



Life Planning Partners, Inc.

FORM ADV PART 2A

BROCHURE

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www.lifeplanningpartners.com

April 25, 2019

This brochure provides information about the qualifications and business practices of Life Planning Partners, Inc. If you have any questions about the contents of this brochure, please contact us at 904-448-5158. 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 Life Planning Partners, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Life Planning Partners, Inc. is 129338.

Life Planning Partners, Inc. is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2 Summary of Material Changes

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

Since the filing of our last annual updating amendment, dated March 15, 2019, the Firm has changed its custody policy and no longer accepts login information for clients' accounts; this amendment updates Item 15 accordingly.

If you would like to receive a copy of the firm brochure, please contact the firm by telephone at 904-448-5158.

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Item 4 Advisory Business

Description of Services and Fees

Life Planning Partners, Inc. is a registered investment adviser based in Jacksonville, Florida. We are organized as a sub-Chapter S corporation under the laws of the State of Florida. We have been providing investment advisory services since 2004. Carolyn McClanahan is our principal owner. Currently, we offer the following investment advisory services, which are personalized to each individual client:

- **Annual Advisory Services**
- **Pension Consulting Services**
- **Advisory Consulting Services**

The following paragraphs describe our services and fees. Please refer to the description of each investment advisory service listed below for information on how we tailor our advisory services to your individual needs. As used in this brochure, the words "we", "our" and "us" refer to Life Planning Partners, Inc. and the words "you", "your" and "client" refer to you as either a client or prospective client of our firm. Also, you may see the term Associated Person throughout this brochure. As used in this brochure, our Associated Persons are our firm's officers, employees, and all individuals providing investment advice on behalf of our firm.

Annual Advisory Services

Our firm offers financial planning and portfolio management services on an ongoing basis. Our holistic financial planning strives to address all facets of life based upon an analysis of your individual needs. Only by knowing how you live, your lifestyle, health, finances, family structure, values, and goals, can we form a "financial life plan" to work towards helping you achieve a great life today and in the future.

After an initial data gathering process, we will outline an initial plan including cash flow projections, tax planning, insurance review, estate planning, and investment planning. Together, we determine the action list and agree on an implementation process geared towards helping you reach your goals.

This process allows us to assist you in implementing our recommendations to effectively manage your income, assets and liabilities to meet your financial goals and objectives.

Because life is constantly changing, it is important that we review your plans and goals regularly. Financial plans are based on your financial situation at the time the plan is prepared and are based on financial information disclosed by you. We feel that scheduled reviews are imperative in making certain we are doing the utmost to assist you. In this engagement, the components of the financial plan are regularly reviewed and updated to reflect changes in your situation. These reviews will focus on changes in your goals, resources, and current laws to help you maximize your resources while minimizing risks.

As your financial situation, goals, objectives, or needs change, you must notify us promptly. You are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy in our recommendations and investment strategies.

As part of our ongoing financial planning services the investment advice provided is custom tailored to meet your needs and investment objectives. Once the portfolio is constructed, we provide regular supervision and rebalancing of the portfolio as changes in market conditions and your circumstances may require and subject to any written guidelines that you may provide. We work together to create an Investment Policy Statement and setup ongoing investment management.

Where you have granted the firm discretionary authority, we are authorized to conduct transactions of cash and securities in your account, on your behalf and at your expense without your further approval.

Where we enter into non-discretionary arrangements with you, we will obtain your approval prior to the execution of a trade.

Types of Investments

We offer advice on equity securities, corporate debt securities, certificates of deposit, municipal securities, investment company securities, US Government securities, options contracts on securities, and interest in partnerships investing in real estate and oil and gas.

Additionally, we may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship.

You may request that we refrain from investing in particular securities or certain types of securities. You must provide these restrictions to our firm in writing.

Pension Consulting Services

We may provide pension consulting services to employee retirement plans and their fiduciaries based upon an analysis of the needs of the plan. In general, these services may include a plan review, formation of an investment policy statement, due diligence on plan providers, on-going consulting, and communication and education services where we will assist the plan sponsor in providing meaningful information regarding the pension plan to its participants.

