepts LFP's recommendation, Clients will receive the Sub-Advisor's Brochure (ADV Part 2) before their services begin. The terms and conditions under which the Client shall engage the Sub-Advisor, including the fees charged by the Sub-Advisor, will be set forth in a separate written agreement between (1) the client and LFP and (2) the client and the Sub-Advisor.

LFP will serve as the communication conduit between the client and the Sub-Advisor and shall be available to answer questions that the clients may have regarding their account. LFP will also assist the client in determining the specific services that are appropriate for the management of their account by the Sub-Advisor.

The Sub-Advisor will have discretionary authority to determine the securities to be purchased and sold for the Client's account(s). Clients should read the third-party adviser's ADV Part 2A for further information on their investment strategies and risks.

7. Tax Return Preparation/Planning: Preparation of Federal and/or State tax returns and tax planning are also available services. These services do not include follow-up services.

8. Educational Seminars: LFP also provides adult educational seminars related to general financial fitness through a local community education program. No personalized investment advice is provided; however, LFP collects a fee for these seminars.

Assets Under Management: As of December 31, 2019, LFP has \$20,253,368 in assets under management on a discretionary basis.

Item 5 – Fees and Compensation

Wealth Management

Wealth Management fees are a fixed annual fee based on the client's investable assets. Fees are determined upon inception of the Agreement, based on information furnished by the Client, and are calculated on the basis of Client's investable assets including, but not limited to: checking accounts, savings accounts, certificates of deposit, money market accounts, brokerage accounts, retirement accounts (401k, 403b, 457, TSP, SMART Plan, IRA, Roth), 529 plans, and rounded down to the nearest dollar. Wealth Management fees are paid quarterly, in advance, and deducted directly from the client's custodial investment account(s), unless otherwise agreed. The first quarter of a client's Wealth Management fee is prorated and the remaining quarterly payments are adjusted to accommodate billing on a traditional calendar-quarter schedule. Upon conclusion of the initial term, Wealth Management fees may be recalculated using the same formula for determining Client's initial fee and amend its fee subject to Client's consent and right to terminate the agreement. LFP shall notify Client in writing of any change in the amount of the fee, and such change will not become effective until both the LFP and Client agree to the changes as evidenced by their signatures.

Wealth Management Fee Formula

Investable Assets	Annual % Fee
First \$1 million	1.00%*
Next \$1 million (\$1M - \$2M)	0.60%
Next \$2 million (\$2M - \$4M)	0.40%
Amounts over \$4 million	0.30%

*The minimum annual fee is \$7,500.

Any Sub-Advisor's fee for services to Client's Account is separate and in addition to LFP's fee. The Sub-Advisor will deduct all fees from Client's Account and remit LFP's fee separately. The account statement provided directly to Client by the Account's custodian will set forth the total advisory fees deducted from the Account. Client should refer to the Sub-Advisor's ADV Disclosure Brochure for complete information about the Sub-Advisor's fee and understand the total fee being paid.

Open Retainer

Open Retainer fees are calculated based on the client's assets under advisement. For reference, assets under advisement are all investable assets including, but not limited to: checking accounts, savings accounts, certificates of deposit, money market accounts, brokerage accounts, retirement accounts (401k, 403b, 457, TSP, SMART Plan, IRA, Roth), 529 plans, and business assets. Open retainer fees are paid quarterly, in advance, and deducted directly from the client's custodial investment account(s), unless otherwise agreed. Fees are rounded up to the nearest hundred dollars. Open retainer fees may be recalculated at LFP's discretion as necessary to adjust for significant changes in the client's situation and upon written notice with client approval, or upon client request. The first quarter of a client's open retainer fee is prorated and the remaining quarterly payments are adjusted to accommodate billing on a traditional calendar-quarter schedule.

Open Retainer Fee Formula

Assets Under Advisement	Fee Amount
First \$1 million	1.00%*
Next \$1 million (\$1M - \$2M)	0.60%
Next \$2 million (\$2M - \$4M)	0.40%
Amounts over \$4 million	0.30%

*The minimum annual fee is \$7,500.

Add-ons, credits, and miscellaneous adjustments: A minimum charge of \$500, based on complexity, is assessed for each tax return prepared, if applicable. A minimum charge of \$500, 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 LFP.

Limited Retainer

Services under the Limited Retainer are provided on a flat-fee basis ranging from \$6,000 - \$20,000 per year which is based upon the complexity of the client's financial status and the scope of the services offered. Limited Retainers are paid quarterly, in advance, and deducted directly from clients' accounts, unless otherwise agreed. In no event will LFP collect more than \$500 more than six months in advance from any client. 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.

Financial “Snapshot” Review

The cost for a Financial Review ranges from \$3,000 - \$5,000 based on the number of financial planning topics selected. A 50% deposit is due upon signing the agreement, and the remaining 50% is due at the beginning of the review meeting. LFP accepts payment by check. In no event will LFP collect more than \$500 more than six months in advance from any client.

