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BY APPOINTMENT ONLY

**FORM ADV PART 2A.
BROCHURE**

Form ADV Part 2A, Item 1

This brochure provides information about the qualifications and business practices of Strategic Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at 972-403-1234. The information in this brochure has not been approved or verified by the Securities and Exchange Commission, Texas State Securities Board or by any securities authority.

Additional information about Strategic Financial Planning, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Strategic Financial Planning, Inc. is 118450.

Registration with any securities authority does not imply a certain level of skill or training.

Item 2: Material Changes

At least annually, this section will discuss only specific material changes that are made to the Strategic Financial Planning, Inc. Brochure and provide you with a summary of such changes. Additionally, reference to the date of the last annual update to this Brochure will be provided.

Since our last amendment filed on May 4, 2020, the following material changes have been made to the brochure:

- Strategic Financial Planning updated the AUM in Item 4.
- Strategic Financial Planning has submitted a registration application with the Securities and Exchange Commission; therefore, Item 19 was removed because it is only a requirement for state registered investment advisory firms.
- Part 2B brochures were removed from the brochure because it is not required to be uploaded to the IARD system.
Item 18 disclosure language was updated to change the pre-paid amount from \$500 to the SEC requirement of \$1,200.

A copy of our Brochure may be requested by contacting us at 972-403-1234 and/or info@strategicfp.com.

Additional information about Strategic Financial Planning, Inc. is also available via the SEC's web site www.adviserinfo.sec.gov. The IARD number for Strategic Financial Planning, Inc. is 118450. The SEC's website also provides information about any persons affiliated with Strategic Financial Planning, Inc. who are registered, or are required to be registered, as Advisory Representatives of Strategic Financial Planning, Inc.

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Item 4: Advisory Business

Bryan Keith Lee (CRD Number 2444953) is President and Chief Compliance Officer of Strategic Financial Planning, Inc. Mr. Lee owns one hundred (100%) percent of the equity of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm or intermediaries, which have any ownership interest in the firm. As of November 30, 2020, the firm managed, on a discretionary basis, \$134,206,416 which represented 486 accounts. Client assets are managed on an individualized basis. Clients may impose restrictions on their accounts. The firm does not sponsor any wrap programs.

Introduction

Strategic Financial Planning, Inc. (“SFP”) offers an array of advisory services designed to address the major areas of personal wealth management including, but not limited to, investment portfolio management, cash-flow analysis, and investment management evaluation. SFP provides financial planning advice, services, and recommendations and before doing so may confer with Client and/or Client's other advisors; however, SFP does manage client portfolios on a discretionary basis. Client is always free to accept or reject any advice or recommendations, in whole or in part.

SFP will work to make sure all reasonable client expectations are met. Termination of the contract will be allowed with 30 days’ notice if the client is not satisfied for any reason. Fees earned up to that point and including the following 30 days will have been earned by SFP and shall be paid by the client.

Initial Planning

Recognizing that each Client is unique, SFP offers financial planning services under the following formats:

- 1) **Fixed Rate Basis** - SFP may from time to time decide to engage clients on a fixed-fee basis to develop a comprehensive financial plan or other in-depth analysis.
- 2) **Hourly Rate Basis** - SFP may from time to time decide to engage clients on an hourly basis to perform specific tasks including, but not limited to, analysis of a single area of the Client's financial affairs such as retirement income planning. Prior to any engagement, SFP will estimate the time involved to complete the work.

Wealth Management

Clients choosing to engage SFP for on-going planning services will pay a wealth management fee (fee schedule below). This fee is assessed for the continual supervision/management of the client situation. This fee is billed quarterly in arrears and is assessed for agreed upon services

between SFP and Client including, but not limited to ongoing financial planning and investment asset management. As part of SFP's ongoing wealth management services, Clients receive statements from Custodian at least quarterly detailing account values, deposit and withdrawal activity, and the amount of wealth management fee assessed each quarter. Clients are encouraged to review these statements upon receipt. During the first quarter of each year, the Custodian provides 1099's in order to aid in the tax preparation process.

In addition to financial planning and portfolio management, SFP may also at times:

- Provide consultation on pension services to businesses regarding selection of plan and/or investments, in which SFP may be compensated as a flat fee or on-going wealth management fee as listed below
- Host educational programs
- Select other advisors if need determined, in which no compensation from other advisors will be received

Additional services are provided as part of ongoing wealth management fee or charged at a fixed rate.

Item 5: Fees and Compensation

The current fee for a financial plan varies based on amount of time predicted to be spent developing the plan. One-half of the quoted fee is payable at the commencement of the work. In some cases, on-going advisory services may be appropriate. The fee for such services will be established in writing by Client and SFP by executing a *Financial Planning Advisory Agreement*.

In unique circumstances and at SFP's discretion, the Firm may engage in hourly financial planning work. SFP's current billing rate is \$175-\$300 per hour.

