
Part 2A of Form ADV: Firm Brochure

Dated: June 3, 2019

A handwritten signature in black ink, appearing to read 'Al S. Davis', is positioned above a thick yellow horizontal line.

DAVIS FINANCIAL PLANNING

111 Central Avenue
Asheville, NC 28801

Mailing Address:

PO Box 18027
Asheville, NC 28814

Contact Information:

Al S. Davis, CFP®

Phone: 828-398-5050

Email: admin@davisfinancialplanning.com

Website: www.DavisFinancialPlanning.com

This Brochure provides information about the qualifications and business practices of Davis Financial Planning, LLC. If you have any questions about the contents of this Brochure, please contact us at 828-398-5050 and/or admin@davisfinancialplanning.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.

Davis Financial Planning, LLC is a registered investment adviser in the State of North Carolina. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Davis Financial Planning, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

Our previous annual amendment to our Brochure was filed on January 30, 2019. Since that date, we have made the following material changes:

Our office address changed to:

**111 Central Avenue
Asheville, NC 28801**

Our mailing address changed to:

**PO Box 18027
Asheville, NC 28814**

Our website address changed to:

www.DavisFinancialPlanning.com

Our contact email address changed to:

admin@davisfinancialplanning.com

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 Al S. Davis, Principal at 828-398-5050 or admin@davisfinancialplanning.com. Brochures are provided free of charge.

Additional information about Davis Financial Planning, LLC is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Davis Financial Planning, LLC who are registered as Investment Adviser Representatives of Davis Financial Planning, LLC.

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Item 4 – Advisory Business

Firm Description

Davis Financial Planning, LLC (“Davis Financial Planning” “we” “Advisor”) is a limited liability company organized under the laws of the State of North Carolina. We are a fee-only, holistic financial planning firm established in 2010 that specializes in providing personalized, confidential, and comprehensive financial planning and investment advisory services to individuals and families. Davis Financial Planning serves as the trusted guide for providing clients means to identify their personal financial objectives; find solutions to their financial problem areas; design and simplify their cash flow; perform tax planning as well as individual tax preparation; advising on financial risk and investment allocations, retirement planning, insurance and estate planning. All services are tailored to the client’s unique objectives.

Principle Owner(s)

Davis Financial Planning is owned and operated by Al S. Davis, CFP® and Anne McFarland, CFP®.

Types of Advisory Services

Davis Financial Planning provides the following types of services:

1. Open Retainer Agreement: An Open Retainer Agreement provides holistic/comprehensive financial planning for a fixed annual fee. Open Retainer clients desire an ongoing relationship with Davis Financial Planning as their trusted guide in the financial areas of their life.

The goals and objectives of each client are determined 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.

During the **Initial Year** there are a number of meetings covering from five to ten client-relevant topics (see list below). Typically each topic is covered in a separate meeting. If requested, the number of meetings can be reduced by combining several topics in one longer appointment. Meetings may be held face-to-face or via secure computer link and/or telephone. Business development and/or education funding may also be included where appropriate. Implementation services are provided as needed.

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- Tax preparation
 - Budgeting and cash flow
 - Tax planning
 - Record-keeping
 - Inventory of client assets
 - Retirement planning
 - Portfolio analysis
 - Goal setting
 - Develop asset allocation strategies
 - Estate planning review
 - Investment Selection
 - Small business planning
 - Insurance analysis
 - Education planning
 - Analysis of employee benefits

In **Renewal Years** the number of meetings is typically 2-4 appointment topics and will depend on what is appropriate for the client:

- Tax planning & Tax preparation
- Goal setting/review
- Investment review/update
- Rebalancing of assets
- Financial planning and/or any financial services as requested or needed by client

2. **Financial Fitness Review:** A Financial Fitness Review includes a Preliminary Appointment by phone, video conference, or in person to gather information regarding your financial situation and your primary financial concerns and a Presentation Appointment to provide unbiased advice and recommendations regarding the following topics:

- Progress toward achieving the Five Fundamentals of Fiscal Fitness
- Current asset allocation and investment location for tax efficiency
- Analysis of net worth and evaluation of progress relative to life-cycle benchmarks
- Review of current investment portfolio including expenses
- Up to three additional financial planning topics as requested and agreed upon during the Preliminary Appointment.