These services are designed to assist plan sponsors in meeting their management and fiduciary obligations to Participants under the Employee Retirement Income Securities Act ("ERISA"). Typically, the named plan fiduciary must make the ultimate decision as to retaining the services of such investment advisers as we recommend. The plan fiduciary is free to seek independent advice about the appropriateness of any recommended services for the plan.

Pursuant to adopted regulations of the U.S. Department of Labor, we are required to provide the Plan's responsible plan fiduciary (the person who has the authority to engage us as an investment adviser to the Plan) with a written statement of the services we provide to the Plan, the compensation we receive for providing those services, and our status (which is described below).

The services we provide to your Plan are described above, and in the service agreement signed with our firm. Our compensation for these services is described Item 5 and also in the service agreement. We do not reasonably expect to receive any other compensation, direct or indirect, for the services we provide to the Plan. If we receive any other compensation for such services, we will (i) offset the compensation against our stated fees, and (ii) we will promptly disclose the amount of such compensation, the services rendered for such compensation and the payer of such compensation to you.

In providing services to the Plan, our status is that of an investment adviser registered with the U.S. Securities and Exchange Commission and other jurisdictions as required. We are not subject to any disqualifications under Section 411 of ERISA. In performing fiduciary services, we are acting as a non-discretionary fiduciary of the Plan as defined in Section 3(21), only. We do not act as a discretionary "investment manager" of the Plan as defined in Section 3(38) under ERISA.

Advisory Consulting Services

We offer consulting services that are limited in scope and primarily involve advising you on specific financial-related topics set forth in an agreement. The topics we address may include, but are not limited to, risk assessment/management, investment planning, financial organization, or financial decision making/negotiation.

Wrap Fees

We do not participate in a wrap fee program.

Assets Under Management

As of December 31, 2018, we provide continuous management services for \$179,305,827 in client assets on a discretionary basis, and \$451,706 on a non-discretionary basis.

Item 5 Fees and Compensation

Fees

Annual Advisory Services

The fee for this engagement is a fixed fee based on the complexity of the client's financial needs and situation. Factors considered in setting the client fee include: number of household members, amount of financial planning required, number and type of accounts, net worth, life stage, business interests, real estate ownership, trust arrangements, etc. We may provide account services for members of current client households or their families, such as dependent children of a client, for no additional fee. When we provide short-term or one-off planning or account services, we may complete them without additional fees.

While we do not have a minimum investment account size, our minimum fee is \$2,500 per quarter. Fees may be negotiable, and we reserve the right to decline situations which we consider not complicated enough to warrant our minimum fee. Alternatively, we may agree to negotiate a lower fee for simpler situations.

The annual fee for services is billed quarterly, in advance. Fees may be assessed on a pro rata basis for the initial quarter from when services are provided. We will either invoice you directly or we will instruct the qualified, independent custodian holding your funds and securities to deduct our fee directly from your account each quarter.

Either party may terminate the management agreement within five days of the date of acceptance without penalty or fee. After the five-day period, either party, upon 30 days written notice to the other, may terminate the agreement. The management fee will be pro-rated for the quarter in which the cancellation notice was given, and any unearned fees will be refunded to you.

Additional Fees and Expenses

As part of our investment advisory services to you, we may invest, or recommend that you invest, in mutual funds and exchange traded funds. The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or exchange traded funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. You may also incur transaction charges and/or brokerage fees when purchasing or selling securities. The broker-dealer or custodian through whom your account transactions are executed typically imposes these charges and fees. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by mutual funds, exchange traded funds, our firm, and others. For information on our brokerage practices, please refer to the "Brokerage Practices" section of this brochure.

Pension Consulting Services

We are compensated by an annual fixed fee for any one or all of the services, and such fees will generally range between \$3,000 and \$12,000. At our discretion, these fees may be negotiable depending on the scope and complexity of the plan and services to be provided. We require that you pay the fee quarterly in advance. In all circumstances, the fees to be paid and the fee-paying arrangements will be clearly set forth in the pension consulting agreement between us.

