

**Strategic Financial Planning, Inc.**  
6513 Preston Road  
Suite 100  
Plano, Texas 75024

Phone: 972-403-1234  
Fax: 972-346-6189  
Web Site: [www.strategicfp.com](http://www.strategicfp.com)

August 15, 2011

**BY APPOINTMENT ONLY**

**FORM ADV PART 2A.  
BROCHURE**

This brochure provides information about the qualifications and business practices of Strategic Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at 972-403-1234. 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.

Additional information about Strategic Financial Planning, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Strategic Financial Planning, Inc. is 118450.

Strategic Financial Planning, Inc. is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

## Table of Contents

<b><i>Advisory Business.....</i></b>	<b><i>1</i></b>
<b><i>Fees and Compensation .....</i></b>	<b><i>3</i></b>
<b><i>Performance-Based Fees and Side-By-Side Management.....</i></b>	<b><i>5</i></b>
<b><i>Types of Clients.....</i></b>	<b><i>6</i></b>
<b><i>Methods of Analysis, Investment Strategies and Risk of Loss.....</i></b>	<b><i>7</i></b>
<b><i>Disciplinary Information.....</i></b>	<b><i>8</i></b>
<b><i>Other Financial Industry Activities and Affiliations .....</i></b>	<b><i>9</i></b>
<b><i>Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....</i></b>	<b><i>10</i></b>
<b><i>Brokerage Practices .....</i></b>	<b><i>11</i></b>
<b><i>Review of Accounts .....</i></b>	<b><i>12</i></b>
<b><i>Client Referrals and Other Compensation.....</i></b>	<b><i>13</i></b>
<b><i>Custody .....</i></b>	<b><i>14</i></b>
<b><i>Investment Discretion.....</i></b>	<b><i>15</i></b>
<b><i>Voting Client Securities.....</i></b>	<b><i>16</i></b>
<b><i>Financial Information.....</i></b>	<b><i>17</i></b>
<b><i>Requirements for State-Registered Advisers .....</i></b>	<b><i>18</i></b>
<b><i>Additional Information.....</i></b>	<b><i>19</i></b>

## Advisory Business

Form ADV Part 2A, Item 4

Strategic Financial Planning, Inc.'s registration was granted by the U.S. Securities and Exchange Commission on November 26, 2007. Bryan Keith Lee (CRD Number 2444953) is President and chief compliance officer of the firm. Mr. Lee owns one hundred (100%) percent of the equity of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm or intermediaries, which have any ownership interest in the firm. As of December 31, 2009, the firm managed, on a discretionary basis, \$37,509,000 which represented 267 accounts. Client assets are managed on an individualized basis. Clients may impose restrictions on their accounts. The firm does not sponsor any wrap programs.

### **INTRODUCTION**

Strategic Financial Planning, Inc. (SFP) offers an array of advisory services designed to address the major areas of personal wealth management including, but not limited to, investment portfolio management, cash-flow analysis, capital formation, and investment management evaluation. SFP provides financial planning advice, services, and recommendations and before doing so, may confer with Client and/or Client's other advisors, however SFP does manage client portfolios on a discretionary basis. Client is always free to accept or reject any advice or recommendations, in whole or in part.

SFP will work to make sure all reasonable client expectations are met. Termination of the contract will be allowed with 30 days notice if client is not satisfied for any reason. Fees earned up to that point will have been earned by SFP and not returned to client. Fees earned up to that point and for following 30 days after termination would be due at same time of notice.

### **INITIAL PLANNING**

Recognizing that each Client is unique, SFP offers financial planning services under the following formats, and Client is free to select the method most appropriate to his/her circumstances:

- 1) **Fixed Rate Basis** - Clients may elect to engage SFP on a fixed-fee basis to develop a comprehensive financial plan or other in-depth analysis.
- 2) **Hourly Rate Basis** - Clients may elect to engage SFP on an hourly basis to perform specific tasks including, but not limited to, analysis of a single area of the Client's financial affairs such as retirement income planning or estate settlement. Prior to any engagement, SFP will estimate the time involved to complete the work.

### **ONGOING PLANNING RETAINER**

Clients choosing to engage SFP for on-going planning services will pay a retainer fee (fee schedule below). This fee is assessed for the continual supervision/management of the client situation. This

fee is billed quarterly in arrears and is assessed for agreed upon services between SFP and client including, but not limited to ongoing financial planning and investment asset management. As part of SFP's ongoing retainer services, Clients receive monthly statements from Custodian detailing account values, deposit and withdrawal activity, and the amount of retainer fee assessed each quarter. During the first quarter of each year, the Custodian provides 1099's in order to aid in the tax preparation process.

