



KPP

KENTUCKY PLANNING PARTNERS

Advice for Life

FIRM BROCHURE

Part 2B of Form ADV

March 2023

Kenneth Alvin O'Neil

KENTUCKY PLANNING PARTNERS

9300 Shelbyville Rd. Suite 1310 Louisville, KY 40222

Tel: (502) 394-0400 • Fax: (502) 394-0414

www.kpp-lpl.com

This brochure supplement provides information about Kenneth Alvin O'Neil as a supplement to the KPP Advisory Services disclosure brochure. You should have received a copy of the KPP Advisory Services disclosure brochure that describes the investment advisory services offered through KPP Advisory Services, a registered investment adviser registered with the U.S. Securities and Exchange Commission. Please contact KPP Advisory Services at the telephone listed here if you did not receive the KPP Advisory Services brochure or if you have any questions about the contents of the supplement. Additional information about Kenneth Alvin O'Neil is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Kenneth Alvin O'Neil

Year of birth: 1964

Education

Murray State; Masters

09/01/1988 – 06/15/1990

Murray State: Bachelor of Science

09/01/1985 – 06/15/1988

Murray State – Associates

09/01/1983 – 06/15/1985

Business Experience

- KPP Advisory Services LLC; President & Investment Advisor Representative – 10/2017 - Present
- LPL Financial LLC; Registered Representative - 12/2006 – Present
- New England Securities; Registered Representative – 07/2005 – 12/2006
- AXA Advisors; Registered Representative 09/2001 – 06/2005

Legal and Disciplinary Events

Your financial advisor has no legal or disciplinary events required to be disclosed in response to this item. There may be items that are contained on brokercheck.finra.org or www.adviserinfo.sec.gov that you may wish to review and consider in your evaluation of your advisor's background.

Other Business Activities

Your financial advisor is also a broker or registered representative of LPL Financial and can receive commissions and other types of compensation for the sale of securities. Your financial advisor can also sell insurance and receive commissions for insurance product sales. The broker has a financial incentive to recommend investment or insurance products based on the

compensation received, rather than on the client's needs. However, your financial advisor may only recommend securities and insurance products that he or she believes are suitable for you. If you have any questions regarding the compensation your financial advisor receives when recommending a product, you should ask your financial advisor. You are under no obligation to purchase investment products or insurance through your financial advisor.

Additional Compensation

Your financial advisor may receive economic benefits from persons other than clients in connection with advisory services. Please ask your financial advisor about whether he or she receives any of the forms of additional compensation outlined below. If your financial advisor is also employed by a bank or credit union, please note that these additional compensation amounts may be paid directly to the institution and not your advisor.

If your financial advisor provides services in a Strategic Wealth Management (SWM) account, your financial advisor may recommend mutual funds. Only no-load and load-waived mutual funds are available to be purchased in SWM accounts. However, some of these mutual funds pay LPL Financial distribution or service fees (e.g. 12b-1 fees). In SWM, you pay LPL for transactions in certain securities (including mutual funds, equities, ETFs, fixed income, UITs and options).

When your financial advisor provides investment advisory services, he or she is a fiduciary under the Investment Advisers Act and has a duty to act in your best interest and to make full and fair disclosure to you of all material facts and conflicts of interest.

Your financial advisor may receive additional compensation from product sponsors. However, such compensation may not be tied to the sales of any products. Compensation includes such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings or training events or marketing or advertising initiatives, including services for identifying prospective clients.

Your financial advisor receives compensation as a result of your participation in LPL advisory programs. LPL shares a portion of the account fee you pay with your financial advisor, which may be more or less than what your financial advisor would receive at another investment advisor firm. This compensation also includes other types of compensation, such as bonuses, awards or other things of value offered by LPL (or the bank, credit union or financial institution at which your financial advisor may be located) to your financial advisor. LPL pays your financial advisor in different ways, such as:

- Payments based on production
- Equity awards from LPL's parent company, LPL Financial Holdings Inc., consisting of awards of either restricted stock units (a promise to deliver stock in the future) or stock

options to purchase stock, in each case subject to satisfaction of vesting and other conditions

- Reimbursement or credits of fees that your financial advisor pays to LPL for items such as administrative services, or technology fees
- Free or reduced-cost marketing materials
- Payments in connection with the transition of association from another broker-dealer or investment advisor firm to LPL
- Advances of advisory fees
- Payments in the form of repayable or forgivable loans,
- Attendance at LPL conference events.

LPL pays your financial advisor this compensation based on his or her overall business production and/or on the amount of assets serviced in LPL advisory programs.

The amount of this compensation may be more or less than what your financial advisor would receive if the client participated in other LPL programs, programs of other investment advisor firms or paid separately for investment advice, brokerage and other client services. Therefore, your financial advisor may have a financial incentive to recommend an advisory program over other programs and services. However, your financial advisor may only recommend a program or service that he or she believes is suitable for you.

If your financial advisor has recently become associated with LPL, he or she may have received payments from LPL in connection with the transition from another broker-dealer or investment advisor firm. These payments, which may be significant, are intended to assist the financial advisor with the costs (including foregone revenues during account transition) associated with the transition, such as moving expenses, leasing space, furniture, staff and termination fees associated with moving accounts; however, LPL does not confirm the use of these payments for such transition costs. These payments are in the form of payments or loans to the financial advisor, which are paid by LPL or forgiven by LPL based on years of service with LPL and/or the scope of business engaged in with LPL, including the amount of advisory account assets with LPL. This presents a potential conflict of interest in that the financial advisor has a financial incentive to recommend that a client engage with the financial advisor and LPL for advisory services in order for the payment to be made or the loan to be forgiven. However, your financial advisor may only recommend a program or service that he or she believes is suitable for you. LPL has systems in place to review financial advisor-managed accounts for suitability over the course of the advisory relationship.

Your financial advisor may act as a referral agent to, or engage as a co-advisor with, certain third-party asset management firms (“TAMPs”). In such case, he or she receives compensation from the TAMP either in the form of a referral payment or an advisory fee, and you are provided disclosure about the arrangement and the compensation to be received at the time of the referral or engagement. Your financial advisor may also receive compensation in addition to a referral or advisory fee. For example, some TAMPs pay or reimburse financial advisors for attending

conferences or for expenses for workshops, seminars presented to clients or advertising, marketing, or practice management. The eligibility of a financial advisor to receive such payments or reimbursements is often based on the amount of assets referred by the financial advisor to the TAMP.

Supervision

KPP Advisory Services and LPL Financial maintain a supervisory structure and system reasonably designed to prevent violations of the Investment Advisers Act of 1940. Your financial advisor's securities-related activities are supervised by an individual registered as a principal in accordance with FINRA regulations. In addition, compliance staff uses tools that monitor the advisory services provided by your financial advisor, for example, with respect to asset allocation, concentration, and account activity. Kurt W. Lofgren, Chief Compliance Officer – Advisory at LPL and Sonia Goforth, Chief Compliance Officer at KPP Advisory Services, are responsible for administering the LPL Financial and KPP Advisory Services policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. Contact 888-313-4788 for the name and phone number of your financial advisor's immediate supervisor.