A Financial Fitness Review does not constitute a comprehensive financial planning engagement. As such, follow-up advice and/or implementation assistance is not provided following the completion of the Financial Fitness Review agreement.

Miscellaneous Required Disclosures

Davis Financial Planning does not participate in or sponsor any wrap-fee programs.

Davis Financial Planning manages our Clients' assets on advisory basis only. We do not consider our Clients' assets to be "assets under management" as defined by the SEC.

Item 5 – Fees and Compensation

Fees

The specific manner in which fees are charged by Davis Financial Planning is established in a Client's written agreement with Davis Financial Planning, the variations of which are described below.

Fees are calculated annually and payable quarterly, in advance, upon receipt of invoice. Fees are calculated based on the client(s) total income, marketable assets, and overall complexity of their financial situation. Written notice of at least thirty (30) days will be provided of any changes to our fee schedule.

Open Retainer Agreement

Initial Year of Open Retainer: \$1,800 – \$30,000

Renewal Years of Full Retainer: \$1,800 – \$30,000

Add-ons, credits, and miscellaneous adjustments: A charge of \$100 is assessed for each amended tax return prepared, if applicable. A charge of \$100 per return is assessed for additional tax returns prepared for dependents of the Client. Credits and miscellaneous adjustments may be applied, as deemed appropriate, at the discretion of Davis Financial Planning's management.

Financial Fitness Review

The cost for a Financial Fitness Review is \$750. Generally 50% of the Financial Fitness Review fee is due at the beginning of the Financial Fitness Review Preliminary Appointment and the rest due at the beginning of the Financial Fitness Review Presentation Appointment.

Davis Financial Planning fees are negotiable. The client may terminate an engagement by providing written notice within five days of signing a retainer agreement. Additionally, either party may terminate an agreement, without penalty, at any time upon 30 days written notice. Any prepaid but unearned fees will be promptly refunded by Davis Financial Planning. 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 Davis Financial Planning in its sole discretion.

Other Fees

In addition to Davis Financial Planning's fees, clients may incur certain other fees and charges to implement Davis Financial Planning's recommendations. Additional charges and fees may 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 on brokerage accounts and securities transactions. 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 Davis Financial Planning's fee, and Davis Financial Planning does not receive any portion of these commissions, fees, and costs.

Past Due Accounts and Termination of Agreement

Davis Financial Planning reserves the right to stop work on any account that is more than thirty (30) days overdue. In addition, Davis Financial Planning 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, and which in Davis Financial Planning's opinion, affects our ability to provide proper financial and tax advice.

Either the Client or Davis Financial Planning may terminate an engagement at any time, without penalty, upon a thirty (30) day written notice. Upon termination of any agreement, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable. Whether fees have been earned or unearned will be determined by Advisor in Advisor's sole discretion.

Miscellaneous Required Disclosures

Davis Financial Planning is a fee-only financial advisory firm and does not sell investment or insurance products. In addition, we do not accept compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

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

Davis Financial Planning does not charge any performance-based fees (i.e. fees based on a share of capital gains on or capital appreciation of the assets of a client). As such, this item is not applicable to our firm.

Item 7 – Types of Clients

Davis Financial Planning provides holistic financial planning services for individuals and high net worth individuals. 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, client's advisory relationship agreement and fee will be based on each client's circumstances.

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

Methods of Analysis

The main source of information Davis Financial Planning 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. Davis Financial Planning also subscribes to various professional publications deemed to be consistent and supportive of Davis Financial Planning's investment philosophy. Moreover, Davis Financial Planning 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 attempting to minimize negative effects of external factors, such as interest rates, market performance, and the economy as a whole.

Investment Strategies

In general, Davis Financial Planning recommends no-load mutual funds (i.e. funds that have no upfront or backend sales fees), U.S. Government securities, money market accounts, and certificates of deposit. However, in the course of providing investment advice, Davis Financial Planning may address issues related to other types of assets that clients may already own. Any other products that may be deemed appropriate for you will be discussed, based upon your goals, needs and objectives.

Risk of Loss

Investing in securities involves risk of loss that Clients should be prepared to bear. The inherent risks associated with any investment recommended by Davis Financial Planning will be thoroughly reviewed and discussed in light of Client's goals, needs, and objectives at the forefront. This will help ensure the Client fully understands his/her investments and that he/she is properly prepared to bear any associated risks.

