

## Athena Advisor Services, LLC

### FINANCIAL PLANNING & CONSULTING AGREEMENT

This Agreement is entered into this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, by the investment adviser, Athena Advisor Services, LLC, (hereinafter referred to as "Adviser", "Our firm", "We" or "Us"), through its advisory representative \_\_\_\_\_ ("Consultant") and \_\_\_\_\_ ("Client"). In consideration of the mutual benefits to be derived from this Agreement, it is understood and agreed as follows:

#### **1. SERVICES:**

Our firm shall provide the Client with the following financial planning/consulting services:

We provide a variety of financial planning and consultation services to individuals, families and other clients regarding the management of their financial resources based upon an analysis of the client's current situation, goals, and objectives. Generally, such financial planning and consulting services will involve preparing a financial plan or rendering a financial consultation for clients based on the client's financial goals and objectives. This planning or consulting may encompass one or more of the following areas: Investment Planning, Retirement Planning, Estate Planning, Charitable Planning, Education Planning, Corporate and Personal Tax Planning, Cost Segregation Study, Corporate Structure, Real Estate Analysis, Mortgage/Debt Analysis, Insurance Analysis, Lines of Credit Evaluation, Business and Personal Financial Planning.

Our written financial plans or financial consultations rendered to the clients usually include general recommendations for a course of activity or specific actions to be taken by the clients. For example, recommendations may be made that the clients begin or revise investment programs, create or revise wills or trusts, obtain or revise insurance coverage, commence or alter retirement savings, or establish education or charitable giving programs. It should also be noted that we refer clients to an accountant, attorney, or other specialist as necessary for non-advisory related services. For written financial planning engagements, we provide our clients with a written summary of their financial situation, and our firm's observations and recommendations. For financial consulting engagements, we usually do not provide our clients with a written summary of our observations and recommendations as the process is less formal than our planning service. Plans and/or consultations are typically completed within six (6) months of the client signing a contract with us, assuming that all the information and documents we request from the client are provided to us promptly. Implementation of the recommendations will be at the discretion of the client.

#### **2. CLIENT'S RESPONSIBILITIES:**

The Client recognizes that the value and usefulness of our firm's financial planning services will be dependent upon the information that the Client provides and the Client's active participation in the formulation and implementation of the financial planning objectives. The Client may be required to complete a questionnaire to assist us in formulating the Client's financial planning objectives. Copies of certain Client documents may be requested by our firm to assist us in conducting a more complete evaluation of the Client's financial planning objectives and to prepare a financial plan. We may reasonably request certain of the following documents in order to permit a complete financial evaluation: insurance policies, wills, tax returns, and other documents depending upon the Client's circumstances.

**3. FEES:**

Advisor offers financial planning services on an hourly basis for up to \$300 per hour, which may be negotiable depending on the nature and complexity of each client’s circumstances. An estimate for total hours will be determined at the start of the advisory relationship.

The Advisor’s fee is exclusive of, and in addition to brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. However, the Advisor shall not receive any portion of these commissions, fees, and costs. The hourly fees are determined after considering many factors, such as the level and scope of the services.

The Advisor may also charge a negotiable fixed fee ranging from \$1,200 to \$25,000 for a financial plan, the total of which is dependent upon the level and scope of these services. One half of the total estimated fixed and hourly fees are due and payable at the time the client’s agreement is executed, the remainder of the fees are due upon presentation of a plan or the rendering of consulting services. Financial plans will be presented to the clients within 6 months of the contract date, provided that all information needed to prepare the financial plan has been promptly provided by the clients.

As stated previously, the hourly rate is up to \$300 per hour. In the event that a client should cancel the financial planning agreement under which any plan is being created, the client shall be billed for actual hours logged on the planning project times the agreed upon hourly rate. Any surplus in the Advisor's possession as the result of collecting a deposit at the time of signing the financial planning agreement will be returned to the client within 5 business days of cancellation.

\_\_\_\_\_ **(Client's Initial)** Hourly Planning/Consulting Fee – an hourly fee of \$\_\_\_\_\_ shall be paid to our firm for advisory services with a minimum charge of \_\_\_\_\_ hours. The total estimated hours for financial planning/consulting services is \_\_\_\_\_.

- Business Planning                       Investment Plan Design                       \_\_\_\_\_
- Charitable Planning                       Insurance Analysis                       \_\_\_\_\_
- Education Planning                       Retirement Planning                       \_\_\_\_\_
- Estate & Legacy Planning

**(Client's Initial)** Flat Planning/Consulting Fee – a flat fee of \$ 500.00 shall be paid to our firm for financial planning/consulting services.

- Business Planning                       Investment Plan Design                       **Planning Diagnostic & Risk Profile**\_\_\_\_\_
- Charitable Planning                       Insurance Analysis                       \_\_\_\_\_
- Education Planning                       Retirement Planning                       \_\_\_\_\_
- Estate & Legacy Planning

We require at least a deposit of fifty percent (50%) of the estimated total financial planning or consulting fee with the remainder of the fee directly billed to you and due to us within thirty (30) days of your financial plan being delivered or consultation rendered to you. In all cases, we will not require a fee for service exceeding \$1,200 when services cannot be rendered within six (6) months.