You may terminate the pension consulting agreement within five days of the date of acceptance without penalty. Thereafter, either party may terminate the pension consulting agreement by providing (30) days written notice to the other party. The pension consulting fees will be pro-rated for the quarter in which the cancellation notice was given, and any unearned fees will be refunded to you.

Advisory Consulting Services

We charge an hourly fee for advisory consulting services of \$200. We also offer three-hour consulting meetings with clients for a fee of \$500. If you become a retainer client of our firm this fee may be credited towards your first quarter's retainer fee.

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

Life Planning Partners, Inc. does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 Types of Clients

We offer investment advisory services to individuals, pension and profit-sharing plans, trusts, estates, and charitable organizations.

Our minimum fee is \$2,500 a quarter and is based on the scope and complexity of the engagement. We do not have a minimum investment account size. But because of the minimum fee, clients who benefit from our fee structure tend to be people with higher net worth and/or complicated planning needs. Fees may be negotiable, and we reserve the right to decline situations that we consider not complicated enough to warrant our minimum fee. Alternatively, we may agree to negotiate a lower fee for such simpler situations. Note that clients who engaged us prior to March 2015 have grandfathered fees. Subsequently these clients may have a lower fee than our current minimum and are not subject to the new higher minimum fee.

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

Our Methods of Analysis and Investment Strategies

We may use one or more of the following methods of analysis or investment strategies when providing investment advice to you:

- Fundamental Analysis - involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value.
- Technical Analysis - involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks.

- Cyclical Analysis - a type of technical analysis that involves evaluating recurring price patterns and trends.
- Long Term Purchases - securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.
- Short Term Purchases - securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations.

Our investment strategies and advice may vary depending upon your specific financial situation. As such, we determine investments and allocations based upon your predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. Your restrictions and guidelines may affect the composition of your portfolio.

Risk of methods of analysis:

Fundamental Analysis - The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

Cyclical Analysis - Economic/business cycles may not be predictable and may have many fluctuations between long term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

Risk of Loss

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

Recommendation of Particular Types of Securities

As disclosed under the "Advisory Business" section in this Brochure, we recommend all types of securities and we do not necessarily recommend one particular type of security over another since each client has different needs and different tolerance for risk. Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with it.

Item 9 Disciplinary Information

Neither Life Planning Partners, Inc. nor any of our associated persons has any reportable disciplinary information.

Item 10 Other Financial Industry Activities and Affiliations

Life Planning Partners, Inc. serves its clients only as a registered investment advisor. It is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading

advisor.

Life Planning Partners, Inc. is not affiliated with a related person who is a broker-dealer, investment company, other investment advisor, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

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

Description of Our Code of Ethics

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All of our Associated Persons are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Clients or prospective clients may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure.

Participation or Interest in Client Transactions

Life Planning Partners, Inc. does not currently participate in securities in which it has a material financial interest. Life Planning Partners, Inc. and its Associated Persons, as a matter of policy, do not recommend to clients, or buy or sell for client accounts, securities in which the firm or its Associated Persons has a material financial interest.

Personal Trading Practices

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest may exist in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To eliminate this conflict of interest, it is our policy that neither our Associated Persons nor we shall have priority over your account in the purchase or sale of securities.

Item 12 Brokerage Practices

We recommend the brokerage and custodial services of Fidelity Institutional Wealth Services and its affiliates (collectively referred to as "Fidelity"), a registered broker-dealer and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. We believe that Fidelity provides quality execution services for you at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by Fidelity, including the value of research provided, the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of research services and additional brokerage products and services Fidelity provides, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

We also maintain relationships with several other broker-dealers. While you are free to choose any broker-dealer or other service provider, we recommend that you establish an account with a brokerage firm with which we have an existing relationship. Such relationships may include benefits provided to our firm, including but not limited to, research, market information, and administrative services that help our firm manage your account(s). We believe that recommended broker-dealers provide quality execution services for our clients at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by recommended broker-dealers, including the value of research provided, the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of research services and additional brokerage products and services recommended broker-dealers provide, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

