

## **Firm Brochure**

*(Part 2A of Form ADV)*



### **Landmark Financial Planning, LLC**

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This brochure provides information about the qualifications and business practices of  
Landmark Financial Planning, LLC.

If you have any questions about the contents of this brochure, please contact us at:  
314.657.7675, or by email at [brant@landmarkfp.net](mailto:brant@landmarkfp.net).

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.

May 15, 2018

## **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. This brochure originally created on January 10, 2017, but not uploaded to FINRA's CRD system.

## **Material Changes since Last Update**

Landmark & the Missouri Secretary of State Securities Division agreed to settle Case No. AP-16-34 regarding timely filings/amendments of ADV and U4 disclosures, and certain business records.

05/15/2018 Updated Outside Business activities in the Brochure Supplement Part 2B.

## **Full Brochure Available**

If a client or prospective client would like to receive a complete copy of our Firm Brochure in paper form and not as-is presented electronically, please request by telephone at *314.200.5637* or *314.657.7675*, or via email at [brant@landmarkfp.net](mailto:brant@landmarkfp.net).

## **Table of Contents**

<b>Material Changes</b> .....	2
Material Changes Since Last Update.....	2
Full Brochure Available.....	2
<b>Advisory Business</b> .....	5
Firm Description.....	5
Principal Owner.....	6
Types of Advisory Services.....	6
Termination of Agreement.....	6
<b>Fees &amp; Compensation</b> .....	7
Description.....	7
Fee Billing.....	7
Other Fees.....	7
Expense Ratios.....	7
Past Due Accounts.....	7
<b>Performance Based Fees</b> .....	8
<b>Types of Clients</b> .....	8
<b>Methods of Analysis, Investment Strategies and Risk of Loss</b> .....	8
Methods of Analysis.....	8
Investment Strategies.....	9
Risk of Loss.....	9
<b>Disciplinary Information</b> .....	10
<b>Other Financial Industry Activities &amp; Affiliations</b> .....	10
<b>Code of Ethics, Participation or Interest in Client Transactions &amp; Personal Trading</b> .....	10
Code of Ethics.....	10

Participation or Interest in Client Transactions.....	10
<b>Brokerage Practices.....</b>	<b>10</b>
Selecting Brokerage Firms.....	10
Soft Dollars.....	11
<b>Review of Accounts.....</b>	<b>11</b>
Periodic Reviews.....	11
Regular Reports.....	11
<b>Client Referrals and Other Compensation.....</b>	<b>11</b>
Custody.....	11
<b>Investment Discretion.....</b>	<b>12</b>
<b>Voting Client Securities.....</b>	<b>12</b>
<b>Financial Information.....</b>	<b>12</b>
<b>Business Continuity Plan.....</b>	<b>12</b>
<b>Information Security.....</b>	<b>14</b>
Privacy Notice.....	14
<b>Brochure Supplement (Part 2B of Form ADV).....</b>	<b>15</b>
Education and Business Standards.....	15
Professional Certifications.....	16
Brant J. Donis, CFP®.....	16

## Advisory Business

### **Firm Description**

Landmark Financial Planning was founded in 2008 and began seeing clients in 2009. Landmark provides fee-only, hourly or project-based financial planning services primarily to individuals and couples and those with small businesses. These advisory services can be general in nature or focused on a client's particular area of need or interest, depending on their unique circumstances.

Advice is provided predominantly through "real-time engagements," face-to-face consultation with the client(s) and may include determining goals and financial objectives, identifying financial problems and difficulties in obtaining objectives, cash flow and debt management, tax planning, risk and investment management, education funding, retirement planning, and rudimentary estate planning. Unless otherwise agreed to prior to the consultation, clients are not offered any follow-up documentation/reports post-meeting. They are free to and encouraged to take notes throughout the session, and may be given some materials worked on/created during the session for their reference.

Landmark Financial Planning does not receive commissions for the purchase or sale of annuities, bonds, commissioned investment products, insurance, limited partnerships, mutual funds, or stocks. The firm is not affiliated with entities that sell investments or insurance. Landmark accepts no commissions and receives no finder's fees for entities it might recommend.

Landmark offers a free, no obligation telephone call to discuss the nature of the engagement prior to setting an appointment. This generally ranges from 20 to 30 minutes, spent identifying the motivations of the prospective client and if Landmark is a good fit for the nature of their questions.

