



**Disclosure Brochure**  
(Part 2A of Form ADV)

**Alexander Financial Planning, Inc.**  
Fee-Only Financial Planning & Investment Management

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This brochure provides information about the qualifications and business practices of Alexander Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at (614)538-1600, or by email at [talexander@afp-advisors.com](mailto:talexander@afp-advisors.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.

Additional information about Alexander Financial Planning, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

August 28, 2018

## **Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Disclosure Brochure.

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### **Material Changes since the Last Update**

Since the Firm's last brochure dated March 28, 2018, the Firm has made changes to the Firm's Wealth Management service levels and fee schedule.

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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Disclosure Brochure, please contact us by telephone at (614)538-1600 or by email at [talexander@afp-advisors.com](mailto:talexander@afp-advisors.com).

# Table of Contents

<b>Material Changes.....</b>	<b>i</b>
Annual Update .....	i
Material Changes since the Last Update .....	i
Full Brochure Available .....	i
<b>Advisory Business .....</b>	<b>1</b>
Firm Description.....	1
Principal Owners.....	1
Types of Advisory Services.....	1
Tailored Relationships .....	2
Type of Agreements.....	3
Financial Planning (Stand-Alone) Agreement .....	3
Investment Management (Stand-Alone) Agreement.....	3
Wealth Management Agreement .....	4
Other Advisory Services Agreement.....	6
Tax Preparation Agreement.....	7
Termination of Agreement .....	7
Wrap Program.....	7
Managed Assets .....	7
<b>Fees and Compensation .....</b>	<b>7</b>
Financial Planning (Stand-Alone) Fee .....	8
Investment Management (Stand-Alone) Fee .....	9
The Wealth Management (Flat) Fee .....	9
Other Advisory Services Fee .....	10
Tax Preparation Services Fee .....	11
Fee Billing .....	11
Other Fees.....	11
Past Due Accounts and Termination of Agreement .....	12
<b>Performance-Based Fees .....</b>	<b>12</b>
Sharing of Capital Gains .....	12

<b>Types of Clients.....</b>	<b>13</b>
Description .....	13
<b>Methods of Analysis, Investment Strategies and Risk of Loss.....</b>	<b>13</b>
Methods of Analysis.....	13
Investment Strategies .....	13
Risk of Loss .....	14
<b>Disciplinary Information .....</b>	<b>14</b>
Legal and Disciplinary.....	14
<b>Other Financial Industry Activities and Affiliations .....</b>	<b>14</b>
Financial Industry Activities.....	14
Affiliations .....	14
<b>Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....</b>	<b>14</b>
Code of Ethics.....	14
Participation or Interest in Client Transactions.....	15
<b>Brokerage Practices.....</b>	<b>15</b>
Selecting Brokerage Firms.....	15
Soft Dollars .....	16
Directed Brokerage .....	16
<b>Review of Accounts .....</b>	<b>16</b>
Periodic Reviews .....	16
Review Triggers.....	16
Regular Reports.....	17
<b>Client Referrals and Other Compensation .....</b>	<b>17</b>
Incoming Referrals.....	17
Referrals to Other Professionals.....	17
<b>Custody.....</b>	<b>17</b>
Account Statements.....	17
<b>Investment Discretion.....</b>	<b>17</b>
Discretionary Authority for Trading.....	17
Limited Power of Attorney.....	18
<b>Voting Client Securities .....</b>	<b>18</b>
Proxy Votes .....	18

**Financial Information** ..... 18  
    Financial Condition ..... 18  
**Requirements for State Registered Advisers** ..... 19  
**Brochure Supplement (Part 2B of Form ADV)** ..... 1  
    Education and Business Standards ..... 1  
    Professional Certifications ..... 1  
    Thresa Renee Roth Alexander, CFP®, MSFP..... 1

# Advisory Business

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## **Firm Description**

Alexander Financial Planning, Inc. (AFPI) was founded in 1997 by Thresa (Teri) Renee Roth Alexander. There are currently four employees. The firm is registered with the State of Ohio as a Registered Investment Adviser.

AFPI is an independent fee-only financial planning and investment management services firm. We provide personalized financial planning, investment management and tax preparation to individuals, families and their related entities, trusts and estates, retirement plans, charitable organizations and small businesses. AFPI works with clients to define financial objectives, help clients navigate life transitions, and to develop strategies for reaching those objectives. AFPI's services may include: identification of financial problems, cash flow and budget management, tax planning, insurance (risk exposure) review, asset allocation analysis, investment management, education funding, retirement planning, estate planning, charitable giving, special needs planning, business succession planning, and addressing fringe benefits and other issues specific to the client.