## Fees and Compensation

### Form ADV Part 2A, Item 5

The current fee for a comprehensive financial plan varies based on amount of time predicted to be spent developing the plan. One-half of the quoted fee is payable at the commencement of the work. In some cases, on-going advisory services may be appropriate. The fee for such services will be established in writing by Client and SFP by executing a *Financial Planning Advisory Agreement*.

SFP's current billing rate is \$150-250 per hour.

On-Going Planning Retainer Fees are as follows:

<u>Portfolio Value Range</u>	<u>Annual Fee as % of Value</u>
First \$0 - \$1.5 million	1.00
Next > \$1.5 million - \$5 million	.75
Next > \$5 million - \$10 million	.50
Next > \$10 million	.25

The above fee schedule is a guideline for the typical Client strategy. SFP reserves the right to negotiate fees, *higher or lower*, depending on unique circumstances. The above fees apply to most client situations, but there may be exceptions. Minimum retainer fees are determined by services provided.

Fees are based on the client's balance at the end of the calendar quarter and billed quarterly. Fees are debited, in arrears, directly from Client's investment account for the prior quarter's management services unless other arrangements are made prior to the engagement.

Certain investments recommended for ownership in Client portfolios will have their own internal operating expenses, which are a cost to the Client that comes out of the investment's total return. Such an example would be the annual expense ratio of a mutual fund/Exchange-Traded Fund product. SFP receives no economic benefit from such expenses and seeks investment products that strive to keep such expenses low relative to other similar investments.

The custodian of Client assets will, in most cases, charge fees and/or commissions for their services. SFP may negotiate with custodians to keep custodian and trading costs at a minimum.

All investment management services and administration services will be provided on a fully disclosed basis. Prior to any engagement, Client will receive, in writing, a schedule of all charges to be assessed to the company sponsoring the plan and/or plan assets. Since the number of possible administration firms and investment managers is numerous, any specific reference to their charges has been omitted.

Generally, administration firms provide the record keeping and IRS conformity testing for the plan

and charge a flat annual fee plus a per-participant charge. Investment managers will typically charge an annual fee for assets under management depending on the size of the plan and the number of investment options used. SFP may charge a one-time plan initiation fee, which may vary according to complexity, to assist Client in establishing the plan investment strategy.

**Performance-Based Fees and Side-By-Side Management**

Form ADV Part 2A, Item 6

None.

### **Types of Clients**

Form ADV Part 2A, Item 7

Individuals, pension plans, profit-sharing plans, trusts, estates, charitable organizations, corporations and other business entities.

SFP imposes no minimum account size, however, does require a minimum retainer fee per quarter.



## **Methods of Analysis, Investment Strategies and Risk of Loss**

Form ADV Part 2A, Item 8

The firm uses fundamental analysis.

In situations where SFP recommends the establishment of company-sponsored retirement plans, SFP will evaluate both short-term and long-term needs. After such assessment, SFP will propose the use of a plan administration firm and recommend one or more investment managers for plan assets. SFP may recommend the use of its own proprietary management services.

Investing in securities involves risk of loss that clients should be prepared to bear.

**Disciplinary Information**

Form ADV Part 2A, Item 9

None.

### **Other Financial Industry Activities and Affiliations**

Form ADV Part 2A, Item 10

SFP may set up arrangements with other registered investment advisers whereby SFP manages portfolios, or portions of portfolios, for the clients of these other advisers and representatives. Additionally, in some circumstances SFP may sub-contract other advisors and/or management firms for their portfolio management services on a third-party basis.

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

Form ADV Part 2A, Item 11

The firm has implemented an investment policy relative to personal securities transactions. This investment policy is part of the firm's overall Code of Ethics that serves to establish a standard of business conduct for all of the firm's associated persons, which is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available to clients and prospective clients upon request.

From time to time, the Firm may deal for its own account. Whenever the Firm and a client transact business in the same product and at the same point in time, if the two transactions are made at different terms, the Firm will ensure that the client receives the more favorable financial result, and will accept for its own account the less favorable financial result.

The firm's Code of Ethics is monitored and reviewed on a regular basis by the firm's chief compliance officer or designated representative. All of the firm's associated persons must acknowledge the terms of the Code of Ethics annually, or as amended. Issues and procedural mandates concerning personal securities transactions and other ethical issues are memorialized in the firm's Code of Ethics. The advisor considers it a vital aspect of his client relations to diligently provide his services in an ethically exemplary and accountable manner at the core of which is the spot to place clients' interests before his own. A copy of the firm's Code of Ethics will be provided to any client or prospective client upon request in accordance with SEC Rule 204A-1.