If a client wishes to upgrade from a Financial “Snapshot” Review to a Wealth Management, they may receive credit toward Wealth Management fees for all amounts paid under a Financial “Snapshot” Review agreement for the past 90 days. Credit will be applied against Client’s initial term fee.

Investment Management

Investment Management fees are paid quarterly, in advance, pursuant to the terms of the investment management agreement, directly from Client’s custodial investment accounts based on the market value of assets under management at the end of the preceding quarter. Our Investment Management services are suitable for individuals with at least \$200,000 to invest.

Investment Management Fee Formula

Assets Under Management	Annual Fee	Quarterly Fee
First \$500,000	\$3,000	\$750
Next \$500,000 (\$500k - \$1M)	1.00%	0.25%
Next \$1 million (\$1M - \$2M)	0.60%	0.15%
Next \$2 million (\$2M - \$4M)	0.40%	0.10%
Amounts over \$4 million	0.30%	0.075%

Retirement Plans

Retirement Plan fees are charged by account. Fees are paid monthly, in arrears, pursuant to the terms of the Orion Portfolio Solutions (formerly known as FTJ FundChoice) Fees Application Addendum and are deducted directly from the Client’s accounts. All fees are deducted by Orion Portfolio Solutions, which remits LFP’s fees separately.

Retirement Plan Advisory Fee Formula

Assets Under Management (Tiered Fee Schedule)	Fee Amount
\$0 - \$100,000	1.50%
\$100,001 - \$500,000	1.00%
\$500,001 - \$1,000,000	0.80%
\$1,000,001 - \$3,000,000	0.50%
Above \$3,000,000	0.25%

The retirement plan advisory fees charged by LFP are exclusive of, and in addition to, investment management fees charged by Orion Portfolio Solutions.

Tax Preparation

Tax preparation fees are paid in advance; however, in no event will LFP collect more than \$500 more than six months in advance from any client. Fees are calculated, at LFP'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

LFP is a fee-only financial advisory firm and does not sell investment or insurance products.

Fees are negotiable at the discretion of LFP and are paid directly by the client as describe above. An engagement may be terminated by either party at any time upon 30-days written notice to the other party. LFP 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 LFP to provide information necessary to perform the services required under this Agreement. Any prepaid but unearned fees will be refunded promptly by LFP. 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 LFP in its sole discretion.

In addition to LFP's fee, clients may incur certain other fees and charges to implement LFP's recommendations. Additional charges and fees will be imposed by custodians, brokers, third-party investment managers 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 LFP's fee.

Educational Seminar Fees

As noted above, LFP also provides adult educational seminars related to general financial fitness through a local community education program. No personalized investment advice is provided; however, LFP collects a fee for these seminars. The community education program collects payments for registration for the seminars, and it remits half of the fees to LFP.

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

LFP 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

LFP provides holistic financial planning and investment advisory services primarily to individuals and families as well as small businesses. 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 upon which LFP may rely 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. LFP also subscribes to various professional publications deemed to be consistent and supportive of LFP's investment philosophy.

Moreover, LFP 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, LFP 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, LFP 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 LFP will use its best judgment and good faith efforts in rendering services to client, not every investment decision or recommendation made by LFP will be profitable. LFP 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 LFP or the integrity of LFP's management. LFP has no information to disclose applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

LFP 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, LFP 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.

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

As a fiduciary, LFP has certain legal obligations, including the obligation to act in clients' best interest. LFP maintains a Business Continuity Plan with Howard Cadwell (Northeast Passage Financial Advisors, LLC 1 Liberty Ln E., Hampton, NH 03842, Phone: (603) 772-8729) to avoid a disruption of service to clients in the event of an unforeseen loss of key personnel due to death or disability LFP can provide additional information to any current or prospective client upon request.

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

LFP seeks to avoid material conflicts of interest. Accordingly, neither LFP nor its investment adviser representatives 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 LFP as a result of its relationships with custodian(s) and/or providers of mutual fund products. For example, LFP'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. LFP 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 LFP 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, LFP will disclose to advisory Clients any material conflict of interest relating to LFP, 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

LFP 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 LFP must acknowledge the terms of the Code of Ethics annually, or as amended.

Participation or Interest in Client Transactions and Personal Trading

LFP does not currently participate in securities in which it has a material financial interest. LFP 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.

LFP or individuals associated with LFP may buy and sell some of the same securities for its own account that LFP buys and sells for its Clients. When appropriate LFP will purchase or sell securities for Clients before purchasing or selling the same securities for LFP's own account. In some cases, LFP may buy or sell securities for its own account for reasons not related to the strategies adopted by the LFP'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 LFP'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 LFP and its clients.

LFP will disclose to advisory Clients any material conflict of interest relating to LFP, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice. LFP 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 LFP or its principal holds a position.

