

Stephen H. Perrin, Sr.
Stephen H. Perrin, Jr.
Matthew B. Beamer
Bethann Benz
Justin M. Kremer

Coordinated Financial Planning, Inc.
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3/27/2012

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Stephen H. Perrin, Sr., Stephen H. Perrin, Jr., Matthew B. Beamer, Bethann Benz and Justin M. Kremer that supplements the Coordinated Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Matthew B. Beamer, Chief Compliance Officer, at #513/769-3131 if you did not receive Coordinated Financial Planning, Inc.'s brochure or if you have any questions about the contents of this supplement.

STEPHEN H. PERRIN, SR.

Education Background and Business Experience

Form ADV Part 2B, Item 2

Year of Birth: 1948

Formal Education after High School:

- Sinclair College (OH), Business Administration, 1966-1968
- Research & Review Institute, Completed both parts, 1971
- American College, Chartered Life Underwriter, Completed 3 parts, 1976-1977
- Dennis Blitz Investment Institute, Completed, 1980
- College for Financial Planning, Certified Financial Planner™ (CFP®), 1988-1989

Business Background for the Previous Five Years:

- Coordinated Financial Planning, Inc., Chief Executive Officer and CFP®, 1983-Present

Certifications:

- Certified Financial Planner™ (CFP®), 1989: 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. 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 must provide 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.

Disciplinary Information

Form ADV Part 2B, Item 3

Mr. Perrin does not have any reportable disciplinary information.

Other Business Activities

Form ADV Part 2B, Item 4

Mr. Perrin holds a Life, A&H insurance license since 1970; however, he does not nor will he use it to solicit or market insurance products. If a client needs an insurance product, as determined by the financial planning process, he only recommends non-commissionable products designed for a fee-based advisor and their clients. He also recommends that a client conduct their own search and he will help them analyze their findings.

