

Item 1. Introduction

Peace of Mind Financial Planning, Inc. ("POMFP," "firm," "we," "our," and "us") is a Colorado corporation registered as an investment advisor with the United States Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and it is important that you understand the differences. Please note that free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We offer ongoing financial planning services that include non-discretionary portfolio management services to retail clients. We will consult with you at the inception of our relationship to learn about your financial goals, tolerance for risk, time horizon for investments, tax situation, future goals, income, expense, and cash flow expectations, and other factors, and document the same in our records. Based on our analysis of this information, and as further informed by subsequent periodic consultations with you, we will provide you with ongoing detailed financial planning and investment management advice that is uniquely tailored to your financial circumstances, investment objectives, and needs. Client investments held in accounts over which we are granted trading authority are monitored on an as-needed basis. We will review the status of your investments and update our financial planning recommendations to you on a periodic basis or at your specific request throughout the term of our relationship.

All services are provided on a non-discretionary basis. This means that you always maintain the sole discretion to accept or reject any of our advice. We will only implement investments for your designated account(s) (i.e., those over which you elect to grant us limited trading authority) after receiving your approval. We will monitor the status of your designated account(s) on an as-needed basis and we will recommend changes to your holdings as appropriate and as we believe to be in your best interests. Where our recommendations relate to assets held away from your designated account(s) (e.g., employer sponsored retirement accounts, education savings accounts, insurance products), you will be responsible for all investment implementation and monitoring.

We primarily advise our clients regarding investments in mutual funds, exchange traded funds ("ETFs"), money market funds, cash and cash equivalents. We may also

provide advice regarding investments held in your portfolio at the inception of our advisory relationship and other investment types not listed above, at your request. We typically require a minimum annual fee of \$5,000 for our services. We may reduce or waive this minimum fee requirement entirely based on legacy client relationships or other client specific factors as we may determine in our sole discretion.

More detailed information about our advisory services is contained in our Form ADV Part 2A "Firm Brochure" at Item 4.

Conversation Starter. Ask us the following:

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

We charge annual fixed fees for our services typically ranging from \$5,000 to \$35,000. The specific fixed fee is determined based upon our understanding of the complexity of the client's overall financial situation and needs and our expectation of the time and resources necessary to provide the requested services. For family members of existing clients, we may occasionally agree to charge reduced annual fees for our services, in recognition of reduced complexity of assets and income. These reduced fees typically range from \$1,200 to \$4,500 annually. Fees are paid on a pro-rated basis, quarterly in advance, either by credit card, bank debit, or via direct deduction from the client's account at the custodian.

On rare occasions, we may offer to charge the client hourly fees of up to \$450 per hour for consultations related to financial concerns arising in the context of a divorce. We may also agree to provide tax preparation services to clients on a stand-alone basis for fixed fees of up to \$1,500, billed after completion.

Our advisory fees cover the costs of our financial planning, tax return preparation, and investment management advice only. You will be separately responsible to pay all of the following costs (as applicable): transaction-based fees, commissions, and other charges traditionally paid to brokers as a result of activity in your investment account(s); custodial

fees and charges, margin fees, taxes, wire transfer fees, reporting fees, and similar charges; and all internal management fees and other costs and expenses associated with your purchase, sale, and holding of any mutual funds and/or ETFs.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

More detailed information about our advisory fees is contained in our Firm Brochure at Item 5

Conversation Starter. Ask us the following: *“Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?”*

What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment advisor, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. For example, if the value of your assets decreases during our relationship, the annual fixed fee you pay us for services will generally not be adjusted.

We are a fee-only investment advisor. This means that our sole means of compensation consists of the investment advisory fees paid to us by our clients. We do not collect any compensation in connection with the sale of any securities or insurance products to our clients. We believe this manner of doing business best aligns with our fiduciary duty to you.

More detailed information related to these conflicts of interest is contained in our Firm Brochure at Items 5 and 10.

Conversation Starter: Ask us the following: *“How might your conflicts of interest affect me, and how will you address them?”*

How do your financial professionals make money?

Our financial professionals are compensated with annual salaries and/or discretionary bonuses.

More detailed information about our conflicts of interest is contained in our Firm Brochure at Item 5.

Item 4. Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

No. We encourage you to visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm or any of our financial professionals.

Conversation Starter. Ask us the following: *“As a financial professional, do you have any disciplinary history? For what type of conduct?”*

Item 5. Additional Information

You can find additional information regarding our firm, including our Firm Brochure and this Client Relationship Summary by visiting the following link: <https://adviserinfo.sec.gov/firm/summary/289067>. You can also obtain a copy of this Client Relationship Summary by visiting our website at <https://peaceofmindfinancialplanning.com/> or by contacting us by telephone at (719) 836-8181. We are available to answer any of your questions.

Conversation Starter. Ask us the following: *“Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?”*