The firm's compensation is solely from fees paid by its clients. The firm does not receive commission based on the client's purchase or sale of any annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. No commissions in any form are accepted. No referral fees are paid or accepted. No benefits are received from custodians/broker-dealers based on client securities transactions ("soft dollar benefits").

We may recommend other professionals (e.g., lawyers, accountants, trust officers, insurance agents, real estate agents, etc.) at the request of the client. These other professionals are engaged directly by the client on an as-needed basis even if recommended by the Advisor. Conflicts of interest will be disclosed to the client and managed in the best interest of the client.

Alexander Financial Planning, Inc. conducts an initial meeting free of charge and it is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

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## **Principal Owners**

Thresa Renee Roth Alexander is a 100% stockholder.

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## **Types of Advisory Services**

AFPI offers the following services: Comprehensive Financial Planning (stand-alone) or Wealth Management (combines financial planning and investment management).

There are some legacy clients of AFPI that receive investment management services only. AFPI will only provide Investment Management (stand-alone) on a limited basis now. There are also some clients that receive tax preparation services. AFPI no longer offers tax preparation services.

AFPI provides investment management services using discretionary authority and is granted authority by the client to execute trades in the client's account without the prior consent of the client. AFPI has some clients under older agreements whereby the firm provides investment management services using non-discretionary authority wherein the client approves the specific investment selections before AFP places the trade. As of January 2015, all investment management engagements are for discretionary authority.

Assets in a client's account(s) are invested in a diversified portfolio of investments offered through an independent custodian/brokerage firm's investment platform. These investments may include: no-load or load-waived mutual funds, exchange-traded funds (ETFs), closed-end no-load mutual funds, FDIC-insured certificates of deposit, money market funds, variable annuities, government, municipal and corporate fixed income securities, and individual equity securities.

If a client has accounts held in an employer's retirement plan (401-K, 403-B, 457, etc.) or through another organization they want AFPI to manage, AFPI may accept a limited power of attorney (LPOA) on their account(s) for placing trades if permitted by the account's custodian. With these "held away accounts" AFPI will never accept the authority to make disbursements, withdrawals or change beneficiaries.

In performing its services, AFPI is not required to verify any information received from the client or from the client's other professionals. Each client is advised that it remains his/her responsibility to promptly notify AFPI when there is any change in his/her financial situation and /or financial objectives for the purpose of reviewing, evaluating, or revising previous recommendations and/or services.

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### **Tailored Relationships**

At Alexander Financial Planning, Inc. advisory services are tailored to the individual needs of clients. Client goals and objectives are clarified in meetings and via correspondence and are used to determine the course of action for each individual client. The goals and objectives for each client are documented in our client relationship management system, and in client files, either in hard copy or in electronic files.

Clients may impose restrictions on investing in certain securities or types of securities. This must be done in writing and be signed by the client and AFPI.

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## **Type of Agreements**

AFPI's services are offered as a stand-alone financial planning engagement or as a wealth management engagement that includes financial planning and investment management services. The following agreements define typical client relationships. Agreements may not be assigned without client consent.

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### **Financial Planning (Stand-Alone) Agreement**

Alexander Financial Planning, Inc. provides financial planning and/or consulting services to the extent specifically requested by a client on a stand-alone basis. These engagements consist of financial planning services only and renew annually unless terminated.

This arrangement includes, but is not limited to; identification of financial problems, goal setting, family related issues that can impact the client's future financial security, cash flow and spending plan, identification of assets and liabilities (net worth), a review of insurance policies related to risk exposure, tax planning, investment education, a review of investment and retirement accounts, identification of current asset allocation, education planning with funding options, pension options, one or more retirement planning scenarios, charitable goals, small business planning issues, fringe benefits, special needs planning, elder care planning, estate planning review, or other issues specific to the client.

The initial financial plan is created over a series of meetings. There are typically two (2) meetings of similar length to complete a plan update. A written evaluation of each client's initial situation is provided to the client, with the content defined by the needs of the client and scope of the engagement. Annual update meetings occur around the anniversary date of the plan.

AFPI's Financial Planning Agreement does not include on-going investment management. If a client decides to have AFPI manage their investment assets, a separate Wealth Management Agreement is entered into by the client.

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### **Investment Management (Stand-Alone) Agreement**

This is a legacy service and Alexander Financial Planning, Inc. only provides investment management services on a limited basis for unique individual situations, trusts, and non-profit organizations. This arrangement includes the analysis, recommendation, and monitoring of a client's investment portfolio based on the client's parameters for a percentage of assets under management on a discretionary basis.