Additional Compensation

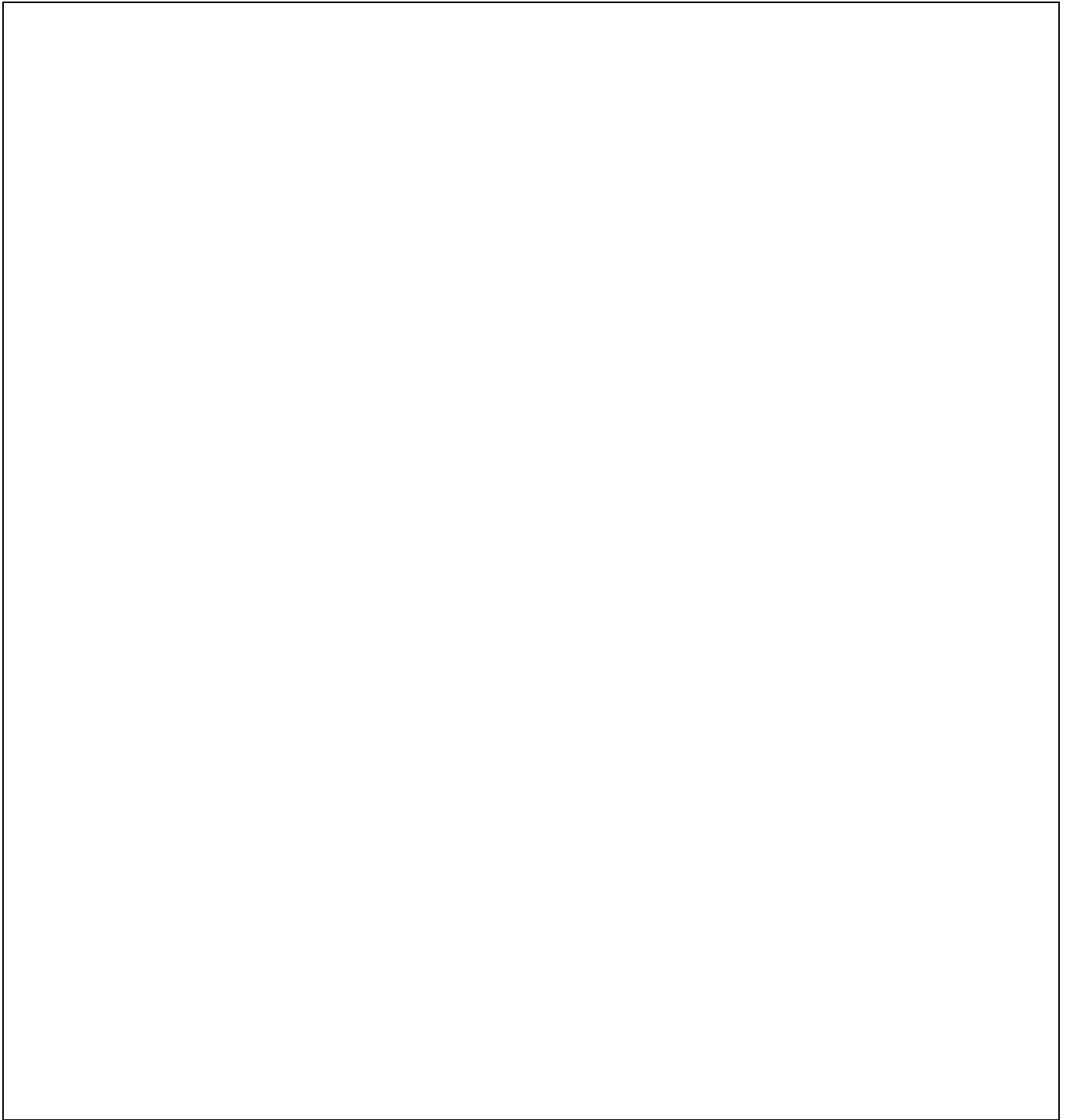
Form ADV Part 2B, Item 5

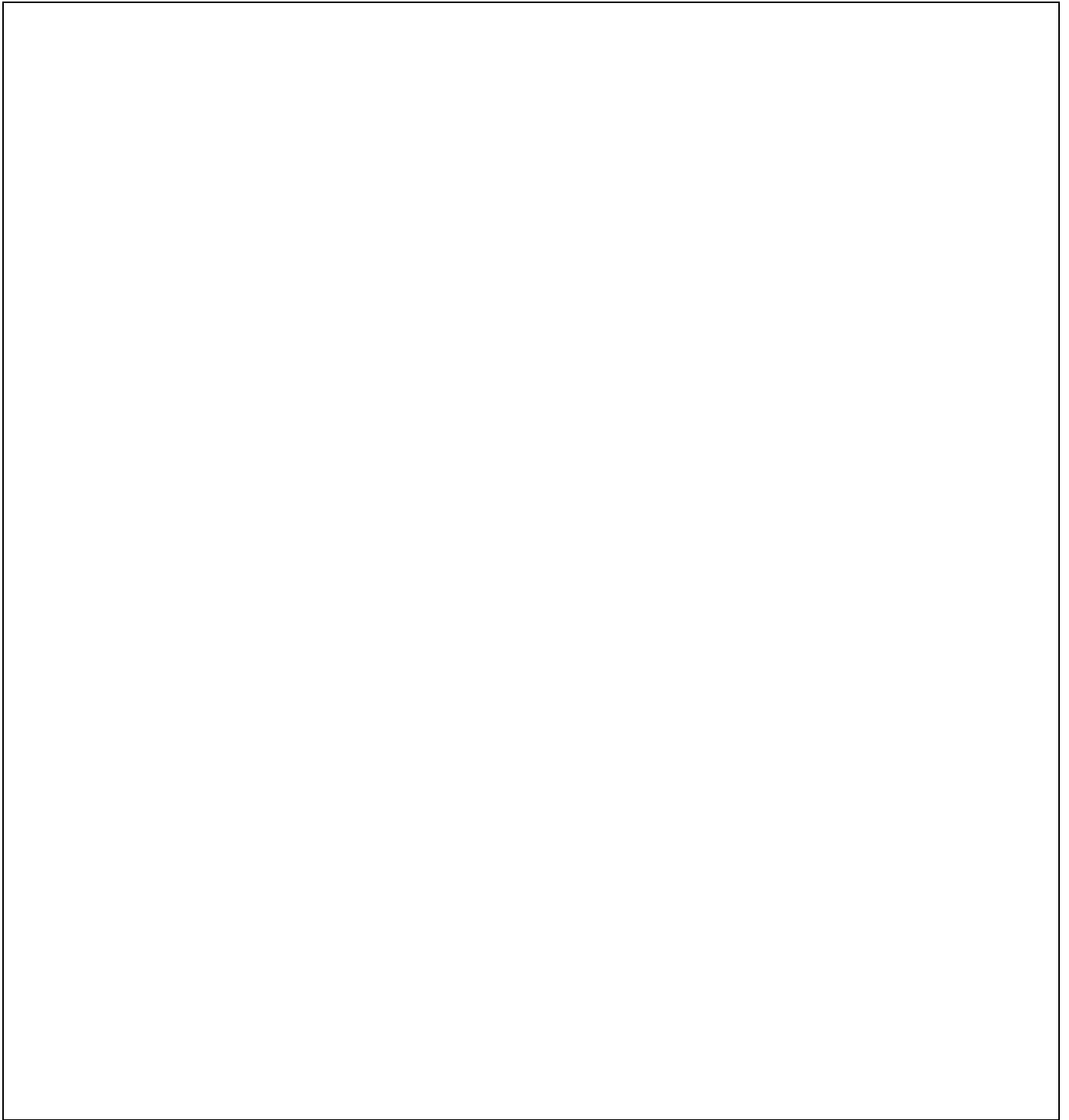
Mr. Perrin does not receive any additional compensation for providing advisory services beyond that receives as Chief Executive Officer of Coordinated Financial Planning, Inc.

