



Form ADV Part 3 CLIENT RELATIONSHIP SUMMARY Last updated 06-30-2020

Introduction

Certified Planners, Inc. (CPI) is a Registered Investment Adviser with the Securities and Exchange Commission. The fees and services you receive from an Investment Advisory Firm, like ours, is different than a Brokerage Firm. [It is important for you to understand the differences.](#) You can find free and simple tools at Investor.gov/CRS where you can research firms and financial professionals, and also access educational materials about broker-dealers, investment advisers, and investing in general.

What investment services and advice can you provide me?

“ *Conversation starter: Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education, and other qualifications?* ”

Advisory Services. Our Advisory Services are a great fit if you're looking for a Financial Professional who takes a genuine interest in your Financial Wellness and offers ongoing financial advice and Wealth Management. We offer an all-inclusive program (“AIM”) for ongoing goal-centered financial planning and discretionary portfolio management. New clients are subject to \$400,000 account minimum for AIM. Hourly consultations are also available, if needed. Our financial professionals have 20+ years of experience in the financial services industry and either holds a CERTIFIED FINANCIAL PLANNER™ certification (which is recognized as the standard of excellence for personal financial planning) and/or has other qualifications. For more about this, please see Item 4, 7, and Group Brochure Supplement on our [Form ADV Part 2A](#).

Investment Authority. As part of our standard services, we design diversified portfolios with low-cost mutual funds and Exchange Traded Funds (ETFs) that are suitable for your individual needs. We monitor portfolios monthly, often more frequently. We use discretion to choose the securities and the amount to buy or sell when making adjustments due to external conditions, rebalancing, tax loss harvesting, and/or fulfilling your requests. Discretionary authorization is activated when accounts are opened and is limited to debiting asset-based fees and executing trades without obtaining your consent for each transaction. Our menu of investments is limited by the securities available on our custodian platforms. We do not recommend or offer any proprietary products. For more about investment strategies and investment discretion, see Items 8 and 16 on our [Form ADV Part 2A](#).

What fees will I pay?

“ *Conversation starter: Help me understand how these fees and costs might affect my investments. If I give you money to invest, how much will go to fees and costs and how much will be invested for me?* ”

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying, as explained below.

CPI Fees. For AIM, you pay an asset-based fee for accounts under management, usually 1% per year subject to a \$1,000 minimum. Asset-based fees are charged in arrears based on your account balances at the end of each quarter. Consultations are \$300/hour. CPI does not offer wrap programs. For more about our fees, please see Item 5 on our [Form ADV Part 2A](#).

Custodian Fees. You pay TD Ameritrade, our custodian, directly for transaction fees (i.e. “brokerage commissions”) whenever we buy and sell investments. Stocks, ETFs, and non-transaction fee mutual funds have NO trading fees. Mutual Funds (with a transaction fee) cost \$24 per trade. For more about custodian fees, see Item 12 on our [Form ADV Part 2A](#).

Internal Costs. All mutual funds, Exchange Traded Funds, and variable annuities have internal costs to compensate the management teams running those securities. You pay those costs indirectly to the fund/insurance company during your holding period. Internal costs (i.e. “expense ratios”) are reported in the fund/annuity prospectus. For more on this, see Item 8 on our [Form ADV Part 2A](#).

What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

“ *Conversation starter: How might your conflicts of interest affect me? How will you address them?* ”

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

Conflicts of interest. Our primary source of revenue comes from asset-based fees. Charging a percentage allows us to sit on the same side of the table, but it also creates an incentive for us to increase the assets under management, which is a conflict of interest. For more about conflicts of interest, please see Items 4, 10, 11 and 12 on our [Form ADV Part 2A](#).

How they may affect you. Since we follow a holistic approach to financial wellness, we make various recommendations to help you reach your financial goals. Sometimes those recommendations require services that are beyond the scope of AIM. For your convenience, and as a value-add, we have related business activities that can fulfill those needs. If you utilize our related business services, we are compensated for those services *in addition to* our regular asset-based fees. This creates an incentive for us to implement those recommendations for you, which is a conflict of interest.

Examples. During the financial planning process, we may recommend an insurance product to bridge a gap. If you purchase the insurance product from us, we will receive a commission separate from our asset-based fee. Or if we recommend an estate plan, and you hire A. Mari Miller, Esq. (one of our financial professionals, who is also an estate planning attorney), she will be compensated for her legal services separately from our asset-based fee. You are not obligated to retain our services outside of AIM.

Avoiding other conflicts of interest. When we refer you to a professional outside of our firm, we do not receive any third party referral fees. We don't utilize any proprietary products, principal trading, or revenue sharing. We are not paid by 3rd parties to make investment recommendation or collect commissions from your portfolio. For more, see Items 5, 12, and 14 on [Form ADV Part 2A](#).

How do your financial professionals make money?

Our financial professionals are compensated with a fixed salary and discretionary bonus, based on the overall profitability of the firm. This creates an incentive to increase assets under management, hourly consultations, and product sale commissions from related business activities. Compensation is not tied to the amount of assets serviced or time spent on complex financial needs.

Do you or your financial professionals have legal or disciplinary history?

“ *Conversation starter: As a financial professional, do you have any disciplinary history? For what type of conduct?* ”

No. Neither CPI nor any of our financial professionals have ever been the subject of disciplinary or legal action. You can visit Investor.gov/CRS and use their free and simple search box to research us and our investment adviser representatives.

Additional Information

“ *Conversation starter: Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?* ”

Our financial professionals are Investment Advisor Representatives who serve as your primary contact. At CPI, we function as a team; with you and with each other. It is EVERYONE'S responsibility to provide superior service! Our goal is nothing short of your complete and total delight with our services. If you have any concerns, feel free to call A. Mari Miller, our President and Chief Compliance Officer, at 925-553-7200. You can find up-to-date information about our team and advisory services at www.certifiedplannersinc.com. You can access our [Form ADV Part 2A and 2B](#) and [Form ADV Part 3 \("Form CRS"\)](#) under the Disclosures menu at the top of our webpage. You can also request a free copy by calling our office at 925-553-7200.