

Form ADV Part 2A | Brochure

December 31, 2022

LifeGoals Financial Group, Inc.

Registered Investment Adviser

215 N. Water Street
Suite 129
Owosso, MI 48867
Office: 989.725.1116

bob@elifegoals.com
www.elifegoals.com

This brochure provides information about the qualifications and business practices of LifeGoals Financial Group, Inc. ("LifeGoals" or "firm"). If you have any questions about the contents of this brochure, please contact Robert Zalokar at 989-725-1116. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Additional information about LifeGoals is available on the SEC's website at www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using Life Goal's IARD/CRD number, **130082**. The SEC's web site also provides information about any persons affiliated with LifeGoals who are registered, or are required to be registered as investment adviser representatives of the firm.

Robert Zalokar is an Investment Adviser Representative. While LifeGoals and its professional personnel are registered with the State of Michigan, it does not imply a certain level of skill or training on the part of the firm or its personnel.

Material Changes

This Firm Brochure, dated December 31, 2022 provides you with a summary of LifeGoals Financial Group's investment advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things.

This section is used to provide our clients with a summary of new and/or updated information; we will inform of the revision(s) based on the nature of the information as follows.

1. Annual Update: We are required to update certain information at least annually. We will provide you with either a summary of the revised information with an offer to deliver the full revised Brochure within 120 days of our December 31st year end, or we will provide you with our revised Brochure that will include a summary of those changes in this Item.

2. Material Changes: Should a material change in our operations occur, depending on its nature we will promptly communicate this change to clients (and it will be summarized in this Item).

"Material changes" requiring prompt notification will include changes of ownership or control; location; disciplinary proceedings; significant changes to our advisory services or advisory affiliates – any information that is critical to a client's full understanding of who we are, how to find us, and how we do business.

The following summarizes new or revised disclosures based on information previously provided in our Firm Brochure dated December 31, 2021:

- **Our office moved to 215 N. Water St., Suite 129, Owosso MI 48867 on November 17, 2022.**

Our brochure may be requested by contacting Robert Zalokar, President of LifeGoals at 989-725-1116 or by email at bob@elifegoals.com.

Additional information about LifeGoals Financial Group, Inc. is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with LifeGoals who are registered, or are required to be registered, as investment adviser representatives of LifeGoals.

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Advisory Business

General Description

LifeGoals Financial Group, Inc. ("LifeGoals" or "firm") is a Michigan corporation in business since 2004, and is a Registered Investment Adviser with the State of Michigan. Robert M. Zalokar (IARD/CRD# 1625897), is 100% owner of LifeGoals. There are no indirect owners of LifeGoals who have any ownership interest in the firm. The firm is not affiliated with any broker/dealer so that we can avoid conflicts of interest to the greatest extent possible. We work for our clients, not someone else. However, based on compensation and benefits received as a result of LifeGoals' advisory services, there may be a material conflict of interest born out of benefits to the firm for recommending some products. In order to mitigate this potential conflict, LifeGoals seeks to achieve long term success by putting our clients' interest before those of the firm. LifeGoals relies on referrals from satisfied clients and in doing so seeks to align its interests with those of its clients.

LifeGoals is an independent investment advisory firm specializing in providing objective investment management and comprehensive financial planning services to individuals, trusts and small business owners. The amount of investment advisory fees is determined by applying a percentage rate as outlined in the firm's Advisory Agreement Fee Schedule, to the client's assets. All financial planning fees are charged at an hourly rate or set at a fixed amount depending on the client's needs and scope of the engagement.

The cornerstone of our business is trust. To remain objective and avoid conflicts of interest, LifeGoals is not compensated by any third-party that we may recommend or to whom we may refer clients. For example, if we refer a client to an attorney for estate planning work there is no compensation back to the firm for the referral.

LifeGoals services are tailored to the needs of each client. This is accomplished by holding an initial consultation meeting at no cost or obligation. In that meeting we explore each client's current situation, financial issues or concerns, and financial planning goals. Based on that information we work together to determine which of the firm services are appropriate, define the scope of the proposed engagement, and agree upon the cost of LifeGoals services. Then each prospective client must decide whether or not to engage any or all of LifeGoals proposed services.

Prior to engaging LifeGoals services, clients are required to enter into one or more written agreements setting forth the terms and conditions under which LifeGoals will render its services. This is required by the State of Michigan and is intended as a consumer protection.