Assets in a client's account(s) are invested in a diversified portfolio of investments offered through an independent custodian/brokerage firm's investment platform. These investments may include no-load or load-waived mutual funds, exchange-



traded funds (ETFs), closed-end no-load mutual funds, FDIC-insured certificates of deposit, money market funds, variable annuities, government, municipal and corporate fixed income securities, and individual equity securities.

In order to execute trades online, TD Ameritrade requires the client to authorize AFPI to have limited power of attorney (LPOA) on their account(s). Additionally, if a client has accounts held in an employer's retirement plan (401-K, 403-B, 457, etc.) or through another organization that they want AFPI to manage, AFPI requires the client to authorize AFPI to have limited power of attorney (LPOA) on their account(s).

This agreement does not include on-going financial planning services. If a client decides to have AFPI provide financial planning services, they have to sign a separate Wealth Management Agreement.

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### **Wealth Management Agreement**

Clients engage AFPI to provide financial planning and on-going investment management in AFPI's Wealth Management Agreement. All of the areas above in the Financial Planning Agreement and Investment Management services are combined in a Wealth Management Agreement. For clients in a wealth management engagement, periodic reviews of their financial plan are communicated to provide reminders of the specific courses of action that need to be taken. Annual update meetings occur around the anniversary date of the plan. More frequent reviews might occur in the early stages of the client relationship, depending on the client's circumstances and the scope of the engagement.

All Wealth Management tiers, except the Great Smoky Mountains and the Grand Canyon, receive ongoing investment management services as part of the engagement. Assets in a client's account(s) are invested in a diversified portfolio of investments offered through an independent custodian/brokerage firm's investment platform. These investments may include: no-load or load-waived mutual funds, exchange-traded funds (ETFs), closed-end no-load mutual funds, FDIC-insured certificates of deposit, money market funds, variable annuities, government, municipal and corporate fixed income securities, and individual equity securities.

In order to execute trades on-line, TD Ameritrade requires the client to authorize AFPI to have limited power of attorney (LPOA) on their account(s). Additionally, if a client has accounts held in an employer's retirement plan (401-K, 403-B, 457, etc.) or through another organization that they want AFPI to manage, AFPI requires the client to authorize AFPI to have limited power of attorney (LPOA) on their account(s).

AFPI breaks down its wealth management engagement according to the following:

### **Great Smoky Mountains**

This engagement is for those new to financial planning and are getting started. Typically, but not always, investable assets are under \$250,000. Initially, a financial plan is completed with updates made to the plan at least annually. Additionally, there are investment recommendations made at the beginning of the engagement that are reviewed annually. AFPI will answer phone calls and emails on a limited basis and within reason. There is a two-year limit to these engagements. Clients have access to a personal financial website where they will initially input their information, monitor their cash flow, store their financial records, and see their overall investments. During or at the end of this time, the client can elect to move into the Firm's next level of services.

### **Grand Canyon**

This engagement is for those clients with investable assets in the range of \$250,000 to \$500,000 that need help identifying and defining financial goals and identifying the steps to reach those stated goals. Initially, a financial plan is completed with updates made to the plan at least annually. Investment recommendations are made at the beginning of the engagement. An annual review is done to adjust recommendations and rebalance a client's portfolio if needed. AFPI will answer phone calls and emails on a limited basis and within reason. Clients have access to a personal financial website that helps them monitor their cash flow, store their financial records, and pulls all their investments together so they see the overall asset allocation of their total investments.

### **Acadia**

These clients need comprehensive financial planning. Typically, these clients have investable assets under management ranging from \$500,000 to \$1,000,000. AFPI assists the client in sorting through competing goals, issues and concerns. Initially, a financial plan is completed with updates made to the plan at least annually. Quarterly client check-ins are also a part of the engagement. These clients receive customized recommendations for their investment portfolios and ongoing investment management services. An annual review is done to adjust recommendations and rebalance the client's account(s) if needed. AFPI provides a quarterly performance report of the accounts under management. Clients have access to a personal financial website that helps them monitor their cash flow, store their financial records, and pulls all their investments together so they can see the overall asset allocation of their total investments. Scheduled meetings are held with on-going communication through phone calls and e-mails.