**4. IMPLEMENTATION:**

The Client understands that the Planner may recommend that clients execute their financial plans through a broker-dealer, though the Client is free to implement their plan through broker-dealers or insurance companies of their choice. It should be noted that Planner may be an insurance agent and/or broker for which he/she may receive commissions for insurance product sales. The Planner does not possess or exercise any discretion with respect to Client transactions. Financial planning clients do not receive reviews of their written plans unless they take action to schedule a financial consultation with us. We do not provide ongoing services to financial planning clients, but are willing to meet with such clients upon their request to discuss updates to their plans, changes in their circumstances, etc.

**5. LEGAL AND ACCOUNTING SERVICES:**

It is expressly understood and agreed between the parties of this Agreement that our firm will not provide accounting or legal advice nor prepare any accounting or legal documents for the implementation of the Client's financial planning objectives. The Client is urged to work closely with his/her attorney and/or accountant in implementing recommendations set forth in the financial plan.

**6. TERMINATION:**

Either party may terminate this Agreement at any time by providing written notice. For purposes of calculating refunds, all work performed by us up to the point of termination shall be calculated at our hourly fee of \$\_\_\_\_\_ or hourly fee currently in effect. You will receive a pro-rata refund of unearned fees based on the time and effort expended by our firm and Planner.

**7. ARBITRATION:**

This agreement contains a provision, which requires that all claims arising out of transactions or activities affecting the provision of services by our firm to the Client (collectively referred to as "the parties") be resolved through arbitration in Cook County, Illinois. The parties acknowledge, understand and agree that:

- (i) Arbitration is final and binding on the parties.
- (ii) The parties are waiving their right to seek remedies in court, including the right to jury trial.
- (iii) Pre-arbitration discovery is generally more limited than and potentially different in form and scope from court proceedings.
- (iv) The Arbitration Award is not required to include factual findings or legal reasoning and any party's right to appeal or to seek modification of a ruling by the arbitrators is strictly limited.
- (v) The panel of arbitrators will typically include a minority of arbitrators who were or are affiliated with the securities industry.

To the extent permitted by law, all controversies which may arise between the parties or any of their affiliated companies concerning any transaction arising out of or relating to this agreement, or the construction, performance, or breach of this or any other agreement between us whether entered into prior to, on or subsequent to the date hereto, shall be submitted to arbitration conducted under the Rules of the American Arbitration Association.

Arbitration must be commenced by service upon the other party, of a written demand for arbitration or a written notice of intention to arbitrate. Judgment upon any award rendered by the arbitrator(s) shall be final, and may be entered in any court having jurisdiction. Any arbitration proceeding pursuant to this Agreement shall be determined pursuant to the laws of the State of

Illinois. This Agreement supersedes any and all preexisting agreements and/or understandings. No person shall bring a putative or certified class action to arbitration, nor seek to enforce any pre-dispute arbitration agreement against any person who has initiated in court a putative class action; or is a member of a putative class who has not opted out of the class with respect to any claims encompassed by the putative class action until: (i) the class certification is denied; or (ii) the class is decertified; or (iii) the customer is excluded from the class by the court. Such forbearance to enforce an agreement to arbitrate shall not constitute a waiver of any rights under this agreement except to the extent stated herein.

The parties hereby submit to the in personam jurisdiction of the courts of the State of Illinois and the local courts located therein (and expressly waive any defense to personal jurisdiction of the Client by such courts) for the purpose of confirming, vacating or modifying any such award or judgment entered thereon. To the extent any controversy as above described is to be resolved in a court action, the parties expressly agree that such action shall be brought only in State or Federal courts in Illinois and service of process in such action shall be sufficient if served on the parties by certified mail, return receipt requested, at the parties last address known to the other party. In this connection the parties expressly waive any defense(s) to personal jurisdiction of the parties by such court; to service of process as set forth above; to venue; and in addition, expressly agree that Illinois is a convenient forum for any such action.

Nothing herein shall be enforceable to the extent that You waive any of your rights under state or federal securities laws.

**8. ASSIGNMENT:**

This Agreement may not be assigned (within the meaning of the Advisers Act) by either Client or our firm without the prior written consent of the other party.

**9. GOVERNING LAW:**

All financial planning/consulting services shall be in compliance with the Investment Advisers Act of 1940 regulating the services provided by this Agreement.

**10. PROXIES:**

You acknowledge that our firm will not vote proxies. However, third party money managers selected or recommended by our firm may vote proxies for clients. Therefore, except in the event a third party money manager votes proxies, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Therefore (except for proxies that may be voted by a third party money manager), our firm and/or you shall instruct your qualified custodian to forward to you copies of all proxies and shareholder communications relating to your investment assets.

**11. ACKNOWLEDGEMENT:**

Client acknowledges receipt of Part 2 of Form ADV; at or before the time of signing this agreement in accordance with Rule 204-3 under the Investment Adviser's Act of 1940. You further acknowledge and consent that our firm may send any of its notices including our ADV Part 2 and Privacy Policy to your email address last provided by you. For the purposes of this provision, a contract is considered entered into when all parties to the contract have signed the contract, or, in the case of an oral contract, otherwise signified their acceptance, any other provisions of this contract notwithstanding.

Client's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Client's Name (Print) \_\_\_\_\_

Client's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Client's Name (Print) \_\_\_\_\_

**Athena Advisor Services, LLC**

Consultant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Consultant's Name (Print): \_\_\_\_\_

Consultant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Consultant's Name (Print): \_\_\_\_\_