LifeGoals gathers required information through a Client Questionnaire completed by the client, personal interviews, and other verbal, written, or electronic information the client provides, including relevant personal and financial supporting documents (i.e., account statements, tax returns, insurance policies, etc.). The completeness, accuracy, and timeliness of this required information is critical to LifeGoals' work and ability to deliver the agreed upon services.

Once LifeGoals has completed its work, the client retains absolute discretion over, and responsibility for all implementation of financial planning recommendations, and is free to accept or reject any of the firm's recommendations.

The firm's fees are described in greater detail on the following pages. The firm does not participate in wrap fee management portfolio services for its clients. The firm does not take custody of any client assets. As of December 31, 2022, LifeGoals managed approximately \$38,420,294 of client assets on a discretionary basis, under its Investment Management Services.

Financial Planning Services

LifeGoals may provide advice to clients through Financial Planning Services. Clients purchasing this service will receive a written, detailed financial plan (the “Plan”) designed to help them achieve their stated financial goals and objectives. In general, the Plan will address any or all of the following areas of concern:

- **Emergency** – Strategies to build and maintain an adequate emergency fund account to meet cash needs in a time of crisis
- **Retirement** – Strategies and investment plans to help clients achieve retirement goals
- **Education** – Strategies and investment plans to help clients achieve education goals
- **Investments** – Strategies, investment plans, investment alternatives, and detailed investment recommendations for client portfolios to meet the client’s financial goals
- **Taxes** – Income tax planning for current and future years. LifeGoals may illustrate the impact of various types of investments on current and future income tax liability
- **Death and Disability** – Cash needs at death, income needs of surviving dependents, estate planning, and disability income needs of the client
- **Household** – Financial goals, cash flow, net worth, debt management, and personal liability
LifeGoals charges an hourly fee of \$125 for these services. Further details about LifeGoals’ hourly fee can be found under the Fees and Compensation section of this brochure

The firm provides support to the client through scheduled reviews of the Plan, ongoing proactive Investment Management Services (see next heading), or on an “as needed” basis at the client’s request. Additional fees apply for these services at an hourly rate or fixed amount.

Investment Management Services

LifeGoals offers a broad range of Investment Management Services, which may include tax and other non-investment related matters, based on the client's Plan completed by the firm. In general, the Investment Management Services may address any one or all of the following areas:

- Manage and assist with Plan implementation issues as needed
- Provide active investment management for the Plan's investment portfolios
- Provide review and rebalancing oversight on an ongoing basis
- Prepare an annual review of the Plan's investment portfolios and make recommendations for any changes or rebalancing. If applicable, the annual review may also include a report on the client's progress toward Plan investment targets found in certain sections of the Plan
- Review and update applicable Plan sections or scenarios as needed
- Review and update specific sections or scenarios in the Plan during the year due to significant changes in the client's situation
- Seek to minimize taxes by reviewing investment income and capital gains exposure in taxable investment accounts, taking advantage of tax-loss harvesting, and timing any realized capital gains
- Provide direction for allocating investment capital optimally among taxable, tax-deferred, and tax exempt account options.
- Provide tax planning advice in response to or in anticipation of changes in the client's situation or the tax code based on completed personal tax returns and related schedules filed in each applicable jurisdiction by LifeGoals
- Types of investments provided include money markets, CD's, municipal federal and corporate fixed income securities, stocks, unit investment trusts, REIT's, mutual funds and annuities.

Fees and Compensation

The only compensation LifeGoals receives is directly from clients as outlined in the Fee Schedule:

LifeGoals Financial Group, Inc.
Advisory Agreement Fee Schedule

Annual Fee		Market Value
1.00%	of first	\$500,000
0.95%	of next	\$250,000
0.90%	of next	\$500,000
0.85%	of next	\$500,000
0.80%	of next	\$1,250,000
Negotiable		\$3,000,000

The annual fee amounts, paid quarterly in advance, are derived from the fair market value of assets reported on the client's custodial account statement(s) on each ending quarterly period. A client may arrange to have fees deducted from their managed accounts under the terms described in the LifeGoals Investment Advisory Agreement, or paid by check.

Fees are negotiable and may be subject to a minimum in accordance with the Advisory Agreement Fee Schedule.

Additional Fee and Compensation Information

The following applies to the firm's Investment Management Services.

Fees for Investment Management Services entered into in the middle of a regular billing cycle will be prorated and billed for only the number of days remaining in the period. Investment Management Services terminated prior to the end of a billing cycle will result in a prompt refund for the number of unused days remaining in the period.