Our investment approach constantly keeps the risk of loss in mind. In doing so, we will use our best judgment and good faith efforts in rendering services to our Clients. However, we cannot warrant or guarantee any particular level of account performance, or that any account will be profitable over time. Not every investment decision or recommendation made by Advisor will be profitable. Client assumes all market risk involved in the investment of account assets and understands that investment decisions made for this account are subject to various market, currency, economic, political and business risks.

Except as may otherwise be provided by law, Davis Financial Planning will not be liable to client for:

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- Any loss that a client may suffer by reason of any investment decision made or other action taken or omitted in good faith by us with that degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use;
 - Any loss arising from our adherence to a client's instructions; or
 - Any act or failure to act by a custodian of a client's account.

The above language does not relieve Advisor from any responsibility or liability Advisor may have under state or federal statutes.

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 Davis Financial Planning or the integrity of Davis Financial Planning's management. Davis Financial Planning has no information to disclose applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Al S. Davis, Anne McFarland, and Rick Brown are members 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 ACP, Davis Financial Planning has the right to use proprietary products and systems designed by ACP. ACP provides ongoing training and education in the form of in-person, web-based, and teleconference (which may provide continuing education credits) and services produced by collaborative efforts of the fee-only financial advisors.

Al S. Davis and Anne McFarland are also members of the National Association of Personal Financial Advisors (NAPFA), which requires that their members are fee-only, and obtain a minimum of 60 continuing education credits every two years.

As noted earlier, Davis Financial Planning does not sell insurance or investment products, nor does it accept commission as a result of any product recommendations. In addition, no management persons or other employees of Davis Financial Planning are registered, or have an application pending to register, as a broker-dealer or registered representative of a broker-dealer. No one associated with Davis Financial Planning is registered or has an application to register as a future commission merchant, commodity pool operating, or commodity trading advisor, therefore there is nothing in these SEC-required disclosures that is applicable to our firm.

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

Davis Financial Planning 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.

Code of Ethics

Davis Financial Planning has adopted a Code of Ethics for all employees and supervised persons 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 Davis Financial Planning must acknowledge the terms of the Code of Ethics annually, or as amended.

In concise terms Davis Financial Planning members shall always:

- Act as a fiduciary, act in the best interest of each and every client
- Act with integrity and dignity when dealing with clients, prospects, and others
- Strive to maintain and continually enhance our high degree of professional education regarding all aspects of personal financial planning; and

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- Seek at all times to preserve our firm’s independence and to maintain our complete objectivity with respect to our planning services and each recommendation made to our clients.

Davis Financial Planning will provide a copy of our Code of Ethics to any existing or prospective client upon request.

Participation or Interest in Client Transactions and Personal Trading

Davis Financial Planning does not currently participate in securities in which it has a material financial interest. Davis Financial Planning 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.

Davis Financial Planning or associated individuals may buy or sell some of the same securities for its own account that Advisor buys and sells for its Clients. When appropriate, Davis Financial Planning 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

Soft Dollars

“Soft dollar” arrangements are defined as the receipt of research or other products or services, other than execution of trades, from a broker-dealer or a third party in

connection with client securities transactions. Davis Financial Planning does not receive research or other products or services other than execution from a broker-dealer or a third party in connection with client securities transactions.

Occasionally, however, Davis Financial Planning may receive small gifts from firms that are recommended to clients, but all at a de minimus level (i.e. there is minimal value to the firm or its employees), and may receive 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. Davis Financial Planning 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.

Selecting Brokerage Firms

Our clients' assets are held by independent third-party custodians (also referred to as broker-dealers). Except to the extent that a client directs otherwise, we will use our discretion in selecting or recommending the broker-dealer. In selecting or recommending a broker-dealer, we do not receive client referrals from the broker-dealer or any third party.

While Davis Financial Planning may use its discretion when recommending a broker-dealer, clients are not obligated to effect transactions through any broker-dealer recommended by Davis Financial Planning. Davis Financial Planning recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates, but never requires Clients to utilize any given custodian/broker-dealer.

Davis Financial Planning typically recommends discount brokerage firms and trust companies (qualified custodians), such as TD Ameritrade. Davis Financial Planning *DOES NOT* receive fees or commissions from any of these arrangements.

