

Item 1 – Cover Page

ALEXANDER WEALTH PLANNING, LLC

3113 NW Ashland Drive
Beaverton, OR 97006

(503) 718-8171

September 24, 2019

www.AlexanderWealthPlanning.com

This Brochure provides information about the qualifications and business practices Alexander Wealth Planning, LLC. If you have any questions about the contents of this Brochure, please contact us at (503) 718-8171 or Don@AlexanderWealthPlanning.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

Additional information about Alexander Wealth Planning, LLC is available on the SEC’s website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Alexander Wealth Planning, LLC is 301183.

Item 2 – Material Changes

This is our initial brochure. There are no material changes.

We will ensure that all current clients receive a Summary of Material Changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. A Summary of Material Changes is also included with our Brochure on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Alexander Wealth Planning, LLC is 301183. We may further provide other 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 Don Alexander, Chief Compliance Officer of Alexander Wealth Planning, LLC at (503) 718-8171 or Don@AlexanderWealthPlanning.com. Our Brochure is provided free of charge.

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Item 4 – Advisory Business

- A** Alexander Wealth Planning, LLC (“Alexander Wealth”, “we” or “us”) is a registered investment advisor located in Beaverton, Oregon and which applied for registration with the state of Oregon in March, 2019. Alexander Wealth’s sole founder and owner is Don Alexander.
- B** Alexander Wealth is a fee-based financial planning firm that specializes in providing personalized, confidential financial planning to individuals and families, and small businesses. The firm offers planning services including asset allocation and investments, retirement planning, estate planning, and cash-flow management a wide range of financial services. Specifically, Alexander Wealth distinguishes itself from traditional investment advisory firms by providing services to meet Client’s investment needs, as well as, perform tax planning, estate planning, retirement, and other special needs.
- Alexander Wealth and the Client will enter into an agreement which details the scope of the relationship and responsibilities of both parties. Alexander Wealth clients will manage their own investments through the tools provided by discount brokers, financial websites, and other financial professionals. Through a rigorous inquiry, we will develop the overall asset allocation plan and provide assistance with portfolio rebalancing and other services on an “as needed” basis. Alexander Wealth does not place trades or act as a custodian of client assets. The client always maintains asset control.
- C** Advice and services provided under the financial planning agreement are tailored to the stated objectives of the Client. Any limitations for planning services are set forth in that agreement.
- D** We do not offer, participate in or sponsor a Wrap Fee program.
- E** Alexander Wealth does not manage client assets on an AUM fee basis. We provide financial planning services only.

Item 5 – Fees and Compensation

- A** Alexander Wealth bills clients for services at a rate of \$200.00 per hour, or a flat fee, which is dependent upon the scope and complexity of the services provided. All fees are stated in the Financial Planning Agreement. When possible, we will provide Clients with an estimate of the fee prior to commencement. This estimate will be based on the number of hours estimated to complete the project.

Clients may also choose an annual retainer agreement, which will automatically renew annually for a set fee. Arrangements may be made with clients wishing to retain financial planning services on an ongoing basis. Clients are encouraged to review their plans on a regular basis, based on individual circumstances.

- B** Clients are billed at the time of service. Retainer clients are billed under terms negotiated and documented in the Financial Planning Agreement. Payment in full is expected upon invoicing. We do not deduct fees from client accounts. A late charge of 1½ percent per month will be charged upon any balance unpaid within one month of the invoice date.

- C** All brokerage commissions, stock transfer fees, and other similar charges incurred in connection with transactions the Client later undertakes to implement a financial plan as a result of our recommendations are the responsibility of the Client.

- D** Clients have the right to terminate a Financial Planning Agreement (“FPA”) without penalty within five business days after entering into the contract. The FPA may otherwise be terminated at any time by either party by providing 30 days prior written notice to the other party as set forth in the agreements. All custodial termination and transfer fees, if any, assessed by Custodian will be the responsibility of the Client. In the event of termination, any fees paid in advance which remain unearned will be refunded to the Client and any partially completed plan will be delivered to the Client in its partially completed form. Any fees which have been earned by Alexander Wealth but not yet paid by Client will be immediately due and payable to us.

- E** Alexander Wealth does not accept compensation for the sale of investment products it recommends.

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

Alexander Wealth does not charge any performance-based fees for its services or perform side by side management. Accordingly, this item is not applicable to our firm.

Item 7 – Types of Clients

We provide investment advice to individuals and high net-worth individuals. We will not decline a potential client, or terminate the relationship with a current client, based solely on their net worth or amount of investable assets. We also do not charge any minimum fees. Because each Client is unique, we encourage involvement in the planning and processes involved in the management of their accounts. Such involvement does not have to be time consuming, however we want our Clients to remain informed and have a sense of security about their financial plan.