Clients that follow LifeGoals' investment advice may incur separate fees and expenses that are charged by mutual funds or exchange traded funds. In addition, clients may incur separate transaction costs or administration fees from the custodian. The firm does not receive any portion of these other fees and does not receive commissions or third-party payments of any kind.

Financial Planning Services

All financial planning fees are charged at an hourly rate of \$125, or set at a fixed amount depending on the client's needs and scope of the engagement. This rate is not negotiable. Planning clients are provided with a fee estimate in the LifeGoals Financial Planning Services Agreement required for each engagement.

One third of the estimated total fee is due upon execution of the services agreement, with the remaining balance due upon completion of the Plan. Additional authorized work beyond the initial Plan, including any Plan reviews or updates, is billed to the client at LifeGoals applicable hourly rate at the time of service. LifeGoals does not charge more than \$500 in fees per client, six months or more in advance.

Performance Based Fees & Side by Side Management

None

LifeGoals does charge performance-based fees (i.e. fees based on a share of capital gains on or capital appreciation of client assets) or engage in side-by-side management.

Types of Clients

LifeGoals' clients come from all walks of life and diverse economic situations; from single parents making ends meet to high net worth families. The firm serves individuals, family trusts, small business owners and retirement plan participants seeking financial peace of mind so they can focus on more important aspects of life – their families, careers, and other interests.

At LifeGoals however, clients are not just an occupation or a demographic profile – they are valued as people with dreams and goals to accomplish. It's our job to help them get it done.

The firm maintains a \$250,000 minimum account size, to be held in the client's name, at the custodian. Account aggregation is available for the purpose of meeting this minimum.

Methods of Analysis, Investment Strategies and Risk of Loss

There is no one particular investment portfolio that is appropriate for all investors. The optimal portfolio will depend on the amount and timing of cash flow needs, tax considerations and market conditions.

LifeGoals investment decisions are therefore based on the client's personal objectives. Through that process, crucial factors such as appropriate levels of risk and return are derived and optimized to achieve those objectives.

The firm's investment strategy approach includes determining an appropriate investment asset allocation foundation to use in the investment selection process. This is based in part on an analysis of the client's:

- specific investment goals;
- need, or lack thereof, to take risks to meet investment goals;
- amount of time to be invested;
- stage of life;
- results of a risk tolerance questionnaire LifeGoals provides; and
- past behavior during volatile markets.

After calculating the appropriate percentages for each asset class, LifeGoals then constructs a portfolio of securities to achieve the overall tactical asset class allocation. The firm primarily utilizes no load or low-cost mutual funds whenever possible. This helps us manage client risk, maintain appropriate asset allocations, and keep investment costs low. Investment selection may also include individual stocks and bonds where appropriate.

The firm emphasizes a strategic buy, hold, and rebalance approach to investing. Following this strategy does not mean that investment changes are never warranted, but rather that the primary driver of all investment decisions should be rooted in the client's goals and proper analysis – not in short-term market fluctuations that appeal to fear or greed. LifeGoals does act on buy/sell decisions more frequently when we feel it is warranted. The emphasis is on managing client risk while seeking to achieve the appropriate long-term market return.

LifeGoals strives to provide clients with the highest possible return for a given level of risk, but we cannot guarantee that any clients will achieve a certain level of return or meet their investment objectives. Client investments, including the original principal, may lose value when following the firm's strategies.

Investing in any security involves risks, including general market risk, liquidity risk, interest rate risk, currency risk, and political risk among others. This is true of the investments the firm typically uses in client portfolios.

Disciplinary Information

None

LifeGoals and its President, Robert Zalokar, are not, nor have ever been the subject of disciplinary actions by any court, federal or state regulatory agency (i.e., Securities & Exchange Commission, Michigan Office of Financial and Insurance Regulation, etc.), or industry self-regulatory organization (i.e., Financial Industry Regulatory Authority). We have not been involved in any criminal or civil action, or administrative proceeding with any regulatory authority.

Other Financial Industry Activities and Affiliations

None

LifeGoals and its President, Robert Zalokar, do not engage in other financial industry activities (i.e. being registered as a broker-dealer or as a registered representative of a broker-dealer, etc.).

Furthermore, LifeGoals does not have any relationship or arrangements with other organizations or individuals that would create a conflict of interest between LifeGoals and its clients.