### **Yellowstone**

This engagement is for clients in need of on-going comprehensive financial planning. Typically, these clients have investable assets under management ranging from \$1,000,000 to \$1,500,000. These clients have added complexities. The client needs help sorting through competing goals, issues and concerns. Initially, a financial plan is completed with updates made to the plan at least annually. Quarterly client check-ins are also a part of the engagement. These clients receive customized recommendations for their investment portfolios and ongoing investment management services. An annual review is done to adjust portfolios and rebalance if needed. AFPI provides a quarterly performance report of the accounts under management. Clients have access to a personal financial website that helps them monitor their cash flow, store their financial records, and pulls all their investments together so they can see the overall asset allocation of their total investments. AFPI also will accompany the client in meetings with their other professionals, such as accountants, attorneys, insurance agents. Scheduled meetings are held with on-going communication through phone calls and e-mails.

### **Mount Rainer**

This engagement is very similar to the above service level. It provides ongoing comprehensive financial planning. Typically, these clients have investable assets under management ranging from \$1,500,000 to \$2,500,000 and above. Their situation has some added complexities due to level of assets. The client needs help sorting through competing goals, issues and concerns. Initially, a financial plan is completed with updates made to the plan at least annually. Quarterly client check-ins are a part of the process. They receive customized recommendations for their investment portfolios and ongoing investment management services. An annual review is done to adjust portfolios and rebalance if needed. AFPI provides a quarterly performance report of the accounts under management. Clients have access to a personal financial website that helps them monitor their cash flow, store their financial records, and pulls all their investments together so they can see the overall asset allocation of their total investments. AFPI also will accompany the client in meetings with their other professionals, such as accountants, attorneys, insurance agents. Scheduled meetings are held with on-going communication through phone calls and e-mails.

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### **Other Advisory Services Agreement**

Alexander Financial Planning, Inc. provides transition planning or project services for existing clients and for family members who need advice on a limited scope of time. Unique situations may require a greater degree of attention for an interlude and there a fee assessed based upon the value and scope of work to done. This would be a fee assessed above the Comprehensive Financial Planning service fee or the Wealth Management service fee.

Other items under this agreement pertain to project services for existing clients or for family members who need advice on estate planning or estate settlement, cost basis analysis, financial planning or investment education to name a few.

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### **Tax Preparation Agreement**

Tax return preparation is also a legacy service. It is a separate service and has only been offered to existing clients of AFPI.

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### **Termination of Agreement**

The client has the right to terminate any agreement within five (5) business days after signing the agreement for no penalty or fee. After five days, either the client or AFPI may terminate an agreement at any time upon written notice. Upon receipt of written notice of cancellation from the client, AFPI will complete the outstanding obligations and commitments made by it on behalf of the client. Any prepaid fees will be prorated from the time of termination and the unused portion will be returned to the client. Any earned, unpaid fees will be due and payable to AFPI.

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### **Wrap Program**

AFPI does not participate in any wrap fee program.

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### **Managed Assets**

As of December 31<sup>st</sup> 2017, Alexander Financial Planning, Inc. had approximately \$50,300,000 in assets under management, \$48,790,000 managed on a discretionary basis and \$1,509,000 managed on a non-discretionary basis.

## **Fees and Compensation**

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AFPI's fees are negotiable. Fees for clients of Alexander Financial Planning, Inc. prior to October 2012 were established under different fee schedules than those described herein.

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**Financial Planning (Stand-Alone) Fee**

AFPI's fee in a Financial Planning Services (stand-alone) is based upon the expected amount of time and complexity of the plan using quantitative and qualitative factors. The quantitative factor used is the client's total net worth that includes household income, investment values, and rental real estate values. Qualitative factors take into account the individual needs of a client that include the sources of the client's income, family and employment details, aging issues, health, nature of the investments and accounts, overall complexity of the client's financial situation and life transitions that the client may be experiencing or be impacted by. For example, a single person may have a more complex financial planning needs than a married couple with the same level of income and assets. A person with a relatively low income may have more complicated needs than someone with a higher income due to family needs or the structure of their assets

AFPI's fee schedule allows for a range of fees for a given net worth taking into account the client's qualitative factors.

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<b><i>Total Net Worth</i></b>	<b><i>Financial Planning Fee</i></b>
Up to \$1,000,000	\$ 3,000 minimum
\$1,000,001 to \$2,000,000	\$ 3,001- \$4,000
\$2,000,001 to \$3,000,000	\$ 4,000- \$5,000
\$3,000,001 to \$4,000,000	\$ 5,001- \$6,500
\$4,000,001 and up	Negotiable

There is an annual set-up fee that typically ranges from \$350 to \$500. At the first planning meeting, a payment of \$500 is due. A proportional share of the remaining total fee is due at each of the next four to six scheduled meetings.

In the second year, the client's net worth is re-calculated, and the financial planning fee may be reduced from the fee paid in the first year of planning. The total fee is due at the end of the annual plan update upon presentation of AFPI's invoice.