Research and Other Soft Dollar Benefits

As a registered investment adviser, we have access to the institutional platform of your account custodian. As such, we will also have access to research products and services from your account custodian and/or other brokerage firm. These products may include financial publications, information about particular companies and industries, research software, and other products or services that provide lawful and appropriate assistance to our firm in the performance of our investment decision-making responsibilities. Such research products and services are provided to all investment advisers that utilize the institutional services platforms of these firms and are not considered to be paid for with soft dollars. However, you should be aware that the commissions charged by a particular broker for a particular transaction or set of transactions may be greater than the amounts another broker who did not provide research services or products might charge.

Directed Brokerage

In limited circumstances, and at our discretion, some clients may instruct our firm to use one or more particular brokers for the transactions in their accounts. If you choose to direct our firm to use a particular broker, you should understand that this might prevent from effectively negotiating brokerage commissions on your behalf. This practice may also prevent our firm from obtaining favorable net price and execution. Thus, when directing brokerage business, you should consider whether the commission expenses, execution, clearance, and settlement capabilities that you will obtain through your broker are adequately favorable in comparison to those that we would otherwise obtain for you.

Block Trades

In general, we do not combine multiple orders for shares of the same securities purchased for advisory accounts we manage (the practice of combining multiple orders for shares of the same securities is commonly referred to as "block trading"). Accordingly, you may pay different prices for the same securities transactions than other clients pay. Furthermore, we may not be able to buy and sell the same quantities of securities for you and you may pay higher commissions, fees, and/or transaction costs than other clients. Occasionally, our firm may place a bond order and allocate it among several accounts. Each client receives the same price and is assessed the same fee(s) by the custodian, so all participating accounts are treated in a fair and equitable manner.

Item 13 Review of Accounts

Carolyn McClanahan, President and/or Timothy Utecht, Chief Investment Officer of Life Planning Partners, Inc., will monitor your accounts on a continuous basis and will conduct internal account reviews at least quarterly. We recommend meeting with you on an annual basis or upon your request to ensure that the advisory services provided to you and/or the portfolio mix are consistent with your current investment needs and objectives.

Additional reviews may be conducted based on various circumstances, including, but not limited to:

- contributions and withdrawals,
- year-end tax planning,
- market moving events,
- security specific events, and/or,
- changes in your risk/return objectives.

Updates to Investment Policies will be made as needed. Additionally, you will receive monthly and/or quarterly reports from the custodian holding your funds and securities. You may also access such reports electronically.

Item 14 Client Referrals and Other Compensation

We do not receive any compensation from any third party in connection with providing investment advice to you nor do we compensate any individual or firm for client referrals.

Item 15 Custody

Typically, we have only restricted access to your accounts which includes the ability to place trades, to discuss your accounts with the custodian, to directly debit advisory fees from your accounts, and to distribute funds directly to you; however, as described below, at times we are considered to have constructive custody of the cash and securities in client account(s).

Debiting of Fees

Your independent custodian may directly debit your account(s) for the payment of our advisory fees. This ability to deduct our advisory fees from your accounts causes our firm to exercise limited custody over your funds or securities. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. You will receive account statements from the independent, qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy.

Custody related to Third-Party Standing Letters of Authority in Asset Movement

To simplify the management of your complex financial life, we may also provide additional assistance with asset movements, at your direction and with or without written consent prior to each transaction. These may include some or all of the following services:

- Transferring annual IRA contributions
- Transferring amounts between your personal accounts
- Making gifts or charitable contributions
- Sending tuition payments from 529 plans
- Distributing funds to a third party on a regular basis or as needed upon request

In these cases, we are also granted discretion as to the timing and the amount of the transfers. At times, advisers with authority to make these transfers on a client's behalf technically have access to the client's assets, and therefore are deemed to have custody with respect to such assets. In the use of these SLOAs, we adhere to the requirements set forth by the SEC to avoid the annual surprise audit otherwise required.