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

As a fiduciary, LifeGoals has a duty to act solely in the best interest of each client and with the utmost integrity. Our fiduciary duty is a core aspect of our code of ethics. LifeGoals will act in an ethical and professionally responsible manner in all of its services and activities. We follow these core principles:

- **Integrity** – Provide professional services with integrity
- **Objectivity** – Be objective in providing professional services to clients
- **Competence** – Serve clients competently and maintain the necessary knowledge and skills to continue doing so
- **Fairness** – Perform services in a professional manner that is fair and reasonable to clients, owners and employees, and disclose conflicts of interest whenever applicable
- **Confidentiality** – Keep client information confidential and do not disclose anything without the specific consent of the client, unless required by law or proper legal process
- **Professionalism** – Reflect credit on the financial planning profession in all matters of conduct.
- **Diligence** – Act diligently in providing professional services

Robert Zalokar is also a Certified Financial Planner™. As such, he is also bound to the CFP® Code of Ethics, which states that a CFP® must:

- Act with honesty, integrity, competence, and diligence;
- Act in the client's best interest;
- Exercise due care; and
- Avoid or disclose and manage conflicts of interest.
- Maintain the confidentiality and protect the privacy of client information.
- Act in a manner that reflects positively on the financial planning profession and CFP® certification.

For more information regarding the duties associated with a Certified Financial Planner™, please visit www.cfp.net.

LifeGoals or related persons may buy or sell securities identical to, or different than, those recommended to clients for their personal accounts.

Brokerage Practices

LifeGoals has an arrangement with National Financial Services LLC and Fidelity Brokerage Services LLC (collectively, and together with all affiliates, "Fidelity") through which Fidelity provides LifeGoals with "institutional platform services."

The institutional platform services include, among others, brokerage, custody, and other related services. Fidelity's institutional platform services that assist LifeGoals in managing and administering clients' accounts include software and other technology that:

- provide access to client account data (such as trade confirmations and account statements)
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- provide research, pricing and other market data
- facilitate payment of fees from its clients' accounts
- assist with back-office functions, recordkeeping and client reporting

Fidelity also offers other services intended to help LifeGoals manage and further develop its advisory practice. Such services include, but are not limited to;

- performance reporting
- financial planning
- contact management systems
- third party research, publications
- access to educational conferences
- roundtables and webinars
- practice management resources
- access to consultants and other third-party service providers who provide a wide array of business-related services and technology with whom LifeGoals may contract directly

Fidelity generally does not charge its advisor clients (LifeGoals) separately for custody services, but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Fidelity, or that settle into Fidelity accounts (i.e. transactions fees are charged for certain no load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no load mutual funds without transaction charges and other no load funds at nominal transaction charges.

If LifeGoals should decide that aggregating client orders (block trading) for more than one client is in the best interests of those clients, LifeGoals will effect the transaction and allocate shares from the block trade in a fair and equitable manner.

LifeGoals is independently operated and owned and is not affiliated with Fidelity.

Review of Accounts

Investment Management Services

LifeGoals Financial Planning Services clients may engage LifeGoals Investment Management Services to provide ongoing management Services. These services typically involve management and monitoring of client portfolios as part of an ongoing process while regular financial plan and account reviews are conducted on a periodic basis according to the client's needs and circumstances.

Such reviews, however, may be initiated by LifeGoals or the client on an "as needed" basis at any time whenever economic, market, or client circumstances dictate. All investment monitoring and reviews are conducted by Robert Zalokar. Clients are encouraged to discuss their needs, goals, and objectives with LifeGoals and to keep the firm informed of any changes.

Clients are provided with transaction confirmation notices and regular summary account statements directly from the custodian for all accounts. In addition, LifeGoals provides the client with an Investment Performance Review Summary Report as an added resource to assist with the monitoring of the portfolios current and cumulative performance results.

Financial Planning Services

LifeGoals does not provide continuous monitoring of client plans or investment accounts under the firm's Financial Planning Services. Annual reviews of client plans and the associated investments are highly recommended but not required.

Clients may initiate a review, plan updates, or request additional work at any time on an "as needed" basis as they deem appropriate. All reviews are conducted by investment adviser representatives of the firm. It is up to each client to determine whether to engage LifeGoals services for plan reviews or updates.

Client Referrals and Other Compensation

None

LifeGoals and its management are not compensated nor do we compensate others for client referrals.

Custody

None

The firm does not take custody of any client assets. All deposits are made payable to, and deposited directly with the custodian (currently Fidelity Investments), and not LifeGoals Financial Group.