In the event the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

AFPI may adjust the fee when there is a large discrepancy between current net worth and initial net worth from when the first plan was completed and when the fee is calculated for a renewal term. The financial planning fee can be applied to the

cost of the Wealth Management fee within 30 days of the completion of a new financial plan or an updated financial plan.

### **Financial Planning Restart Premium**

If a client elects to not continue financial planning services moving into a new year and then later restarts financial planning services, their fee will be based on the current fee structure in place and the amount of time since a plan had been completed. If restart is greater than 12 months from the first year anniversary of the original plan, the restart fee is 100% of the current fee structure.

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### **Investment Management (Stand-Alone)**

Clients engaged in Investment Management Services (stand-alone) are billed quarterly, in advance. The fee is based on the market value of the client's assets value under management at the end of each quarter. Clients under this service are billed in the first month of each quarter. Investments are billed based on a percentage of the investable assets according to the following schedule:

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<i>Market Value of Portfolio</i>	<i>Percent of Assets</i>
Up to \$500,000	1.00%
\$500,001 to \$1,000,000	0.75%
\$1,000,001 +	0.50%

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Funds held away that are fixed, such as annuities, are billed at a 0.35% of the value of the Asset Under Management. Investable assets do not include home, personal property, or life insurance (except variable life).

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### **The Wealth Management (Flat) Fee**

AFPI charges a flat fee for its wealth management services based on the complexity of financial planning services needed and the amount of the client's investable assets. Investable assets includes rental real estate, but do not include home, personal property, or life insurance (except variable life).. AFPI does not require a minimum account size but does require a minimum annual fee of \$2,500. Clients under this option pay one-fourth of the annual flat fee quarterly, in advance. This service is billed in the third month of each quarter. AFPI's fee schedule is broken-down accordingly:

### **Great Smoky Mountains**

- One Time Start-Up Fee of \$500
- Ongoing quarterly fee of \$625

### **Grand Canyon**

- One time start-up fee of \$1,000
- Ongoing quarterly fee ranging from \$750 -\$1,500

### **Acadia**

- One Time start-up fee of \$1,250
- Ongoing quarterly fee ranging from \$1,500-\$2,500

### **Yellowstone**

- One time start-up fee of \$1,500
- Ongoing quarterly fee ranging from \$2,500-\$3,000

### **Mount Rainer**

- One time start-up fee of \$1,750
- Ongoing quarterly fee ranging from \$3,000-\$4,125 and up.

In the event the client's situation is substantially different than disclosed at the annual update meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary. Wealth Management (Flat) Retainer fees are reviewed every other odd calendar year for possible cost of living or fee adjustments.

**Wealth Management (Variable) Retainer Fee** is an old fee structure no longer being offered to new clients. There are existing clients that have been grandfathered under this fee structure.

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### **Other Advisory Services Fee**

Clients engaged in Other Advisory Services are billed as services are provided. This fee may overlay other services being provided by AFPI that are being billed quarterly. The Other Advisory Services fee (OAS) is identified as a separate line item on AFPI's quarterly invoice. If a client is not engaged in a service that is billed quarterly, the OAS fee will be billed at the end of each quarter once services have been rendered and the fee is due upon presentation of AFPI's invoice.

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## **Tax Preparation Services Fee**

For tax preparation services, payment is due in full upon completion of the tax return(s) and when the invoice is presented.

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## **Fee Billing**

There are several options that clients can choose from based on their financial situation. In AFPI's stand-alone financial planning engagements, every year when the plan is updated the fee is paid at the completion of the update. In AFPI's wealth management engagement, clients elect to pay fees directly by check or have fees deducted from their investment accounts.

If AFPI bills the client directly, payment is due upon receipt of invoice. If a client elects to have the fee debited out of their investment account AFPI will send an invoice to the client and to the custodian at the same time. The client's invoice shows the amount of the fee, the value of the client's assets on which the fee was based, and the specific manner in which AFPI's fee is calculated. The custodian/brokerage firm agrees to send to the client a statement, at least quarterly, indicating all amounts distributed from the account including the amount of the advisory fee paid directly to AFPI. Fees may be prepaid at the election of the client or paid as services are provided.

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## **Other Fees**

The custodian/brokerage firm may charge a fee for the purchase or sale of certain other securities in the client's account(s). In some cases, custodians also charge monthly, quarterly or annual custodial fees. Fees for custody are disclosed to clients when this type of arrangement is recommended.

