

Form ADV Part 3 – Client Relationship Summary

Date: 04/30/2020

Item 1: Introduction

FINANCIAL PLANNING AND INFORMATION SERVICES, INC. is a fee only investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. This document gives you a summary of the types of services and fees we offer. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

Questions to ask us: Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail clients: portfolio management (we review your portfolio, investment strategy, and investments); financial planning (we assess your financial situation and provide advice to meet your goals). As part of our standard services, we typically monitor client accounts on a quarterly basis; however smaller balance clients (less than \$200,000) receive less frequent reviews. Our firm offers both discretionary advisory services (where our firm makes the decision regarding the purchase or sale of investments) as well as non-discretionary services (where the retail investor makes the ultimate decision). We limit the types of investments that are recommended since not every type of investment vehicle is needed to create an appropriate portfolio. Primarily we incorporate an active and passive strategy using no-load mutual funds and exchange-traded index funds. We don't select products or receive commissions. Our firm does *not* have a minimum account size, but services vary depending on the amount of asset under management.

We require our advisors to maintain current a Certified Financial Planning Certificate ® or other qualified designation when giving advice to clients. All members of our firm providing advice are required to act in the best interests of the clients and place the client interests ahead of their own. Investment selection varies for each client based on their unique situation including risk tolerance. Retail clients needing advice or direction on investments, retirement, taxes, financial planning, among various other topics should consider and investment advisory service. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

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

Questions to ask us: 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 adviser? How else does your firm make money and what conflicts of interest do you have? How might your conflicts of interest affect me, and how will you address them?

What fees will I pay? Our fees vary depending on the services you receive. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. For hourly fee arrangements, each additional hour (or portion therefore) we spend working for you would increase the advisory fee. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. Asset management fees billed in arrears at the time the client portfolio update is produced depending on each client's portfolio review schedule (quarterly, semi-annually or annually). Hourly charges (legacy clients) are billed when work is completed. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of

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investments selected. Hourly services are no longer available to new clients. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

Third Party Costs: Some investments (e.g., mutual funds, exchange-traded index funds, etc.) impose additional fees (e.g., transactional fees and management fees) that reduce the value of your investment over time. Our investment strategies utilize no-load mutual funds and exchange-traded index funds. We realize third party fees can impact your long-term return so we look to build portfolio's with reasonable expenses for our clients. We do not recommend annuities or other products. You will also pay fees to a custodian that will hold your assets. Additionally, you will typically pay transaction fees when we buy and sell an investment for your account; however, our firm philosophy is to reduce all transaction costs as best as possible. **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.** Please also see our [Brochure](#) for additional details.

Conflicts of Interest: *When we act as your investment adviser, 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. Here are some examples to help you understand what this means.*

Rolling over an old 401k to an IRA under our management increases the assets under management that we charge on, therefore increasing our fees which creates a conflict of interest.

Electing a pension as a lump sum vs. monthly annuity and having that lump sum rolled over into an IRA under our management increases the assets under our management that we charge on, therefore increasing our fees which creates a conflict of interest.

You have money under our management and you ask if you should take money out of your account and pay off your mortgage or car loan. We have a conflict of interest in this question because if you take money from your accounts, our fees go down since we will be managing less money.

How do your financial professionals make money? Primarily, we and our financial professionals benefit from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Please also see Item 10 of our [Brochure](#) for additional details.

Item 4: Disciplinary History

Questions to ask us: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Do you or your financial professionals have legal or disciplinary history? No, we do not. We do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information

Questions to ask us: *Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*

For additional information on our advisory services, see our [Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/113110> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary, then please contact us at 920-336-0863.

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Exhibit A – Material Changes to Client Relationship Summary

There are no material changes since the prior Client Relationship Summary.