Item 12 – Brokerage Practices

LFP may use its discretion when recommending a broker-dealer. LFP is not affiliated with the brokerage firm, and the broker does not supervise LFP, its agents, or activities. Client is not obligated to effect transactions through any broker-dealer recommended by LFP. When recommending a broker-dealer LFP will comply with

its fiduciary duty to obtain best execution and with the Securities Exchange Act of 1934, and will consider 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 LFP, notwithstanding that the account may not be the direct or exclusive beneficiary of such services; and
- Any other factors the LFP considers to be relevant.

Item 13 - Review of Accounts

LFP 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, and financial planning recommendations come soon after the meeting. Reviews are performed and recommendations are made by Jared Hoole.

Reviews and recommendations for Limited Retainer clients are subject to the specific agreement. Recommendations are provided by Jared Hoole.

Reviews and recommendations for Investment Management clients occur annually. Jared Hoole conducts the reviews and makes the recommendations.

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

LFP 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. LFP does not pay referral or finder's fees, nor does it accept such fees from other firms.

Item 15 - Custody

LFP does not take physical custody of Client funds and securities. All assets are held at qualified custodians. Accordingly, LFP shall have no liability to the Client for any loss or other harm to any property in the account. LFP is not affiliated with the custodian. The custodian does not supervise LFP, its agents or activities.

LFP may be deemed to have a form of “constructive custody” of client assets since it has authority to deduct advisory fees from an account. Clients provide written authorization to allow LFP directly to deduct fees from accounts. Each time a fee is deducted from a client account, LFP sends the client an invoice and simultaneously notifies the custodian of the fee to be deducted.

Clients will receive at least quarterly statements from the broker-dealer, bank, or other qualified custodian that holds and maintains client’s investment assets. LFP urges all clients to carefully review such statements and compare such official custodial records to any statements that we may provide to you. LFP 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

All LFP clients who receive standalone Investment Management services and some Open-Retainer clients grant LFP discretion over the selection and amount of securities to be bought or sold in their accounts, and when they do, LFP will ensure their suitability by using the Investment Policy Statement used to establish their objectives. Where clients choose not to grant LFP discretionary authority, LFP will provide recommendations and advice that the client is under no obligation to follow and the implementation of which is the client’s sole and exclusive responsibility.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, LFP 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.

Item 18 – Financial Information

Registered investment Advisors are required to provide you with certain financial information or disclosures about their financial condition. LFP 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. LFP does not require or solicit the prepayment of more than \$500 in fees six months or more in advance.

Item 19 – Requirements for State-Registered Advisors

Jared Hoole is the Principal and Chief Compliance Officer of LFP. Information regarding the formal education and background of Mr. Hoole is included in his Form ADV Part 2B – Brochure Supplement below. Mr. Hoole has no outside business activities to disclose.

LFP does not charge performance fees for investment advisory services. The fees charged by LFP are described above in Item 5 and are not based upon the capital appreciation of the funds or securities held by any client.

There are no legal, civil, or disciplinary events to disclose regarding Mr. Hoole or LFP. Neither LFP nor Mr. Hoole has ever been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against LFP or Mr. Hoole. Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. As previously noted, there are no legal, civil or disciplinary events to disclose regarding LFP or Mr. Hoole.

Neither LFP nor Mr. Hoole has any relationship or arrangement with issuers of securities.

Lakeside Financial Planning, LLC



1500 District Avenue Burlington, MA 01803

&

53 Ryan Farm Road Windham, NH 03087

Brochure Supplement for:

Jared Hoole, CFP®

Phone: (781) 270-1501

Email: jhoole@lakesidefinancialplan.com

Website: www.lakesidefinancialplan.com

This Brochure provides information about Jared Hoole that supplements the Lakeside Financial Planning, LLC Brochure. You should have received a copy of that brochure. Please contact Jared Hoole if you did not receive Lakeside Financial Planning's brochure or if you have any questions about the content of this supplement. Additional information about Jared Hoole is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Jared Hoole was born November 10, 1980.

Education

- 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 LFP nor any management personnel of LFP 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.

Item 3 - Disciplinary Information

LFP is required to disclose information regarding any legal or disciplinary events material to a client's evaluation of Jared Hoole. LFP has no information to disclose in relation to this item.

Item 4 - Other Business Activities

LFP is required to disclose information regarding any investment-related business or occupation in which Jared Hoole actively engaged. LFP has no information to disclose in relation to this item.

Item 5 - Additional Compensation

LFP is required to disclose information regarding any arrangement under which Jared Hoole receives an economic benefit from someone other than a client for providing investment advisory services. LFP has no information to disclose in relation to this item.

Item 6 - Supervision

Jared Hoole is the Principal and Chief Compliance Officer of LFP, and he can be reached at (781) 270-1501. LFP has implemented a Code of Ethics, an internal compliance document, that guides each Supervised Person in meeting their fiduciary obligations to Clients of LFP. Further, LFP is subject to regulatory oversight by

various agencies. These agencies require registration by LFP and its Supervised Persons. As a registered entity, LFP is subject to examinations by regulators, which may be announced or unannounced. LFP is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of LFP.

Item 7 – Requirements for State Registered Advisors

Mr. Hoole has no additional information to disclose.