

Item 1 – Cover Page

Fireside Financial Planning, Inc.

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March 31, 2017

This Brochure provides information about the qualifications and business practices of [Fireside Financial Planning, Inc.](#) If you have any questions about the contents of this Brochure, please contact us at (408) 371-3091 or [mike@fireside-advisor.com](mailto:mike@fireside-advisor.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

[Fireside Financial Planning, Inc.](#) is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

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

## Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated March 31, 2017 is a new document prepared according to the SEC’s new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting [Michael Zaplitny, EA, CFP](mailto:Michael.Zaplitny@fireside-advisor.com) at (408) 371-3091 or [mike@fireside-advisor.com](mailto:mike@fireside-advisor.com). Our Brochure is also available on our web site [www.fireside-advisor.com](http://www.fireside-advisor.com), also free of charge.

Additional information about [Fireside Financial Planning, Inc.](http://www.fireside-advisor.com) is also available via the SEC’s web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC’s web site also provides information about any persons affiliated with [Fireside Financial Planning, Inc.](http://www.fireside-advisor.com) who are registered, or are required to be registered, as investment adviser representatives of [Fireside Financial Planning, Inc.](http://www.fireside-advisor.com)

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## Item 4 – Advisory Business

Since 1989 Fireside Financial Planning, Inc. (“Fireside Financial”) has provided financial planning services, discretionary and non-discretionary portfolio management for individuals, trusts and small businesses. As of December 31, 2016, we have 105 accounts with \$22,206,394 of assets under management, of which more than 99% of our advisory billings are for providing investment advisory services and less than 1% for matters not involving securities. Compensation for our financial planning and investment advisory services are based on a percentage of assets under management, hourly charges or fixed fees (see Item 5).

The principal owner and advisor is Michael Zaplitny, EA, CFP, born on December 3, 1946. He graduated from: Queensborough Community College, Bayside NY (1966/AA); Hunter College – City University of NY, New York NY (1969/BA & 1975/MA); and attended Adelphi University, New York NY (1984/CFP).

Fireside Financial provides investment supervisory services as well as written financial plans, giving the client a financial blueprint designed to achieve their stated financial goals and objectives. In general, a financial plan will address the following areas of concern:

- 1) Personal - family records, budgeting, personal liability, estate information and financial goals;
- 2) Tax and Cash Flow - income tax and spending analysis, and planning for past, current and future years. We will illustrate the impact of various investments on current and future tax liability;
- 3) Death and Disability - cash needs at death, income needs of surviving dependents, estate planning and disability income analysis;
- 4) Retirement - analysis of current strategies and investment plans to help the client achieve their retirement goals; and
- 5) Investments - analysis of the investment alternatives and their effect on a client's portfolio.

The Registrant will gather required information through in-depth personal interviews. Information is gathered concerning the client's current financial status, future goals and attitudes toward risk.

Related documents supplied by the client are carefully reviewed, along with a questionnaire completed by the client, and a written report is prepared. Implementing the

recommendations requires the client to work closely with an attorney, accountant/EA, insurance agent, and/or stockbroker. Implementation is entirely at the client's discretion.

Clients not in need of investment supervisory services can receive investment advice on a more limited basis. This service may include investment advice pursuant to non-discretionary asset management. The Registrant offers to supervise client portfolios, including: recommendations for establishing a portfolio, and/or recommendations on buying or selling securities as warranted by client objectives, risk/reward parameters and market conditions.

Fireside will furnish a written statement to its financial planning clients when a conflict of interest exists between the interests of the investment adviser and the interests of the client. This statement will include, at the minimum: (1) a disclosure of any conflicts that may exist between the interests of the investment adviser and the interests of the client, if applicable; (2) that the client is under no obligation to act upon the investment adviser's recommendation; and (3) if the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through the investment adviser.

Furthermore, the Registrant will also offer to provide advice on non-securities matters. Generally, this is in connection with the above service and relates to the rendering of estate planning and insurance advice.

## Item 5 – Fees and Compensation

All fees are subject to negotiation and are in effect as of January 1, 2012.

The specific manner in which Fireside Financial charges fees are established in a client's written agreement with Fireside Financial. Fireside Financial will generally bill its fees on a quarterly basis. Clients may elect to be billed in advance or arrears each calendar quarter. Clients may also elect to be billed directly for fees or to authorize Fireside Financial to directly debit fees from client accounts. Management fees shall be prorated for each capital contribution and withdrawal made during the applicable calendar quarter (with the exception of de minimis contributions and withdrawals). Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Fireside Financial's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to Fireside Financial's

fee, and Fireside Financial shall not receive any portion of these commissions, fees, and costs. Item 12 further describes the factors that **Fireside Financial** considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions).

More specifically, fees for:

(1) Financial Plan/Investment Supervisory Services -

Based upon the extent and complexity of the individual client's personal circumstances, fees may range from a minimum of \$500 to \$6,000. All fees are agreed upon prior to entering into a contract with any client. A retainer of \$500 or 50%, whichever is less, may be required upon signing a contract. The balance of such fees shall be due and payable upon presentation of the financial plan. A client's plan can be updated annually upon signing a retainer agreement. Included in the retainer services are updates of the client's plan, implementation, monitoring, and telephone consultation(s). The retainer fee is generally one-half (1/2) of the client's initial fee. A deposit of \$500 or 50% of the update fee, whichever is less, is due and payable upon execution of the review agreement, and the balance is due and payable upon delivery of the updated plan. All financial plans and reviews are delivered to a client within ninety (90) days, unless extended by mutual agreement.

(2) Asset Management Services -

Fees are calculated as 0.75% -1.00% of the active assets under management. Clients are invoiced at the beginning of each fiscal year quarter (or year, if less than \$500/year) based upon the prior month end values (market value or fair market value in absence of market value), plus any credit balance or minus any debit balance, of the client's account during such month.