Supervision

Form ADV Part 2B, Item 6

As Chief Executive Officer of Coordinated Financial Planning, Inc., Mr. Perrin is not supervised by other persons. However, Coordinated Financial Planning, Inc. has in place written supervisory procedures that are designed to detect and prevent violations of the securities laws, rules and regulations.





STEPHEN H. PERRIN, JR.

Education Background and Business Experience

Form ADV Part 2B, Item 2

Year of Birth: 1969

Formal Education after High School:

- University of Cincinnati, A.A. Pre-Business Administration, 1992
- Northern Kentucky University, B.S. Finance, 1995
- College for Financial Planning, Certified Financial Planner™ (CFP®), 1998

Business Background for the Previous Five Years:

- Coordinated Financial Planning, Inc., CFP®, 1991-Present

Certifications:

- Certified Financial Planner™ (CFP®), 1998: The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

Disciplinary Information

Form ADV Part 2B, Item 3

Mr. Perrin, Jr. does not have any reportable disciplinary information.

Other Business Activities

Form ADV Part 2B, Item 4

Mr. Perrin, Jr. holds a Life, A&H insurance license since 2006; however, he does not nor will he use it to solicit or market insurance products. If a client needs an insurance product, as determined by the financial planning process, he only recommends non-commissionable products designed for a fee-based advisor and their clients. He also recommends that a client conduct their own search and he will help them analyze their findings.

Additional Compensation

Form ADV Part 2B, Item 5

Mr. Perrin, Jr. does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Financial Planner for Coordinated Financial Planning, Inc.

Supervision

Form ADV Part 2B, Item 6

Stephen H. Perrin, Sr., Chief Executive Officer, is responsible for supervising the advisory activities of Stephen H. Perrin, Jr. As part of his supervisory responsibilities Mr. Perrin, Sr. periodically reviews client accounts and communications with clients. Mr. Perrin, Sr. can be reached at #513/769-3131.