On-Going Wealth Management Fees are as follows:

| <u>Portfolio Value Range</u> | <u>Annual Fee as % of Value</u> |
|-------------------------------------|--|
| First \$2 million (\$0 - \$2m) | 1.00 |
| Next \$3 million (>\$2m - \$5m) | 0.75 |
| Next \$5 million (>\$5m - \$10m) | 0.50 |
| Over \$10 million (>\$10m) | 0.25 |

The above fee schedule is a guideline for the typical Client strategy. SFP reserves the right to negotiate fees, *higher or lower*, depending on unique circumstances. The above fees apply to most client situations, but there may be exceptions. Minimum fees are determined by services provided.

Fees are based on the client's balance at the end of the calendar quarter and billed quarterly. Fees are debited, in arrears, directly from Client's investment account for the prior quarter's services unless other arrangements are made prior to the engagement. The advisory fee is a blended fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, resulting in a combined weighted fee. For example, an account valued at \$2,500,000 would pay an effective fee of 0.95% with the annual fee of \$23,750. The quarterly fee is determined by the following calculation: $((\$2,000,000 \times 1.00\%) + (\$500,000 \times 0.75\%)) \div 4 = \$5,937.50$. A minimum quarterly fee applies and is determined based on the complexity of each client's circumstances. In certain instances, due to this minimum fee, a client may be charged a fee that is greater than the industry norm, and that client may pay lower fees for comparable services from other sources.

Certain investments recommended for ownership in Client portfolios will have their own internal operating expenses, which are a cost to the Client that comes out of the investment's total return. Such an example would be the annual expense ratio of a mutual fund/exchange-traded fund product. SFP receives no economic benefit from such expenses and seeks investment products that strive to keep such expenses low relative to other similar investments.

The custodian of Client assets will, in most cases, charge fees and/or commissions for their services. SFP may negotiate with custodians to keep custodian and trading costs at a minimum.

All investment management services and administration services will be provided on a fully disclosed basis. Prior to any engagement, Client will receive, in writing, a schedule of all charges to be assessed to the company sponsoring the plan and/or plan assets. Since the number of possible administration firms and investment managers is numerous, any specific reference to their charges has been omitted.

Generally, administration firms provide the record keeping and IRS conformity testing for the plan and charge a flat annual fee plus a per-participant charge. Investment managers will typically charge an annual fee for assets under management depending on the size of the plan and the number of investment options used. SFP may charge a one-time plan initiation fee, which may vary according to complexity, to assist Client in establishing the plan investment strategy.

Grandfathering of Minimum Account Requirements: Pre-existing advisory Clients may be subject to SFP's minimum account requirements and advisory fees that were in effect at the time the Client entered into the advisory relationship. Therefore, our firm's minimum account requirements may differ among Clients.

Use of Margin, Where Appropriate: SFP is authorized to use margin in the management of the Client's investment portfolio. In these cases, the fee payable will be assessed gross of margin such that the market value of the Client's account and corresponding fee payable by the Client to SFP will be increased.

Additional Fees and Expenses: In addition to the advisory fees paid to SFP, Clients bear certain charges that are imposed by other third parties, such as broker-dealers, custodians, trust companies, banks and other financial institutions (collectively “Financial Institutions”). These additional charges include securities brokerage commissions, transaction fees, custodial fees, fees charged by the Independent Managers, charges imposed directly by a mutual fund or ETF in a client’s account, as disclosed in the fund’s prospectus (e.g., fund management fees and other fund expenses), margin costs, reporting charges, 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. The Firm’s brokerage practices are described at length in Item 12, below.

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

Strategic Financial Planning, Inc. does not accept performance-based fees (fees based on a share of capital gains or capital appreciation of the assets of the client).

Item 7: Types of Clients

Individuals, high net worth individuals, pension plans, profit-sharing plans, charitable organizations, corporations and other business entities.

SFP imposes no minimum account size; however, it does require a minimum fee based on the complexity of each client’s circumstances .

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

The firm uses fundamental analysis.

In situations where SFP recommends the establishment of company-sponsored retirement plans, SFP will evaluate both short-term and long-term needs. After such assessment, SFP will propose the use of a plan administration firm and may recommend one or more investment managers for plan assets. SFP may recommend the use of its own proprietary management services.

Investing in securities involves risk of loss that clients should be prepared to bear.

Item 9: Disciplinary Information

SFP does not have any legal, financial, or other “disciplinary” item(s) to report.

Item 10: Other Financial Industry Activities and Affiliations

SFP may set up arrangements with other registered investment advisers whereby SFP manages portfolios, or portions of portfolios, for the clients of these other advisers and representatives. Additionally, in some circumstances SFP may sub-contract other advisors and/or management firms for their financial planning, administrative or portfolio management services on a third-party basis.

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

The firm has implemented an investment policy relative to personal securities transactions. This investment policy is part of the firm’s overall Code of Ethics that serves to establish a standard of business conduct for all of the firm’s associated persons, which is based upon fundamental principles of openness, integrity, honesty, and trust, a copy of which is available to clients and prospective clients upon request.

From time to time, the Firm may deal for its own account. Whenever the Firm and a client transact business in the same product and at the same point in time, if the two transactions are made at different terms, the Firm will ensure that the client receives the more favorable financial result and will accept for its own account the less favorable financial result.