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

A Our Methods of Analysis and Investment Strategies

We do not manage investment assets. When making investment recommendations to client as part of a financial plan, we primarily research and review securities using traditional fundamental analysis. The primary investment strategies used to implement investment advice given to Clients include long-term (securities held at least one year) and short-term (securities sold within a year) purchases. The fundamental analysis of securities is used in conjunction with modern portfolio theory to generate diversified portfolios of securities based on the individual Client's investment goals and risk tolerance profile. While this practice does mediate some investment risk, it cannot mediate all investment risk. This residual systemic risk includes, but is not limited to, interest rate risk, inflation risk, market risk, corporate risk, geopolitical risk, and risk due to war or natural disasters.

B We use our best judgment and good faith efforts in rendering services to Client. We cannot warrant or guarantee any particular level of account performance, or that an account will be profitable over time. Not every investment recommendation we make will be profitable. Investing in securities involves risk of loss that Clients should be prepared to bear. Clients assume all market risk involved in the investment of account assets. Investments are subject to various market, currency, economic, political, and business risks.

Except as may otherwise be provided by law, we are not liable to Clients for:

- any loss that Clients may suffer by reason of any investment recommendation we made with that degree of care, skill, and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use; or
- any independent act or failure to act by a custodian of Client accounts.

It is the responsibility of the Client to give us complete information and to notify us of any changes in financial circumstances or goals.

C We do not generally recommend a specific type of security.

Item 9 – Disciplinary Information

Alexander Wealth is required to disclose all material facts regarding any legal or disciplinary event that would be material to your evaluation of our firm, or the integrity of our management. No principal or person associated with Alexander Wealth has any information to disclose which is applicable to this Item.

Item 10 – Other Financial Industry Activities and Affiliations

Alexander Wealth has no financial industry activities or affiliations to disclose as required by this Item.

Item 11 – Code of Ethics, Participation or Interest in Client Transaction & Personal Trading

A Alexander Wealth has a Code of Ethics, comprising of the CFP® Code of Ethics and Standards of Conduct, which all employees are required to follow. The Code of Ethics outlines our high standard of business conduct, and fiduciary duty to 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, the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things.

A copy of the code of ethics is available to any Client or prospective Client upon request by contacting Don Alexander, Chief Compliance Officer at (503) 718-8171 or Don@AlexanderWealthPlanning.com

B, C, D We do not own or manage any companies or investments that we advise our Clients to buy.

Alexander Wealth or individuals associated with our firm may buy and sell some of the same securities for their own account that Alexander Wealth recommends for its Clients. When appropriate, we will recommend securities for Clients while purchasing the same for our account or allowing representatives to purchase or sell the same for their own account. In some cases, Alexander Wealth or representatives may buy or sell securities for their own account for reasons not related to the strategies adopted for our Clients. Our employees are required to follow the Code of Ethics when making trades for their own accounts in securities which are recommended to Clients. The Code of Ethics is designed to assure that the personal securities transactions will not interfere with decisions made in the best interest of advisory Clients while at the same time, allowing employees to invest their own accounts.

Alexander Wealth will disclose to advisory Clients any material conflict of interest relating to us, our representatives, or any of our employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

As any advisory situation could present a conflict of interest, we have established the following restrictions to ensure our fiduciary responsibilities:

1. A director, officer, associated person, or employee of Alexander Wealth 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 on reasonable inquiry. No person of Alexander Wealth shall prefer his or her own interest to that of the advisory Client.

ALEXANDER WEALTH PLANNING, LLC

Form ADV Part 2A – Firm Brochure

2. Alexander Wealth maintains a list of all securities holdings for itself and for anyone associated with its advisory practice that has access to advisory recommendations. An appropriate officer of Alexander Wealth reviews these holdings on a regular basis.
3. Any individual not in observance of the above may be subject to termination.

Item 12 – Brokerage Practices

- A** Alexander Wealth does not manage investment assets and does not have discretionary authority to select the broker-dealer for custodial and execution services. However, Alexander Wealth may recommend one or more custodians to Clients for execution and/or custodial services. Clients are not obligated to use the recommended custodian and will not incur any extra fee or cost associated with using a broker or custodian not recommended by Alexander Wealth. In recommending broker-dealers, we seek to obtain “best execution” meaning that we seek to execute securities transactions for Clients so that the total costs or proceeds in each transaction are the most favorable under the circumstances. The factors we consider when evaluating for best execution include:
- Execution capability;
 - Commission rate;
 - Financial responsibility;
 - Responsiveness;
 - Custodian capabilities;
 - The value of any research services/brokerage services provided; and
 - Any other factors that we consider relevant.
- B** Alexander Wealth does not purchase or sell securities for clients. Therefore, we do not aggregate trade orders.