Clients are not obligated to effect transactions through any broker-dealer recommended by us. In recommending broker-dealers, we will generally seek "best execution." In recommending a broker-dealer we will comply with our fiduciary duty to obtain best execution and with the Securities Exchange Act of 1934 and will take into account such relevant factors as:

- Price, including transaction costs and other fees charged,
- The custodian's facilities, reliability and financial responsibility,

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- The ability of the custodian 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 custodian to is, notwithstanding that the Account may not be the direct or exclusive beneficiary of such services, and
 - Any other factors that we consider to be relevant.

As a convenience to its clients, Davis Financial Planning has a custodial relationship with TD Ameritrade Institutional. Davis Financial Planning may suggest that clients consider brokerage accounts at TD Ameritrade Institutional so that Davis Financial Planning advisors may better supervise client accounts through the use of online viewing access, electronic trade confirmations, and limited power of attorney. However, clients may use any brokerage firm they prefer.

Recommending a broker dealer can create a conflict of interest. Accordingly Advisor has established the following restrictions in order to ensure its fiduciary responsibilities:

1. A director, officer, associated person, or employee of Advisor shall not buy or sell securities for his personal portfolio where his decision is substantially derived, in whole or in part, by reason of his employment unless the information is also available to the investing public or reasonable inquiry. No person of Advisor shall prefer his or her own interest to that of the advisory client;
2. Advisor maintains a list of all securities holdings for itself and anyone associated with its advisory practice with access to advisory recommendations. These holdings are reviewed on a regular basis by an appropriate officer of Advisor;
3. Advisor emphasizes the unrestricted right of the client to decline to implement any advice rendered, except in situations where Advisor has been granted discretionary authority over the client's account;
4. Advisor emphasizes the unrestricted right of the client to select and choose any broker or dealer, and/or insurance company he/she wishes; and
5. Advisor requires that all associated individuals act in accordance with all applicable federal and state regulations governing registered investment advisory practices.

Trade Aggregation

Whenever possible, Davis Financial Planning will aggregate trades so as to minimize trade costs to clients. Since there are no assets under management, this occurs very infrequently and most trades are placed on an individual basis with minimal trading fees.

Item 13 – Review of Accounts

Periodic Account Reviews and Triggers

Account reviews are typically performed annually, at the request of the client, by Al S. Davis, CFP® or Anne L. McFarland, CFP® in conjunction with the relevant client meeting. Account reviews may be performed more frequently when client situations dictate, and may be triggered by factors such as a change in the Client’s investment objectives, tax considerations, large deposits or withdrawals, large sales or purchases, loss of confidence in corporate management, or changes in the macro-economic climate.

Regular Reports

Financial planning clients receive financial plan recommendations periodically during the term of their engagement of Davis Financial Planning.

If you, as a client, maintain any brokerage account(s), including those at TD Ameritrade Institutional, 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.

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

Item 14 – Client Referrals and Other Compensation

Davis Financial Planning 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. Davis Financial Planning does not pay referral or finder’s fee, nor does it accept such fees from other firms.

Davis Financial Planning does accept referrals. The referrals come from current clients, business contacts, personal friends and other similar sources. The firm, however, does not compensate referring parties for these referrals, nor does it accept such fees from other firms or individuals.

Item 15 – Custody

Davis Financial Planning does not take custody of Client funds, securities, or assets; all Client assets are deposited with qualified custodians. Because Advisor does not have custody of the assets in the account, we shall have no liability to the client for any loss or other harm to any property in the account, including any harm to any property in the account resulting from the insolvency of the custodian or any acts of the agents or employees of the custodian and whether or not the full amount or such loss is covered by the Securities Investor Protection Corporation (“SIPC”) or any other insurance which may be carried by the

custodian. The client understands that SIPC provides only limited protection for the loss of property held by a broker-dealer.

Item 16 – Investment Discretion

Discretionary Authority for Trading

At the Client's request, Davis Financial Planning may execute the sale and/or purchase of investments where authorized to do so by you on a non-discretionary basis. Non-discretionary authority requires Davis Financial Planning to obtain the Client's prior approval of each specific transaction prior to executing investment recommendations. Although Client's may decide to sign a written Limited Power of Attorney with TD Ameritrade Institutional, your Open Retainer Agreement specifically prohibits us from making trades in client accounts without having obtained agreement and approval of the trade beforehand.

