

The Planned Approach, Inc.
d/b/a: The Planned Approach
FORM CRS/ADV Part 3
June 24, 2020

The Planned Approach is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to “retail” investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure Items 4, 7, 13 and 16 by clicking this link: <https://adviserinfo.sec.gov/firm/brochure/309276>.

In summary, we offer the following investment advisory services to retail investors: Investment Management and Supervision and Financial Planning. These include:

- **Routine Account Monitoring** is included if you open an investment account with our firm.
- **Investment Authority is Discretionary**, which means *we will decide* which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold) by providing our firm with your restrictions and guidelines in writing.
- **Investment Offerings** are not limited to a specific type of investment or product. We provide advice on various types of investments.
- **Account Minimums and Requirements** are in place at our firm. In general, we provide investment advisory services for investors with income over \$300,000 (\$200,000 for single filers) or investable assets over \$2,000,000.

Key Questions to Ask Your Financial Professional

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

What fees will I pay?

For detailed information, about the principal fees and costs associated with engaging our firm for investment advisory services, refer to our Form ADV Part 2A Brochure, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/309276>.

In summary, the fees and costs of engaging our firm include the following:

- **Asset Based Fees** - Payable quarterly in arrears. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets.
- **Other Advisory Fees** - Clients pay an initial fee for financial planning ranging from \$7,500 to \$20,000 in the first year. Annual renewal fees are charged between \$2,500 and \$20,000 depending on the level of services the client requires.
- **Clients may also pay the following additional fees and/or expenses:**
 - Custodial fees, account maintenance fees and transaction charges when purchasing or selling securities paid directly to the custodian.
 - Fees related to mutual funds and exchange-traded funds and other product-level fees associated with your investments.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

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Key Questions to Ask Your Financial Professional

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

For detailed information about what conflicts exist, refer to our Form ADV Part 2A Brochure by clicking this link <https://adviserinfo.sec.gov/firm/brochure/309276>.

In summary, when we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

- **Third-Party Payments:** Persons providing **investment** advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. Sales for insurance products are a small amount (less than 5%) of our annual revenue.
- **We do not make any money from our investment advisory services except as described above.**

Key Questions to Ask Your Financial Professional

- How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are compensated with a salary and a percentage of company profits based on their role in the company and/or ownership interest. Compensation is based on industry research on comparable salaries in the industry and firm profitability.

Do you or your financial professionals have legal or disciplinary history?

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple tool to research our firm and our financial professionals.

Key Questions to Ask Your Financial Professional

- As a financial professional, do you have any disciplinary history? For what type of conduct?

You can find additional information about our investment advisory services and request a copy of the relationship summary at 816-941-0098 or <https://adviserinfo.sec.gov/firm/brochure/309276>

Key Questions to Ask Your Financial Professional

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