Item 16 Investment Discretion

Before we can buy or sell securities on your behalf, you must first sign our discretionary management agreement, a power of attorney, and/or trading authorization forms.

You may grant our firm discretion over the selection and amount of securities to be purchased or sold for your account(s) without obtaining your consent or approval prior to each transaction. You may specify investment objectives, guidelines, and/or impose certain conditions or investment parameters for your account(s). For example, you may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or place other restrictions or prohibitions of transactions in the securities of a specific industry or security. Please refer to the "Advisory Business" section in this brochure for more information on our discretionary management services.

If you enter into non-discretionary arrangements with our firm, we will obtain your approval prior to the execution of any transactions for your account(s). You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Item 17 Voting Client Securities

Proxy Voting

We will not vote proxies on behalf of your advisory accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own shares of common stock or mutual funds, you are responsible for exercising your right to vote as a shareholder.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitation to vote proxies.

Item 18 Financial Information

We are not required to provide financial information to our clients because we:

- Do not require the prepayment of more than \$1,200 in fees and more than six months in advance.
- Do not have a financial condition that is reasonably likely to impair our ability to meet our commitments to you.



Carolyn S. McClanahan, CFP®

Life Planning Partners, Inc.

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April 25, 2019

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Carolyn S. McClanahan, CFP® that supplements the Life Planning Partners, Inc. brochure. You should have received a copy of that brochure. Please contact us at 904-448-5158 if you did not receive Life Planning Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Carolyn S. McClanahan, CFP® is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Carolyn S. McClanahan, CFP®

Year of Birth: 1964

Formal Education:

B.A., Mississippi University for Women, Microbiology, 1986.

M.D., University of Mississippi, Medicine, 1990.

CFP Program, University of North Florida, Completed, 2004.

Business Background for the Previous Five Years:

- Life Planning Partners, Inc., President, 09/2003 to Present.
- Memorial Hospital, Emergency Room Physician, 10/2001 to 09/2005.

Professional Designation:

- Dr. McClanahan holds the CERTIFIED FINANCIAL PLANNER™ certification, awarded by Certified Financial Planner Board of Standards, Inc., 2005.

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

Item 3 Disciplinary Information

Dr. McClanahan does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Dr. McClanahan does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Dr. McClanahan is a speaker at various financial planning and securities industry events; a general audience writer covering topics on health care planning, end of life planning, and practice management; and works on various projects directed towards the professional advisor community at large. She receives compensation in the form of cash and/or travel accommodations and/or other travel expenses in connection with these activities.

Dr. McClanahan also owns CMCC Media Ventures which is a partner in Whealthcare Planning, LLC. Whealthcare Planning, LLC provides software and education to financial industry professionals. Clients of Life Planning Partners, LLC will not be clients of Whealthcare Planning, LLC.

Item 5 Additional Compensation

Dr. McClanahan does not receive any additional compensation for providing advisory services beyond that received as a result of her capacity as President of Life Planning Partners, Inc.

Item 6 Supervision

Geraldine Jones, Chief Compliance Officer, is responsible for supervising the advisory activities of Dr. McClanahan. Ms. Jones can be reached at 904-448-5158.



Geraldine B. Jones, CFP[®]

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This brochure supplement provides information about Geraldine B. Jones, CFP[®] that supplements the Life Planning Partners, Inc. brochure. You should have received a copy of that brochure. Please contact us at 904-448-5158 if you did not receive Life Planning Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Geraldine B. Jones, CFP[®] is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Geraldine B. Jones, CFP®

Year of Birth: 1970

Formal Education:

Jacksonville University, BA, Business Administration, 5/2008.

Financial Planning Program, Boston University Center for Professional Education, Completed 2010.

Business Background for the Previous Five Years:

- Life Planning Partners, Inc., Planner, 01/2014 - Present; CCO, 01/2015 - Present.
- LBA Wealth Management, LLC, Wealth Manager/COO/CCO, 10/2008 - 1/2014.
- St. Johns Wealth Management, COO/Wealth Manager, 4/2003 - 10/2008.