Limited Power of Attorney

A limited power of attorney is a trading authorization. Clients are required to sign a limited power of attorney if they wish for us to execute the trades that the client has approved.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, Davis Financial Planning 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. Davis Financial Planning does not provide advice to clients regarding the clients' voting of proxies.

Item 18 – Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about Davis Financial Planning's financial condition. Davis Financial Planning does not require prepayment of more than \$500 six months or more in advance, and 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 Advisers

- A** Davis Financial Planning is owned and operated by Al S. Davis, CFP® and Anne McFarland, CFP®. Education and background information for Mr. Davis and Ms. McFarland is detailed in Part 2B, below.
- B** See Item 10 above.

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- C** Davis Financial Planning does not receive performance-based fees.
- D** Neither Davis Financial Planning nor its management persons or employees have been involved in any arbitration claims or been found liable in a civil, self-regulatory organization, or administrative proceeding.
- E** Neither Davis Financial Planning nor its management persons have a relationship or arrangements with any issuer of securities, and therefore we have no information to disclose applicable to this Item.

ALBERT (AL) S. DAVIS

Davis Financial Planning, LLC
111 Central Avenue
Asheville, NC 28801

Mailing Address:

PO Box 18027
Asheville, NC 28814

Phone: 828-398-5050

Web Site: www.DavisFinancialPlanning.com

Date of Brochure: June 3, 2019

This brochure supplement provides information about Albert S. Davis, Principal and Investment Advisor Representative, Davis Financial Planning, LLC, that supplements the Davis Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact us at 828-398-5050 or admin@davisfinancialplanning.com if you did not receive a brochure or if you have any questions about the contents of this supplement.

Additional information about Albert S. Davis (CRD #4923202) is available on the SEC's website at www.adviserinfo.sec.gov.

We require any supervised person involved in the practice of giving investment advice or consulting to clients to have at a minimum, a bachelor degree from an accredited university. These persons must also pass appropriate licensing examinations and are strongly encouraged to seek continuing education opportunities available in the industry, including appropriate certifications or designations.

Albert (Al) S. Davis, CFP®

Year of Birth: 1969

Item 2 – Educational Background and Business Experience

Education:

Master of Business Administration, University of Tennessee, 1993

B.S. Business Administration, Appalachian State University, 1991

Business:

2010 – Current Davis Financial Planning, LLC, Principal, Senior Financial Planner, Investment Advisor Representative

2007 – 2010 Capital Bank, Western Region Executive, Asheville, NC

2003 – 2007 SunTrust, Wealth Services Team Leader, Asheville, NC

2000 – 2003 Bank of America, Small Business Client Manager, Asheville, NC

Professional Designations:

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP marks are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3 – Disciplinary Information

Mr. Davis has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Davis Financial Planning, LLC provides.

Item 4 – Other Business Activities

Mr. Davis is not involved in any other investment related business activity or occupation other than through Davis Financial Planning, LLC.

Item 5 – Additional Compensation

Mr. Davis does not receive additional compensation or economic benefit from third parties for providing advisory services to clients of Davis Financial Planning, LLC.

Item 6 – Supervision

Mr. Davis is responsible for all services and advice provided to clients of Davis Financial Planning, LLC. Mr. Davis prepares all investment policies, forms and procedures for working with clients and for managing the firm.

Item 7 – Requirements for State-Registered Advisers

Mr. Davis has never been subject to any arbitration claim or any other proceedings (civil, self-regulatory organization or administrative) related to investments, fraud, theft, bribery or dishonest, unfair or unethical practices. Mr. Davis has never been the subject of any bankruptcy petition.

ANNE LOUISE MCFARLAND

Davis Financial Planning, LLC
111 Central Avenue
Asheville, NC 28801

Mailing Address:
PO Box 18027
Asheville, NC 28814

Phone: 828-398-5050

Web Site: www.DavisFinancialPlanning.com

Date of Brochure: June 3, 2019

This brochure supplement provides information about Anne L. McFarland, Investment Advisor Representative, Davis Financial Planning, LLC, that supplements the Davis Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact us at 828-398-5050 or admin@davisfinancialplanning.com if you did not receive a brochure or if you have any questions about the contents of this supplement.

Additional information about Anne L. McFarland (CRD #6536377) is available on the SEC's website at www.adviserinfo.sec.gov.