Clients may at any time increase or decrease managed asset levels. Managed assets will, at all times, be held solely in the client's name and will require client's authorization for withdrawal.

LifeGoals Financial Group does accept direct fee deduction from client accounts as payment for services as outlined and described in the Investment Advisory Services Agreement.

Investment Discretion

LifeGoals exercises an appropriate level of discretionary investment management authority on an individual client basis. In accordance with the documents executed at the custodian, the client grants LifeGoals the limited discretionary power, authority to make exchanges and transfers of managed assets, and authority to bill the respective fees to client's account(s).

Voting Client Securities

None - LifeGoals does not have authority to vote on issues related to client securities. Clients receive proxies and other solicitations directly from the custodian or transfer agent for their investments. Clients may contact LifeGoals at 989-725-1116 with questions about particular proxies or solicitations they receive. Ultimately however, clients are responsible for directing how proxies are voted on their behalf.

Financial Information

Due to the nature of LifeGoals services, we are not required to provide an audited balance sheet in this disclosure document. Adviser has not been the subject of a bankruptcy petition in the last 10 years. Adviser does not charge more than \$500 per client, six months or more in advance of services.

Requirement for State Registered Advisers

Please see the Brochure Supplement on the following page for information about our executive officers and management persons.

Form ADV Part 2B | Brochure Supplement

December 31, 2022

Robert M. Zalokar

Investment Adviser Representative

Founder & President of LifeGoals Financial Group, Inc.

LifeGoals Financial Group, Inc.

Registered Investment Adviser

215 N. Water Street
Suite 129
Owosso, MI 48867

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This brochure supplement provides information about Robert Zalokar that supplements the LifeGoals Financial Group, Inc. ("LifeGoals" or "firm") brochure. You should have received a copy of that brochure. Please contact us at 989-725-1116 if you did not receive LifeGoals' brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Zalokar is available on the SEC's website www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link and then search for "Investment Adviser Representative (IAR)" using Robert's IARD/CRD # **1625897**.

Educational Background and Business Experience

Name: Robert Michael Zalokar

Year of Birth: 1959

Educational Background:

- Certified Financial Planner (CFP®), 2000*
- Certified Public Accountant (CPA), 1989**
- BSBA, Aquinas College, Business & Accounting, 1983
- AA, Grand Rapids Community College, 1981

*requires 30 hours of continuing education every 2 years to include 2 hours of ethics.

**registered status only – no ongoing c.e. requirements at this time.

Business Experience:

- Founder & President, LifeGoals Financial Group, Inc. (2003 – present)
- Accountemps Consultant, (2003)
- Centennial Securities Company, Inc., Registered Representative, (2002 – 2003)
- Medical Leave, (2001 – 2002)
- Salomon Smith Barney, Vice President, (2000 – 2001)
- Merrill Lynch (1986 – 1993), Vice President, (1989 – 2000)
- Thomson McKinnon Securities, Registered Representative, (1987 – 1989)
- Beene Garter & Company, CPA's, Audit and Tax Professional, (1985 -- 1987)
- Sterk Edwards & Solomon, CPA's, Staff Accountant, (1983 – 1985)

Disciplinary Information – None

LifeGoals and its President, Robert Zalokar, are not, nor have ever been the subject of disciplinary actions by any court, federal or state regulatory agency (i.e., Securities & Exchange Commission, Michigan Office of Financial and Insurance Regulation, etc.), or industry self-regulatory organization (i.e., Financial Industry Regulatory Authority). We have not been involved in any criminal or civil action, or administrative proceeding with any regulatory authority.

Other Business Activities - None

Robert Zalokar is not engaged in any other investment-related business activities. Furthermore, Robert Zalokar does not spend a substantial amount of time or earn a substantial amount of his compensation from any other business activities.

Additional Compensation - None

Robert Zalokar does not accept or receive additional economic benefits, including sales awards or prizes, for providing advisory services to clients.

Supervision

Robert Zalokar, President of LifeGoals Financial Group, Inc.

Robert Zalokar is solely responsible for the advice given to clients by LifeGoals Financial Group, Inc. He may be reached at 989-725-1116 or at the address provided on the cover page of this Brochure Supplement.

Requirements for State Registered Advisers

Robert Zalokar has not been involved in an arbitration claim, civil proceeding, self-regulatory organization proceeding or administrative proceeding. Personal insolvency claim due to prolonged medical illness was fully discharged in September 2003.