Professional Designation:

- Mrs. Jones holds the CERTIFIED FINANCIAL PLANNER™ certification, awarded by Certified Financial Planner Board of Standards, Inc., 2010.

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

Item 3 Disciplinary Information

Ms. Jones does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Ms. Jones is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Planner and CCO of Life Planning Partners, Inc. Moreover, Ms. Jones does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Ms. Jones does not receive any additional compensation for providing advisory services beyond that received as a result of her capacity as Planner and CCO at Life Planning Partners, Inc.

Item 6 Supervision

Carolyn McClanahan, President, is responsible for supervising the advisory activities of Ms. Jones. Dr. McClanahan can be reached at 904-448-5158.



Joseph K. Loss, CFP[®]

Life Planning Partners, Inc.

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April 25, 2019

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Joseph K. Loss that supplements the Life Planning Partners, Inc. brochure. You should have received a copy of that brochure. Contact us at 904-448-5158 if you did not receive Life Planning Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Joseph K. Loss (CRD # 6929150) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Joseph K. Loss, CFP®

Year of Birth: 1992

Formal Education After High School:

Virginia Tech, BS, Applied Economic Management (Financial Planning Option), 12/2014.

Business Background for the Previous Five Years:

- Life Planning Partners, Inc., Financial Planning Associate, 8/2017 - Present
- Robert Half - Jones Lang LaSalle, Inc., Supply Chain Analyst, 8/2016 - 6/2017
- Omega Wealth Management, Financial Planning Associate, 1/2015 - 5/2016
- Omega Wealth Management, Intern, 5/2014 - 8/2014
- Pegasus Financial Group, Intern, 5/2013 - 8/2013
- Lafayette Investments, Intern, 12/2011 - 1/2012

Professional Designation:

- Mr. Loss holds the CERTIFIED FINANCIAL PLANNER™ certification, awarded by Certified Financial Planner Board of Standards, Inc., 2018

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The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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

- Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

Item 3 Disciplinary Information

Joseph K. Loss does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Joseph K. Loss is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as Financial Planning Associate of Life Planning Partners, Inc. Moreover, Mr. Loss does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Joseph K. Loss does not receive any additional compensation beyond that received as an Financial Planning Associate of Life Planning Partners, Inc.

Item 6 Supervision

Geraldine Jones, Chief Compliance Officer, is responsible for supervising the advisory activities of Joseph K. Loss. Ms. Jones can be reached at 904-448-5158.



Timothy C. Utecht, CFA®

Life Planning Partners, Inc.

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Jacksonville, Florida 32217

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April 25, 2019

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Timothy C. Utecht that supplements the Life Planning Partners, Inc. brochure. You should have received a copy of that brochure. Please contact us at 904-448-5158 if you did not receive Life Planning Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Timothy C. Utecht is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Timothy C. Utecht, CFA®

Year of Birth: 1967

Formal Education:

B.B.A., University of Wisconsin Oshkosh, Finance, 1990.

Business Background for the Previous Five Years:

- Life Planning Partners, Inc., Chief Investment Officer, 05/2009 to Present.
- Schenck Investment Solutions LLC, Investment Manager, 10/2007 to 02/2009.
- Financial Planning & Info Services, Inc., Investment Advisor, 05/2005 to 09/2007.

Professional Designations:

- Mr. Utecht is a Chartered Financial Analyst® charterholder, awarded by the CFA Institute, 1999.

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards - The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition - Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders - often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge - The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates

learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit www.cfainstitute.org.

Item 3 Disciplinary Information

Mr. Utecht does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Mr. Utecht is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as Chief Investment Officer of Life Planning Partners, Inc. Moreover, Mr. Utecht does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Mr. Utecht does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Chief Investment Officer of Life Planning Partners, Inc.

Item 6 Supervision

Geraldine Jones, Chief Compliance Officer, is responsible for supervising the advisory activities of Timothy Utecht. Ms. Jones can be reached at 904-448-5158.