If the client proceeds with scheduling a "real-time engagement" meeting, the first few minutes are spent finalizing contracts and then the discussion turns to the financial questions/concerns. Upon completion of the agreed upon meeting time, the engagement is paid for if it has not been already; the client is provided any materials worked on during the meeting that are easily reproduced which may be useful to them, and the engagement is over. Clients are responsible for implementing any recommendations discussed during the meeting. Clients are welcome to return at any time for another engagement, on related or separate topics, at their initiation. Landmark provides no monitoring and provides no further information/reports after the conclusion of this meeting.

Other professionals, such as accountants, attorneys, or insurance agents, are engaged directly by the client, should the need exist for their services.

## **Principal Owner**

Brant J. Donis – 100% owner

## **Types of Advisory Services**

Landmark Financial Planning provides financial advice through consultations. On more than an occasional basis, Landmark provides advice to clients on matters not involving securities, such as debt repayment, financial planning matters, insurance needs, taxation issues, and trust formation involved in estate planning.

Landmark does not manage client assets on either a discretionary or non-discretionary basis. Implementation of all recommendations provided by Landmark are the responsibility of the client.

Landmark predominantly offers clients “real-time engagements” as described previously, in which clients have the opportunity to ask for assistance in understanding their finances better. These are not meant to be all-inclusive financial plans, but offer the forum for clients to improve certain areas of their finances. These “real-time engagements” are terminal at the end of the meeting. If a client wishes to engage Landmark for a specific project that may include delivery of reports and/or a follow-up meeting, they may do so afterward, and a fee range quoted and agreed to in advance.

## **Termination of Agreement**

Landmark will not refund any portion of fees associated with completed “real-time engagements.” Should a client cancel less than 48 hours in advance of a scheduled meeting, and partial electronic payment was requested and received by Landmark in advance, Landmark will refund all but \$35 of the funds already provided. Cancellations in advance of 48 hours will receive a full refund.

Clients have 3 business days to cancel from signing a contract for any project work and receive a full refund, minus any expenses Landmark had already incurred towards the project work.

## **Fees & Compensation**

Landmark Financial Planning bases charges on \$150/hour. Partial hours are billed in 15 minute increments. Landmark's minimum engagement is 2.5 hours in the form of a "real-time engagement." Clients may expand upon that minimum, and split an engagement into two (or more) separate meeting dates, if desired. The maximum meeting time is 2 hours, with the .50 remainder charged for administrative costs incurred by Landmark.

Should a client wish to engage Landmark regarding a further project, a deposit is required, equal to \$500 or ½ of the lower end of the estimated project fee. In the event a project spans more than 3 months, it may be billed quarterly. Fees are not collected on projects spanning more than 6 months in advance.

Landmark may opt to charge half of the anticipated "real-time engagement" cost in advance, billed electronically, and accept the remainder at the conclusion of the meeting either electronically or via check.

### **Other Fees**

Custodians recommended by Landmark or those already being used by a client may charge transaction fees on purchases or sales of many mutual funds and exchange-traded funds. Landmark does not advocate custodians that charge large fees for transactions, but feels the choice of the appropriate security is more important than the actual transaction cost.

### **Expense Ratios**

Mutual funds and exchange-traded funds all charge a management fee for their services in supervising the funds offered, commonly referred to as the expense ratio. These charges go solely to the provider of the securities, and Landmark does not share in this revenue. While Landmark generally favors investments with extremely low expense ratios, sometimes recommendations may be toward a slightly higher cost product than a competitor in the marketplace.

### **Past Due Accounts**

Landmark reserves the right to stop work on project work should it become more than 30 days overdue. Should Landmark learn of pertinent information related to finances

concealed or withheld by a client, Landmark may terminate the project at its discretion, and return any unused portion of fees paid in advance within 30 days.

Should a client renege on payment after services have been provided, Landmark will assess a 1% additional charge on the amount owed, compounding an additional 1% each month thereafter. Landmark may take legal action or turn the account over to a collection agency at any time after 90 days of non-payment, at its discretion.

## **Performance Based Fees**

Landmark 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).

## **Types of Clients**

Landmark provides financial advice predominantly to individuals/couples/families, high net worth individuals, and those with small businesses. Landmark has no net worth, account, or income minimums for clients.

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

Financial planning software is engaged to project growth of assets and longevity to answer many questions relating to retirement planning, including the use of Monte Carlo analysis to weigh likelihood of success. Excel spreadsheets and various websites may assist with retirement planning, insurance needs, loan questions, budgeting, and debt repayment planning. Landmark also often uses free websites such as Fundgrades.com, Morningstar.com, Powerpay.org, and Vanguard Advisor for specific situations. Security-specific information is gathered from sites like Yahoo or Google Finance, Bloomberg, or other financial reporting websites.