Item 13 – Review of Accounts

- A** Financial plans are reviewed by Don Alexander who is responsible for overseeing all investment advisory activities for the firm. The frequency of reviews is determined based on the Client’s investment objectives.
- B** More frequent reviews may be triggered by a change in Client’s investment objectives; tax considerations; large deposits or withdrawals; large sales or purchases; loss of confidence in corporate management; or, changes in the economic climate.
- C** Alexander Wealth provides Clients with a written report summarizing the financial planning services provided, as requested.

Item 14 – Client Referrals and Other Compensation

Alexander Wealth neither compensates, nor receives compensation from, any third parties in connection with client referrals.

Item 15 – Custody

Alexander Wealth is a financial planning firm and does not have custody of the assets in Client accounts.

Item 16 – Investment Discretion

As a financial planning firm, Alexander Wealth has no discretionary authority to execute investment transactions on behalf of its clients.

Item 17 – Voting Client Securities

- A** Alexander Wealth will not vote proxies on behalf of Clients and will not provide advice to Clients on how the Client should vote.

- B** Alexander Wealth does not have authority to vote Client securities unless authorized by the Client. Most Clients will receive proxies and other solicitations directly from the custodian or transfer agent. If any proxy materials are received on behalf of a Client, they will be sent directly to the Client or a designated representative of the Client, who is responsible to vote the proxy.

Item 18 – Financial Information

- A** Alexander Wealth does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance.
- B** Alexander Wealth does not have discretionary authority over Client funds and securities.
- C** Neither Alexander Wealth, nor any of the principals, have been the subject of a bankruptcy petition at any time in the past.

Item 19 – Requirements for State Registered Advisers

- A** Don Alexander is the sole Member, Owner and Chief Compliance Officer of Alexander Wealth. He provides investment advisory services to clients and is responsible for the day to day management and operations of the firm. Don Alexander’s education and background are separately detailed in his/her Form ADV Part 2B, Item 2.
- B** Don Alexander’s outside business activities are separately detailed in his Form ADV Part 2B, Item 2. Alexander Wealth is not actively engaged in any other business activities outside of providing investment advisory and financial planning services.
- C** Don Alexander does not receive performance-based fees.
- D** Alexander Wealth and Don Alexander have not been subject to any arbitration claims or any other proceedings (civil, self-regulatory organization or administrative).
- E** Apart from those arrangements listed in Item 10 above, Alexander Wealth and Don Alexander have no arrangements or other financial industry affiliations to disclose which would be considered material to their business or to their Clients or which would present any material conflicts of interests with Clients.

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DON ALEXANDER

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September 23, 2019

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This ADV Part 2B (“Brochure Supplement”) provides information about Don Alexander that supplements Alexander Wealth Planning, LLC’s (“Alexander Wealth”) Form ADV Part 2A (“Brochure”). You should have received a copy of that Brochure. Please contact us at (503) 718-8171 or Don@AlexanderWealthPlanning.com if you did not receive a copy of the Firm’s Brochure or if you have any questions about the contents of this Brochure Supplement.

Additional information about Don Alexander is available on the SEC’s website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Don Alexander is 7088955.

Item 2 – Educational Background and Business Experience

Name of IAR:

Year of Birth: 1955

Education:

B.S.E.T., Oregon Institute of Technology (1995)

Employment:

03/2019 – Present: Financial Planner, Alexander Wealth Planning, LLC

07/1979 – 07/2016: Senior Design Engineer, Intel Corporation

Examinations/Designations:

Series 65 (Uniform Investment Adviser Law Exam) 2019

Item 3 – Disciplinary Information

Alexander Wealth Planning, LLC is required to disclose all material facts regarding any legal or disciplinary event that would be material to your evaluation of our firm, or the integrity of our management. There are no material facts to disclose for Don Alexander.

Item 4 – Other Business Activities

Mr. Alexander has no outside business activities to disclose.

Item 5 – Additional Compensation

Mr. Alexander does not receive any additional compensation (or other economic benefit) for providing investment advisory services.

Item 6 – Supervision

Don Alexander is the Chief Compliance Officer of Alexander Wealth Planning, LLC and supervises the firm in the areas of client services and advice, investment policies, forms and procedures, day to day operations, general management of the firm and compliance related matters.