## Brokerage Practices

Form ADV Part 2A, Item 12

SFP considers factors such as quality of trade execution, quality of research and information, and availability of services and products when selecting custodians. The rate that Client pays custodian for trade execution and services may be higher than the rate available at some deep discount or on-line brokerage firms. SFP believes that the benefits and features of recommended custodians is of sufficient value to warrant Client paying a higher transaction cost than could be achieved at other firms. Any research or software that becomes available through the custodian will be used for the benefit of all Clients.

### **Review of Accounts**

Form ADV Part 2A, Item 13

Portfolio account data is maintained on Custodian's computerized database system which tracks all values and transactions on a daily basis. Portfolios are regularly reviewed by the firm's financial planners. These reviews are intended to monitor asset allocation, volatility, cash levels, and performance of holdings. In general, Advisor uses a diversified, asset allocation approach to managing client assets, based primarily on the client's goals and objectives, risk tolerance and time horizon.

Monthly statements which detail the current value of holdings, portfolio composition, aggregate account value and other information pertinent to the investment decision-making process are provided by custodian. Such reports will be sent to client no later than 15 days after the end of the calendar month directly from their custodian. Inactive accounts may not receive monthly statements, at the discretion of the custodian. Special communications are directed to clients from time-to-time.

**Client Referrals and Other Compensation**

Form ADV Part 2A, Item 14

None.

### **Custody**

Form ADV Part 2A, Item 15

SFP does not take custody of Client assets, but will recommend a suitable custodian to Client. For the service provided in opening accounts, transacting trades, wiring funds and/or other administrative functions, the custodian may charge certain fees.



### **Investment Discretion**

Form ADV Part 2A, Item 16

The firm will have discretionary authority which means that it will have the ability to buy and sell securities without first obtaining the prior consent of the advisory client. Investment restrictions must be provided by client to firm in writing.

### **Voting Client Securities**

Form ADV Part 2A, Item 17

SFP may or may not vote proxies for clients depending upon the choice of the client. By default, SFP votes proxies for clients. Bryan Lee, CFP® will decide what vote would be in the best interest of the client for whom the proxy is being voted. The client will always have the opportunity to give input on how each proxy should be voted if they so desire and notify SFP in advance.

**Financial Information**

Form ADV Part 2A, Item 18

The firm does not receive fees more than six months in advance.

**Requirements for State-Registered Advisers**

Form ADV Part 2A, Item 19

Not applicable.

**Additional Information**

None.

**Bryan K. Lee  
Daniel A. Serra**

**Strategic Financial Planning, Inc.  
6513 Preston Road  
Suite 100  
Plano, Texas 75024**

**Phone: 972-403-1234**

**August 15, 2011**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Bryan K. Lee and Daniel A. Serra that supplements the Strategic Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Bryan K. Lee, Chief Compliance Officer if you did not receive Strategic Financial Planning, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Bryan K. Lee and Daniel A. Serra is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Table of Contents

<b><i>Educational Background and Business Experience.....</i></b>	<b><i>1</i></b>
<b><i>Disciplinary Information.....</i></b>	<b><i>4</i></b>
<b><i>Other Business Activities.....</i></b>	<b><i>5</i></b>
<b><i>Additional Compensation.....</i></b>	<b><i>6</i></b>
<b><i>Supervision.....</i></b>	<b><i>7</i></b>
<b><i>Requirements for State-Registered Advisers.....</i></b>	<b><i>8</i></b>

## Educational Background and Business Experience

Form ADV Part 2B, Item 2

Bryan K. Lee

Born: 1972

Education: B.B.A. Financial Investments  
M.B.A International Finance  
University of North Texas

Professional Designations: Certified Financial Planner®

Business Background:

Strategic Financial Planning, Inc. Plano, Texas	President	9/99-Present
--	-----------	--------------

Daniel A. Serra

Born: 1965

Education: B.A. Communications, University of South Florida  
M.S., Financial Planning, College for Financial Planning  
Certified Financial Planner® Professional Education Program, College for Financial Planning

Professional Designations: Certified Financial Planner®  
Certified Divorce Financial Analyst™  
Accredited Domestic Partnership Advisor™

Business Background:

Strategic Financial Planning, Inc. Plano, Texas	Financial Planner	1/10-Present
Strategic Financial Planning, Inc. Plano, Texas	Operations Manager	10/08-12/09
Rainsberger Wealth Advisors Colorado Springs, Colorado	Advisor Assistant	4/08-7/08
Colorado Springs Gazette Colorado Springs, Colorado	Editor/Reporter	8/03-1/08



#### CFP®

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

#### CDFA™

The Certified Divorce Financial Analyst™, or CDFA™, is issued through the Institute of Divorce Financial Analysts (IDFA). The certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold this certification. IDFA has adopted a Code of Ethics and Professional Responsibility Code that establishes minimum standards of acceptable professional conduct for individuals entitled to use the CDFA™ mark. The mark is a proclamation to the public that the designee is a person that members of the public can trust for advice regarding the financial aspects of divorce. A CDFA™ designee will completely

fulfill his or her responsibilities to the client. Adherence to the Code is mandatory and its provisions will be enforced by the IDFA.

To attain the right to use the CDFA™ marks, an individual must fulfill the following requirements:

- Education – Develop theoretical and practical understanding and knowledge of the financial aspects of divorce by completing a comprehensive course of study approved by the IDFA.
- Examination – Pass a four-part exam that tests understanding and knowledge of the financial aspects of divorce. In addition, the practitioner must demonstrate the practical application of this knowledge in the divorce process.
- Experience – Complete at least two years' experience in a financial or legal capacity.
- Ethics – Agree to abide by a strict code of professional conduct known as the IDFA's Code of Ethics and Professional Responsibility that sets forth their ethical responsibilities to the public, the client, employers and other professionals.

Individuals who become certified are required to maintain the technical competency and fulfill ethical obligations:

- Continuing Education – Complete 20 hours of CE hours every two years, 10 of which are specifically related to the field of divorce.
- Ethics – All practitioners must voluntarily disclose any public, civil, criminal or disciplinary actions that may have been taken against them.

Any act or omission by a CDFA™ that violates the provisions of the Code, that fails to comply with the Practice Standards, or that violates the criminal laws of any applicable jurisdiction shall constitute grounds for discipline, constituting dismissal, private censure, suspension or revocation, whether or not the act or omission occurred in the course of a client relationship.

#### ADPA<sup>SM</sup>

The Accredited Domestic Partnership Advisor<sup>SM</sup>, or ADPA<sup>SM</sup>, designation is issued through the College for Financial Planning (CFFP). The designation is voluntary; no federal or state law or regulation requires financial planners to hold this designation. Individuals holding the designation have completed a course of study encompassing personal finance, taxation, estate planning and wealth management for domestic partners. The program is designed for 80-100 hours of self-study and enrollment into the program requires the student to currently hold one of the following designations or certifications: CRPC®, AAMS®, AWMA®, APMASM, CIMA®, ChFC, JD, CPA, CFA, or CFP®.

Individuals are required to pass an online, timed and proctored end-of-course examination. The examination tests the individual's ability to relate complex concepts and apply theoretical concepts to real-life situations.

Following initial conferment of the CFFP designation, authorization for continued use of the credential must be renewed every two years by completing 16 hours of continuing education; reaffirming compliance with the Standards of Professional Conduct, Terms and Conditions; and complying with self-disclosure requirements. The College monitors its designees' compliance with the designation requirements and standards. Any alleged violations are subject to disciplinary procedures. Complaints against a designee may be filed using the Complaint Submission form found on the College's Financial Designation Resource website, [www.cffpdesignations.com](http://www.cffpdesignations.com). The CFFP investigates all complaints and its Ethical Conduct Committee determines whether allegations are justified and whether the conduct warrants disciplinary action. If a violation of the Standards of Professional Conduct is found, disciplinary sanctions shall be based on the seriousness of the situation and may include, but are not limited to reprimand; suspension; or revocation.

**Disciplinary Information**

Form ADV Part 2B, Item 3

None.

**Other Business Activities**

Form ADV Part 2B, Item 4

Mr. Lee is a part owner of Complete Health & Wellness LLC, a chiropractic and wellness center at 860 Hebron Pkwy., Lewisville, TX 75057. His interest in the business began May 7, 2009, and he spends about 10 hours a week advising the business, most of it after securities trading hours.

**Additional Compensation**

Form ADV Part 2B, Item 5

None.

**Supervision**

Form ADV Part 2B, Item 6

Mr. Lee, president and chief compliance officer of the firm, supervises Mr. Serra.

**Requirements for State-Registered Advisers**

Form ADV Part 2B, Item 7

Not applicable.