Fund companies charge each mutual fund shareholder an investment management fee that is disclosed in the fund prospectus and is a part of the fund's operating expense ratio. This expense ratio is deducted every day the fund is open. There are typically two ways in which a fund can participate in being a part of a discount brokerage's platform. One way is for the fund to pay the brokerage firm a percent of their expense ratio. For these funds, no additional transaction is charged to the client to buy or sell a fund. The second way is for a fund to charge a transaction fee to the client whenever a fund is purchased or sold. These expenses are in addition to the fees paid by clients to AFPI.

Please see the section entitled, "Brokerage Practices" on page 10 for more information.



AFPI does not receive any compensation, in any form, from fund companies or the independent custodian/brokerage firm for this purchase or sale activity. Initial public offerings (IPOs) are not available through AFPI.

Alexander Financial Planning, Inc. in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

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### **Past Due Accounts and Termination of Agreement**

Alexander Financial Planning, Inc. reserves the right to stop work on any account that is more than 30 days overdue. In addition, AFPI 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 to providing proper financial advice, per AFPI's judgment. Clients may terminate their agreement at any time by providing written notice.

Terminating clients will receive an itemized bill based on work completed on a Financial Plan or hours completed under Other Advisory Services. Any unused portion of fees collected in advance will be refunded within 15 days of the end of the quarter billing cycle.

The client or AFPI may terminate an Agreement by written notice to the other party. At termination, fees will be refunded on a pro-rated basis by the first or second half of the month in which the written notice is received to the end of that billing cycle.

## **Performance-Based Fees**

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### **Sharing of Capital Gains**

Alexander Financial Planning, Inc. does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

However, the nature of asset-based fees allows AFPI to participate in the growth of the client's wealth. This also means that our fees can decline when the client's portfolio declines in value.

## Types of Clients

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### Description

Alexander Financial Planning, Inc. generally provides investment advice to individuals, families, non-profits, trusts, and estates. Advice may extend to entities related to the client such as small businesses and charitable organizations, including foundations, non-profit organizations, and endowments. Client relationships vary in scope and length of service.

AFPI does not require a minimum account size, but does require a minimum annual fee of \$3,000 beginning in 2018 for new clients, with the exception of Wealth Management Clients under Great Smoky Mountains at \$2,500. This is negotiable.

## Methods of Analysis, Investment Strategies and Risk of Loss

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### Methods of Analysis

Security analysis is based on fundamental, technical, and cyclical analysis. The main sources of information include Morningstar reports, fund prospectuses, S&P reports, Argus reports, Thompson Reuters Stock Reports, financial newspapers and magazines, white papers and research materials prepared by others, filings with the Securities and Exchange Commission, bond rating services, annual reports, and company press releases. Employees of AFPI also attend on and off site visits with fund and portfolio managers, conference calls, and industry conferences.

### Investment Strategies

The primary investment strategy we use for client accounts is strategic asset allocation utilizing a tactical allocation approach when identifying core and satellite positions. We primarily use actively-managed no-load and load-waived mutual funds. We may use passively-managed index, exchange-traded funds (ETFs), individual stocks, and/or individual bonds where there are opportunities to make a difference by security selection and when it is appropriate for the client. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based on objectives, cash flow needs, risk tolerance, time horizon and tax situation stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy. Each client portfolio is constructed solely for that client.

AFPI's strategy is to maintain long-term positions. However, if the manager changes, the fund strays or changes their philosophy or the position underperforms relative to peer managers, a position will be sold. Additionally, tactical moves may require shorter holdings of a position given a unique situation. On rare occasions, margin

transactions can be employed if the client wants this positioning and it is appropriate for their situation.

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**Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach keeps the risk of loss in mind. Types of loss include the following: loss of Principal Risk, Interest-rate Risk, Market Risk, loss of Purchasing Power or Inflation Risk, Currency Risk, Reinvestment Risk, Business Risk, Liquidity Risk, and Financial Risk.

## **Disciplinary Information**

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**Legal and Disciplinary**

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

## **Other Financial Industry Activities and Affiliations**

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**Financial Industry Activities**

Alexander Financial Planning, Inc. and its employees do not participate in any other industry business activities.

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**Affiliations**

Alexander Financial Planning, Inc. does not have arrangements that are material to its advisory business or its clients with any related person. We may at times recommend unrelated, third-party investment managers who have a greater expertise in certain disciplines when appropriate for a client. We do not receive any compensation for the recommendation or selection of these investment advisors.