MATTHEW B. BEAMER

Education Background and Business Experience

Form ADV Part 2B, Item 2

Year of Birth: 1971

Formal Education after High School:

- Thomas More College, B.A. Accounting, 1993 and A.A. Business Administration, 1993
- College for Financial Planning, Certified Financial Planner™ (CFP®), 2001

Business Background for the Previous Five Years:

- Coordinated Financial Planning, Inc., CFP® and Chief Compliance Officer, 1996-Present

Certifications:

- Certified Financial Planner™ (CFP®), 1998: The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

Disciplinary Information

Form ADV Part 2B, Item 3

Mr. Beamer does not have any reportable disciplinary information.

Other Business Activities

Form ADV Part 2B, Item 4

Mr. Beamer has no other business activities.

Additional Compensation

Form ADV Part 2B, Item 5

Mr. Beamer does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Financial Planner and Chief Compliance Officer for Coordinated Financial Planning, Inc.

Supervision

Form ADV Part 2B, Item 6

Stephen H. Perrin, Sr., Chief Executive Officer, and Stephen H. Perrin, Jr. are both responsible for supervising the advisory activities of Matthew B. Beamer. As part of his supervisory responsibilities Mr. Perrin, Sr. periodically reviews client accounts and communications with clients. Mr. Perrin, Sr. can be reached at #513/769-3131.

BETHANN BENZ

Education Background and Business Experience

Form ADV Part 2B, Item 2

Year of Birth: 1968

Formal Education after High School:

- ICM School of Business, Associate in Accounting, 1987
- College for Financial Planning, Completed 5 of 5 parts, 2004

Business Background for the Previous Five Years:

- Coordinated Financial Planning, Inc., Office Manager, 1999-Present

Disciplinary Information

Form ADV Part 2B, Item 3

Ms. Benz does not have any reportable disciplinary information.

Other Business Activities

Form ADV Part 2B, Item 4

Ms. Benz has no other business activities.

Additional Compensation

Form ADV Part 2B, Item 5

Ms. Benz does not receive any additional compensation for providing services beyond that received as a result of her capacity as Office Manager for Coordinated Financial Planning, Inc.

Supervision

Form ADV Part 2B, Item 6

Stephen H. Perrin, Sr., Chief Executive Officer, and Stephen H. Perrin, Jr. are both responsible for supervising the activities of Bethann Benz. As part of his supervisory responsibilities Mr. Perrin, Sr. periodically reviews client accounts and communications with clients. Mr. Perrin, Sr. can be reached at #513/769-3131.

JUSTIN M. KREMER

Education Background and Business Experience

Form ADV Part 2B, Item 2

Year of Birth: 1985

Formal Education after High School:

- University of Louisville, B.S., Psychology, 2008
- University of Cincinnati College of Law, J.D., 2011

Business Background for the Previous Five Years:

- U.S. Department of the Treasury - Alcohol, Tobacco Tax & Trade Bureau, Legal Extern, 3/2010 - 8/2010
- U.S. Bankruptcy Court Southern District of Ohio, Judicial Extern, 8/2010 - 12/2010
- U.S. Department of the Treasury, Internal Revenue Service, Tax Examiner, 1/2011 - 4/2011
- The National Underwriter Company, Editorial & Research Assistant, 9/2010 - 6/2011

Disciplinary Information

Form ADV Part 2B, Item 3

Mr. Kremer does not have any reportable disciplinary information.

Other Business Activities

Form ADV Part 2B, Item 4

Mr. Kremer has no other business activities.

Additional Compensation

Form ADV Part 2B, Item 5

Mr. Kremer does not receive any additional compensation for providing services beyond that received as a result of his capacity as Director of Legal Research, Tax & Estate Planning for Coordinated Financial Planning, Inc.

Supervision

Form ADV Part 2B, Item 6

Stephen H. Perrin, Sr., Chief Executive Officer, and Stephen H. Perrin, Jr. are both responsible for supervising the activities of Justin Kremer. As part of his supervisory responsibilities Mr. Perrin, Sr. periodically reviews client accounts and communications with clients. Mr. Perrin, Sr. can be reached at #513/769-3131.

Item 7 Requirements for State-Registered Advisers