Landmark recommends clients purchase a basic subscription to a site such as Morningstar if they wish to have more detailed information about the components of their investments, though it does not feel such additional data is necessary for most individuals.

## **Investment Strategies**



Landmark recommends a passive strategic asset allocation for most portfolios. No-load mutual and exchange-traded funds are primarily recommended, with a scattering of actively-managed funds. Clients' existing stock and bond holdings may be incorporated into ongoing strategy, as well as investments held within employer retirement accounts. Landmark's goal is to diversify clients' portfolios in both domestic and foreign markets, in both equities and fixed-income, in the attempt to reduce portfolio volatility. Landmark is partial to several discount brokers for acting as custodian of client funds, but client satisfaction with said custodians is also considered, and is ultimately the client's decision.

Generally, Landmark does not recommend investments beyond mutual funds or exchange-traded funds, but other investments may include certificates of deposit, commercial paper, corporate debt securities, municipal securities, US government securities, or other less common securities, depending on client circumstances.

## **Risk of Loss**

All investment choices have risks borne by the investor. Landmark's approach attempts to keep risks in mind when suggesting investments. Risks include:

- Interest-rate risk: fluctuations in interest rates can impact prices on investment assets. As interest rates may rise, yields on existing bonds become less attractive to investors, causing their values to erode.
- Market risk: prices of securities, whether stock, bond, mutual fund or exchange-traded fund, may drop as a result of events and conditions. Political, economic, and social conditions, among others, may trigger positive or negative market events.
- Inflation risk: inflation robs the purchasing power of a dollar today compared to a dollar in the future, as the purchasing power of that dollar declines at the rate of inflation. Therefore, higher inflation will erode a portfolio's value even more.
- Currency risk: also known as exchange rate risk, overseas investments may, and do, fluctuate with the value of their underlying currencies versus the value of the dollar.
- Reinvestment risk: associated mostly with a particular company or industry, some industries have a longer business cycle with more variables to profits than others.
- Liquidity risk: generally, the more traders there are in a security/product, the less issues of liquidity a security has.
- Financial risk: companies heavily leveraged to finance business operations may show increased profitability in good times, but in bad times, the challenges of meeting loan obligations can result in struggles, including bankruptcy or declining values.

## **Disciplinary Information**

Landmark Financial Planning, LLC and the Missouri Secretary of State Securities Division agreed to settle Case AP-16-34 brought against Landmark. Items of concern raised by the state included lack of timely updates to ADV and U4 filings, and maintenance of certain business books and records. Landmark has taken steps to address these concerns.

## **Other Financial Industry Activities & Affiliations**

Landmark Financial Planning is a financial planning firm. It does not prepare taxes. In the past, Landmark's owner has worked for companies providing financial counseling services to members of the US military.

Landmark's only affiliation is with the CFP® Board of Standards. Landmark does not have agreements in place to pay or receive referral fees from other Advisors or Professionals.

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

### **Code of Ethics**

Landmark Financial Planning adheres to the CFP® Board of Standards Code of Ethics, found at the following web address: <http://www.cfp.net/for-cfp-professionals/professional-standards-enforcement/standards-of-professional-conduct/code-of-ethics-professional-responsibility>.

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

Landmark Financial Planning and its staff may buy or sell securities that are also held, or recommended to, clients.

## **Brokerage Practices**

### **Selecting Brokerage Firms**

Landmark does not have affiliations with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. It is the responsibility of the client to make the final decision where to invest. Landmark generally recommends discount brokerages. Landmark also uses the Advisor section of Vanguard's website for information and comparison tools, among others.

## **Soft Dollars**

Landmark Financial Planning may receive non-cash benefits from discount brokers and other professionals recommended to clients. These benefits may include discounts on investment research, educational materials, educational meetings, software, and other ancillaries related to financial planning. The goal at Landmark is to restrict non-cash, soft dollar compensation to products and services that may directly enhance the offerings to clients of Landmark.

## **Review of Accounts**

### **Periodic Reviews**

Landmark encourages clients to return periodically to review their progress toward achieving their financial goals. It is the responsibility of the client to initiate all such reviews. Reminders to schedule may be sent by Landmark at certain intervals.

### **Regular Reports**

Landmark Financial Planning does not provide regular, on-going reports to clients, unless specifically agreed to as part of a project. Some materials may be provided as part of the real-time engagement that may be directly related to the client's immediate concerns.

## **Client Referrals and Other Compensation**

Landmark accepts client referrals, but does not compensate those referring parties. Landmark does not accept referral fees or any other form of remuneration from other professionals/businesses when a prospect or client is referred to them. Landmark receives no other form of compensation not previously outlined here.