## **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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**Code of Ethics**

The employees of Alexander Financial Planning, Inc. have committed to a Code of Ethics and Fiduciary Oath as outlined by the National Association of Personal Financial Advisors (NAPFA). The key points are: putting the clients' interest first, objectivity, confidentiality, competence, fairness and suitability, integrity and

honesty, regulatory compliance, full disclosure, and professionalism. CFP® designees are also held to a Code of Ethics as outlined by the CFP® Board of Standards. AFPI will provide a copy of the Code of Ethics to any client or prospective client upon request.

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### **Participation or Interest in Client Transactions**

Alexander Financial Planning, Inc. and its employees may at times buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the Alexander Financial Planning, Inc. “Policy and Procedures Manual”.

The Chief Compliance Officer of Alexander Financial Planning, Inc. is Teri R. Alexander. Teri reviews all employee trades each quarter. Her personal trades are reviewed by Office Manager, Tracey Guthrie. The personal trading reviews ensure that the personal trading of employees was not based on inside information and that the clients of the firm receive preferential treatment. The trades are not of a significant enough value to affect the securities markets.

## **Brokerage Practices**

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### **Selecting Brokerage Firms**

Alexander Financial Planning, Inc. does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. AFPI recommends custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable commission rates, and the quality of the client service.

AFPI recommends discount brokerage firms and trust companies (qualified custodians), such as TD Ameritrade. AFPI does not receive fees or commissions from any of these arrangements, although AFPI may benefit from electronic delivery of client information, electronic trading platforms and other services provided by a custodian for the benefit of clients. AFPI may also benefit from other services provided by a custodian, such as research, continuing education, discounts on software or other affinity programs, and practice management advice. These benefits are standard in a relationship with these custodians and are not in return for client recommendations or transactions.

Alexander Financial Planning, Inc. reviews the execution of trades at each custodian annually. The review is documented in the Alexander Financial Planning, Inc. “Policy and Procedures Manual”. Trading fees charged by the custodians are also reviewed on an annual basis. AFPI does not receive any portion of the trading fees.

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### **Soft Dollars**

Alexander Financial Planning, Inc. has occasionally received soft dollar benefits through attending meetings, meals, or other social events of money managers and other service providers in our industry. These events provide an update on the organizations' performance, philosophy, economy, educational related material, etc. Some of these organizations have been recommended to clients and this could be viewed as a conflict. However, our internal screening approach to selecting appropriate investments or other services provides the counterbalance to this issue.

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### **Directed Brokerage**

Alexander Financial Planning, Inc. does not direct brokerage for specific client transactions except individual bonds, for which we select the broker-dealer with the best pricing on each individual trade.

## **Review of Accounts**

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### **Periodic Reviews**

**Financial Planning (only)** clients are provided with a quarterly "To Do" List and they may call or meet as needed to work through the list of items they are choosing to implement. Clients are given the option to return annually at their expense for an update of their financial plan.

**Investment Advisory (only)** clients have their account(s) reviewed quarterly or when the market dictates. The frequency of client reviews is determined by the client's needs. AFPI requests an annual review with the clients to review their Investment Policy Statement, any tactical asset allocation changes, rebalancing, and performance review.

**Wealth Management** clients have their account(s) reviewed quarterly or when the market dictates. The frequency of client reviews is determined by the client's needs. AFPI requests an annual review with the clients to review their Investment Policy Statement, any tactical asset allocation changes, rebalancing, and performance review.

Account reviews are performed by Teri Alexander.

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### **Review Triggers**

Account reviews can be done more frequently when market conditions dictate, or when a client's investment objective changes. A review may be triggered by a client request, changes in the tax laws, new information about an investment, change in a client's own situation or other important information.

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## **Regular Reports**

AFPI provides of its Investment Advisory (only) and some of its Wealth Management clients written quarterly reports. The report consists of a quarterly market comment summarizing our thoughts on the economy, portfolio graphs, a statement of holdings from our portfolio accounting software. The annual reporting may also include tax-related information for the previous year's activities.

## **Client Referrals and Other Compensation**

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### **Incoming Referrals**

Alexander Financial Planning, Inc. has been fortunate to receive many client referrals over the years. The referrals have come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other sources. The firm does not pay for referrals.

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### **Referrals to Other Professionals**

Alexander Financial Planning, Inc. does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

## **Custody**

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### **Account Statements**

All assets are held at qualified custodians, who provide account statements directly to clients at their address of record at least quarterly. Clients are encouraged to carefully review the statements provided by their custodians. Alexander Financial Planning, Inc. has custody limited to deduction of fees from client accounts.