(3) Consultation Service -

Financial advice or additional requests made by any client will be invoiced at \$250 per hour, in 12-minute increments. A maximum number of hours may be stipulated, but the minimum fee is \$50. One-half (50%) or \$500, whichever is less, may be due and payable upon signing the agreement, and the balance is due at the time of consultation.

## Item 6 – Performance-Based Fees

**Fireside Financial** 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

Michael Zaplitny provides portfolio management services to individuals, high net worth individuals, corporate pension and profit-sharing plans, charitable institutions, foundations, endowments, and trust's.

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

We may utilize various methods of security analysis, including, but not limited to, charting, fundamental, technical and cyclical. In addition, we use the following sources of information: financial newspapers and magazines, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases. The investment strategies used to implement any investment advice given to clients include long-term purchases (securities held at least one year), short-term purchases (securities sold within a year), and occasional trading (securities sold within 30 days).

Investment advice and recommendations will be based on our own inputs as well as those of outside professionals, if required. We also attend seminars and educational programs throughout the year. We may occasionally make specific securities recommendations, but would urge the client to consult with their broker. Clients are frequently reminded that investing in securities involves risk of loss that clients should be prepared to bear. We are more comfortable recommending professionally managed mutual funds, exchange traded funds and exchange traded notes, rather than particular individual stocks. As a rule, recommendations made are all based on a long-term investment strategy. However, in certain cases, advice may be designed to meet a client's short-term needs, such as monthly expenses.

## Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Fireside Financial or the integrity of Fireside Financial's management. Fireside Financial has no information applicable to this Item.

## Item 10 – Other Financial Industry Activities and Affiliations

Fireside Financial Planning, Inc. is only in the business of rendering investment advice and services. However, the principal executive officer is also involved in tax preparation, consultation and representation services, and may spend as much as 50% of his time with these related activities. See Item 19.

## Item 11 – Code of Ethics

**Fireside Financial** has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumormongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at **Fireside Financial** must acknowledge the terms of the Code of Ethics annually, or as amended.

**Fireside Financial** anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which **Fireside Financial** has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which **Fireside Financial**, its affiliates and/or clients, directly or indirectly, have a position of interest. **Fireside Financial's** employees and persons associated with **Fireside Financial** are required to follow **Fireside Financial's** Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of **Fireside Financial** and its affiliates may trade for their own accounts in securities which are recommended to **Fireside Financial's** clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of **Fireside Financial** will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of **Fireside Financial's** clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client

in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Fireside Financial and its clients.

Fireside Financial's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Michael Zaplitny.

#### Item 12 – Brokerage Practices

We do not obtain authority to determine, without obtaining specific client consent in writing, securities to be bought or sold, amount of securities to be bought or sold, which broker or dealer to be used, or commission rates paid. If a client needs the services of a broker to effectuate various transactions, and/or would like to consolidate record keeping so that one periodic statement will summarize most, if not all, investment activity, we may recommend the services of a discount brokerage firm. With this service, we would not have discretionary authority over the account, but would receive copies of periodic reporting and confirmation statements, in order to monitor the activities and performance of investments in the account(s).

We do not engage in, or receive, any research or other products or services from a third party in connection with client securities transactions (“soft dollar benefits”).

#### Item 13 – Review of Accounts

Asset management clients will receive ongoing advisory services, and written reports will be issued on a timely basis. These reports will itemize a client's current investment position. Financial planning clients may contract for an annual update. This review may encompass current tax and cash flow studies, with investment and insurance recommendations as need.

Asset management clients will receive written reports on a yearly basis. Quarterly reports are provided upon request of the client at a higher fee, which is negotiable. Financial planning clients will receive an update upon request.

#### Item 14 – Client Referrals and Other Compensation

We do not engage in any arrangements, oral or in writing, where we may be offered cash or receive some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients, nor directly or indirectly compensate us for client referrals.

#### Item 15 – Custody

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. Fireside Financial urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

#### Item 16 – Investment Discretion

Fireside Financial will act as a non-discretionary advisor to some clients, and therefore will not receive discretionary authority from the client with an advisory relationship, but will recommend the identity and amount of securities to be bought or sold. In all cases, however, such recommendations are to be exercised in a manner consistent with the stated investment objectives for the particular client account.

In addition, all trade recommendations for non-discretionary clients will be submitted to the client in writing for their approval and implementation. The discretionary client will give us the authority to implement the trades through the client's custodian.

When selecting securities and determining amounts, Fireside Financial observes the investment policies, limitations and restrictions of the clients for which it advise. For registered investment companies, Fireside Financial's authority to recommend securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to Fireside Financial in writing.

#### Item 17 – Voting Client Securities

As a matter of firm policy and practice, Fireside Financial does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Fireside Financial may provide advice to clients regarding the clients' voting of proxies.

## Item 18 – Financial Information

Registered investment advisers are generally required in this Item to provide you with certain financial information or disclosures about their financial condition. Based on Federal and state guidelines, Fireside Financial is not required to disclose its financial condition. In addition, Fireside Financial has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

## Item 19 – Requirements for State-Registered Advisers

Fireside Financial Planning, Inc. is registered with the California Department of Business Oversight, Division of Corporations, under the Corporate Securities Law of 1968, as subsequently updated or revised.

Since December 1, 1989 Michael Zaplitny, EA, CFP has been the sole employee and President/CEO of Fireside Tax Consulting, Inc. at 1975 Hamilton Ave Suite 6A, San Jose CA 95125. He provides tax preparation, consultation and representation services for the firm. The number of hours devoted to this activity will vary based on the time of year, but would average 80 hours per month.