The firm's Code of Ethics is monitored and reviewed on a regular basis by the firm's chief compliance officer or designated representative. All of the firm’s associated persons must acknowledge the terms of the Code of Ethics annually, or as amended. Issues and procedural mandates concerning personal securities transactions and other ethical issues are memorialized in the firm’s Code of Ethics. The advisor considers it a vital aspect of his client relations to diligently provide his services in an ethically exemplary and accountable manner at the core of which is the spot to place clients' interests before his own. A copy of the firm's Code of Ethics will be provided to any client or prospective client upon request in accordance with SEC Rule 204A-1.

Item 12: Brokerage Practices

SFP considers factors such as quality of trade execution, quality of research and information, and availability of services and products when selecting custodians. SFP may have an incentive to select or recommend a broker-dealer based on receiving proprietary and third-party research or other services provided the firm in lieu of purchasing such items. Because of this, the rate that Client pays Custodian for trade execution and services may be higher than the rate available at other brokerage firms. SFP believes that the benefits and features of recommended custodians are of sufficient value to warrant Client paying a higher transaction cost than could be achieved at other firms. Any research or software that becomes available through the custodian will be used for the benefit of all Clients as a whole whenever possible and where applicable. Examples of services which could be received include investment research reports and educational and practice management programs.

Item 13: Review of Accounts

Portfolio account data is maintained on Custodian's computerized database system which tracks all values and transactions on a daily basis. Portfolios are regularly reviewed (at least quarterly) by the firm's financial planners. These reviews are intended to monitor asset allocation, volatility, cash levels, and performance of holdings. In general, Advisor uses a diversified, asset allocation approach to managing client assets, based primarily on the client's goals and objectives, risk tolerance, and time horizon.

Statements which detail the current value of holdings, portfolio composition, aggregate account value, and other information pertinent to the investment decision-making process are provided by custodian monthly, but no less frequently than quarterly. Clients are encouraged to review these statements upon receipt. Such reports will be sent or made available to client no later than 15 days after the end of the calendar month directly from their custodian. Accounts with no activity during a given month may not receive monthly statements, at the discretion of the custodian. SFP urges you to carefully review such statements. Special communications are directed to clients from time-to-time.

Item 14: Client Referrals and Other Compensation

SFP does not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our clients, nor do we compensate any person for Client Referrals.

Item 15: Custody

For the service provided in opening accounts, transacting trades, wiring funds, and/or other administrative functions, the custodian may charge certain fees.

SFP is deemed to have custody of client assets due to the following circumstances: SFP's ability to deduct advisory fees from client accounts, when clients authorize SFP in a standing letter of authorization to disburse funds at our discretion to a third party, and where SFP maintains clients' personal login credentials for their held away accounts. SFP will not take physical custody of clients' funds and will not assign or transfer trading authorization to another advisor. SFP will recommend a suitable custodian to the Client. Clients will receive account statements from the qualified custodian(s) holding their funds and securities at least quarterly. The custodian's account statements will indicate the amount of our advisory fees deducted from the clients' account(s) each billing period. These statements should be carefully reviewed by the client for accuracy.

The SEC issued a no-action letter ("Letter") with respect to the Rule 206(4)-2 ("Custody Rule") under the Investment Advisers Act of 1940 ("Advisers Act"). The letter provided guidance on the Custody Rule as well as clarified that an adviser who has the power to disburse client funds to a third party under a standing letter of authorization ("SLOA") is deemed to have custody. As such, our firm has adopted the following safeguards in conjunction with the account custodian:

- The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- The client authorizes the investment adviser, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization, and provides a transfer of funds notice to the client promptly after each transfer.
- The client has the ability to terminate or change the instruction to the client's qualified custodian.
- The investment adviser has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- The investment adviser maintains records showing that the third party is not a related party of the investment adviser or located at the same address as the investment adviser.
- The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.

We encourage you to raise any questions with us about the custody, safety, or security of your assets. The custodians we do business with will send you independent account statements listing your account balance(s), transaction history, and any fee debits or other fees taken out of your account.

Item 16: Investment Discretion

The firm will have discretionary authority which means that it will have the ability to buy and sell securities without first obtaining the prior consent of the advisory client. Investment restrictions must be provided by client to firm in writing.

Item 17: Voting Client Securities

The firm does not vote proxy statements on behalf of advisory clients. Should the client seek an opinion on how to vote the proxies they receive, the client may contact Strategic Financial Planning, Inc. for a telephone or personal consultation. However, the decision to vote and how to vote the proxies is solely up to the client.

Item 18: Financial Information

The firm does not receive fees in the amount of \$1,200.00 per client six or more months in advance.

Privacy Notice To Customers

SFP does not disclose nonpublic personal information about our individual clients or former clients except as permitted by law. SFP restricts access to nonpublic personal information about you (that we may obtain from your account and your transactions) to those employees who need to know that information to provide products or services to you or to alert you to new, enhanced or improved products or services we provide. SFP maintains physical, electronic and procedural safeguards that comply with federal standards to safeguard your nonpublic personal information.