## **Custody**

Landmark does not maintain custody of client assets. The custodians provide account statements directly to clients at their address of record at least quarterly. Landmark does not provide performance reports for clients, unless agreed to as part of a project, and encourages clients to review performance reports sent by the custodian, or to schedule a real-time engagement to go over the performance of their assets.

## **Investment Discretion**

Landmark does not accept discretionary authority to manage securities accounts on behalf of clients. Landmark is willing and able to provide implementation assistance as part of its services, but only at the direction of the client. In the course of project work, it may be necessary for a client to sign a limited power of attorney authorizing a provider to speak with Landmark or for Landmark to view account information. In such a circumstance, Landmark is not granted authority to make changes by the client, merely to access data necessary for the purpose of the project.

## **Voting Client Securities**

Landmark Financial Planning does not vote proxies on securities. Clients are expected to vote on their own. They may engage Landmark to assist them if desired.

## **Financial Information**

A balance sheet is not required to be provided because Landmark Financial Planning does not serve as a custodian for client funds or securities, and does not require the prepayment of fees of more than \$500 per client, and 6 months or more in advance.

## **Business Continuity Plan**

Landmark maintains client files and its own files on a cloud file sharing and backup service that allows it to work virtually anywhere an internet connection is available. Landmark also subscribes to a virtual private network service to protect from internet traffic being intercepted while performing work with/for clients.

In the event of the death or serious disability of Brant J. Donis, clients are encouraged to contact a NAPFA advisor, who also adhere to a fee-only structure, for their financial planning needs.

## **Information Security**

Landmark Financial Planning takes a number of steps to make sure client data is as safe as possible when meeting and logging into various websites. First, we subscribe to an internet security program that is regularly updated and the computer scanned. Second, we subscribe to a virtual private network to hide IP addresses when online and verify it is working before accessing sensitive sites. Third, we make extensive use of “incognito” browsers that do not retain passwords or browsing history upon being closed. Fourth, we enable additional verification via text message in many cases. As other “best practices” are shared by regulators and industry standards evolve, Landmark will attempt to implement as many safeguards as possible to protect client information.

## **Privacy Notice**

Landmark Financial Planning is committed to safeguarding the confidential information of all current, former, and potential clients. All such information provided to our firm electronically or in paper form is held in the strictest of confidence. These records include personal information we collect from you in connection with any services or potential services. Landmark does not disclose information to nonaffiliated third parties, unless required by law or with your express written permission. Landmark does not share or sell mailing lists to vendors/solicitors. Landmark may share information in the course of:

- ▲ Working with third party service providers performing services on behalf of Landmark, such as software application service providers.
- ▲ Working with third party service providers performing services on your behalf, upon your approval, such as accountants, attorneys or insurance agents.
- ▲ Providing general information as allowed or required by law, including state government regulators who audit processes, books and records.

## **Brochure Supplement (Part 2B of Form ADV)**

Landmark Financial Planning requires advisors working under its auspices maintain some form of advanced certification related to financial planning. A CFP®, CFA, ChFC, JD, EA or CPA/PFS are examples. Many of these designations also require a bachelor's degree as part of their own criteria.

### **Professional Certifications**

Employees of Landmark have earned the following certification, explained in greater detail below.

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

- ▲ A bachelor's degree from an accredited college/university.
- ▲ Completion of the financial planning education requirements set by the CFP Board. (Accessible at [www.cfp.net](http://www.cfp.net).)
- ▲ Successful completion of the 10 hour CFP® Certification Examination.
- ▲ Three year qualifying full-time work experience.
- ▲ Successfully pass the Candidate Fitness Standards and background check.
- ▲ Maintain 30 hours of continuing education every 2 years, including 2 hours of which is devoted to Ethics.

## **Brant J. Donis, CFP®**

### *Educational Background:*

Truman State University, 1996 Bachelors in History

Certified Financial Planner Certification Exam (Passed 2009)

### *Related Business Experience:*

Landmark Financial Planning 2008-present

Zeiders Enterprises 2012-present

First Franklin Financial Corp 2003-2008

Citimortgage 2001-2003

Disciplinary Information: Landmark Financial Planning, LLC & the Missouri Secretary of State Securities Division settled Case # AP-16-34 pertaining to lack of timely ADV & U4 filings and maintenance of certain business books and records.

### Other Business Activities:

On-Demand Personal Financial Counselor with Zeiders Enterprises, Inc.

Sales, Bob's Discount Furniture.

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None