## **Investment Discretion**

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### **Discretionary Authority for Trading**

Beginning January 1<sup>st</sup>, 2015 Alexander Financial Planning, Inc. has discretionary authority to manage securities accounts on behalf of clients who have elected this option. Prior to this date, existing clients who prefer to have discretionary accounts will need to sign new agreements electing this change. AFPI does determine the securities to be bought or sold, and the amount of the securities to be bought or sold. For those clients under the non-discretionary agreement, AFPI will consult with the client in the manner in which the client has requested to be consulted. Letters of

Instructions listing all transactions will only be sent to the non-discretionary client if requested. A signed copy is a part of the client's historical records.

The client approves the custodian to be used and any transaction or commission fees to be paid in order to facilitate the trade to the custodian. AFPI does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

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### **Limited Power of Attorney**

Clients must sign a limited power of attorney before Alexander Financial Planning is given the authority to make electronic trades in a client's account or to have fees deducted from a client's account. AFPI can only deduct to the extent of the quarterly fee charged and cannot withdraw funds for any other purpose or obtain loans from the client's accounts. A limited power of attorney is included in the qualified custodian's new account application and a separate Limited Power of Attorney form is used for other plan accounts.

## **Voting Client Securities**

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### **Proxy Votes**

Alexander Financial Planning, Inc. does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, AFPI will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the Client.

## **Financial Information**

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### **Financial Condition**

Alexander Financial Planning, Inc. does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. A balance sheet is not required to be provided because AFPI does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$600 per client, and six months or more in advance.

## Requirements for State Registered Advisers

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Additional information about AFPI's supervised persons is found in each person's Brochure Supplement. Please refer to item 10, "Other Financial Industry Activities and Affiliation", for information regarding other business activities of the firm and its management personnel.

AFPI does not charge performance-based fees.

AFPI does not have any relationships with issuers of securities.

Neither AFPI nor any management personnel of AFPI have ever been found liable or required to pay any award for an arbitration claim or other civil proceeding related to an investment-related activity of \$2,500, *involving* any of the following:

- (a) an investment or an *investment-related* business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

An award or otherwise being *found* liable in a civil, *self-regulatory organization*, or administrative *proceeding involving* any of the following:

- (a) an investment or an *investment-related* business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.



# Disclosure Brochure

(Part 2B of Form ADV)

## Alexander Financial Planning, Inc.

Fee-Only Financial Planning & Investment Management

1621 W. First Ave.  
Grandview Hts., OH 43212

P (614)538-1600

F (614) 824-4865

[www.alexanderfinancialplanning.com](http://www.alexanderfinancialplanning.com)

[talexander@afp-advisors.com](mailto:talexander@afp-advisors.com)

This brochure provides information about the qualifications and business practices of Alexander Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at (614)538-1600, or by email at [talexander@afp-advisors.com](mailto:talexander@afp-advisors.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.

Additional information about Alexander Financial Planning, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

August 28, 2018

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**Brochure Supplement (Part 2B of Form ADV)****Education and Business Standards**

Alexander Financial Planning, Inc. requires that any employee whose function involves determining or giving financial planning and investment advice to clients must have earned a bachelor's degree from a four year college and must:

1. Have at least three years experience and demonstrating knowledge in insurance, investments, accounting, estate planning or financial planning;
2. Hold or be pursuing one of the following designations: Certified Financial Planner™ (CFP®), Certified Public Accountant (CPA), Certified Financial Analyst (CFA), or Chartered Financial Consultant (ChFC®);
3. Subscribe to the Code of Ethics of the National Association of Personal Financial Advisors (NAPFA) and the CFP® Board of Standards;
4. Be properly licensed for all advisory activities in which they are engaged.

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**Professional Certifications**

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP®): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

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**Thresa Renee Roth Alexander, CFP®, MSFP.**

Date of birth: 11/4/1958

Educational Background:

- Bowling Green State University (B.S. Education & Psychology 1980)
- The Ohio State University 1980-1981
- Franklin University 1981-1982
- College for Financial Planning (CFP® curriculum 1993)
- College for Financial Planning (M.S. in Financial Planning 2009)

Business Experience:

- Alexander Financial Planning, Inc. (1997 – Present)
- Financial Asset Management (1994 – 1997)
- Asset Planning, Management & Research (1990 – 1994)
- R. Meeder & Associates (1985 – 1990)
- Merrill Lynch (1981 – 1985)
- Columbus Public Schools (1980 – 1981)

Disciplinary Information: None

Additional Compensation: None

Supervision: Teri R. Alexander is the president, Chief Compliance Officer, and owner of Alexander Financial Planning, Inc. She is primarily supervised by herself, and carries out the compliance obligations of the Firm. While this could lead to a conflict of interest, the Firm believes it has adequate procedures in place for supervising investment adviser activity.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None