We require any supervised person involved in the practice of giving investment advice or consulting to clients to have at a minimum, a bachelor degree from an accredited university. These persons must also pass appropriate licensing examinations and are strongly encouraged to seek continuing education opportunities available in the industry, including appropriate certifications or designations.

Anne Louise McFarland, CFP®

Year of Birth: 1969

Item 2 – Educational Background and Business Experience

Education:

Master of Science, Library and Information Science, University of North Carolina, 1993

Bachelor of Arts, Religion, Gettysburg College, 1991

Business:

3/2013 – Present Davis Financial Planning, LLC, Financial Planner, Investment Adviser Representative

7/2007 – 3/2013 State University of New York at Oneonta, Librarian

7/1999 – 7/2007 National Baseball Hall of Fame, Cooperstown, NY, Librarian

Professional Designations:

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP marks are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3 – Disciplinary Information

Ms. McFarland has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client’s evaluation of her or any of the services Davis Financial Planning, LLC provides.

Item 4 – Other Business Activities

Ms. McFarland is not involved in any other investment related business activity or occupation other than through Davis Financial Planning, LLC.

Item 5 – Additional Compensation

Ms. McFarland does not receive additional compensation or economic benefit from third parties for providing advisory services to clients of Davis Financial Planning, LLC.

Item 6 – Supervision

Ms. McFarland is supervised by Al S. Davis. Mr. Davis is responsible for all services and advice provided to clients of Davis Financial Planning, LLC. Mr. Davis prepares all investment policies, forms and procedures for working with clients and for managing the firm.

Item 7 – Requirements for State-Registered Advisers

Ms. McFarland has never been subject to any arbitration claim or any other proceedings (civil, self-regulatory organization or administrative) related to investments, fraud, theft, bribery or dishonest, unfair or unethical practices. Ms. McFarland has never been the subject of any bankruptcy petition.

RICHARD (RICK) A. BROWN

Davis Financial Planning, LLC
111 Central Avenue
Asheville, NC 28801

Mailing Address:
PO Box 18027
Asheville, NC 28814

Phone: 828-398-5050

Web Site: www.DavisFinancialPlanning.com

Date of Brochure: June 3, 2019

This brochure supplement provides information about Richard A. Brown, Investment Advisor Representative, Davis Financial Planning, LLC, that supplements the Davis Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact us at 828-398-5050 or admin@davisfinancialplanning.com if you did not receive a brochure or if you have any questions about the contents of this supplement.

Additional information about Richard A. Brown (CRD #6753414) is available on the SEC's website at www.adviserinfo.sec.gov.

We require any supervised person involved in the practice of giving investment advice or consulting to clients to have at a minimum, a bachelor degree from an accredited university. These persons must also pass appropriate licensing examinations and are strongly encouraged to seek continuing education opportunities available in the industry, including appropriate certifications or designations.

Richard (Rick) A. Brown

Year of Birth: 1973

Item 2 – Educational Background and Business Experience

Education:

Bachelor's Degree, Business Administration, Pepperdine University, 1995

Business:

9/2016 – Present Davis Financial Planning, LLC, Financial Planning Associate, Investment Advisor Representative

8/2015 – 7/2016 Asheville Christian Academy, Math Teacher

8/2006 – 6/2015 Buncombe County Schools, Math Teacher

Item 3 – Disciplinary Information

Mr. Brown has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of him or any of the services Davis Financial Planning, LLC provides.

Item 4 – Other Business Activities

Mr. Brown is not involved in any other investment related business activity or occupation other than through Davis Financial Planning, LLC.

Item 5 – Additional Compensation

Mr. Brown does not receive additional compensation or economic benefit from third parties for providing advisory services to clients of Davis Financial Planning, LLC.

Item 6 – Supervision

Mr. Brown is supervised by Al S. Davis. Mr. Davis is responsible for all services and advice provided to clients of Davis Financial Planning, LLC. Mr. Davis prepares all investment policies, forms and procedures for working with clients and for managing the firm.

Item 7 – Requirements for State-Registered Advisers

Mr. Brown has never been subject to any arbitration claim or any other proceedings (civil, self-regulatory organization or administrative) related to investments, fraud, theft, bribery or dishonest, unfair or unethical practices. Mr. Brown has never been the subject of any bankruptcy petition.