

**Part 2A of Form ADV: *Firm Brochure***

**Lifetime Planning Pinnacle Advisors, Inc.**

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03/09/2012

This brochure provides information about the qualifications and business practices of Lifetime Planning Pinnacle Advisors, Inc. If you have any questions about the contents of this brochure, please contact Jennifer Henderson, Chief Compliance Officer at 419-526-5226 or [jennifersh@lpipinnacle.com](mailto:jennifersh@lpipinnacle.com). 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 our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 105648.

## **Item 2 Material Changes**

The Securities and Exchange Commission (SEC) adopted "Amendments to Form ADV" in July 2010. This Firm Brochure is our new disclosure document prepared according to the SEC's new requirements and rules. As you will see, this document is a narrative that is substantially different in form and content, and includes some new information that we were not previously required to disclose.

This Item will provide our clients with a summary of new and/or updated information. We will inform you of the revision(s) based on the nature of the updated information. Consistent with the new rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

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## Item 4 Advisory Business

Lifetime Planning Pinnacle Advisors, Inc. ("Lifetime") is a SEC-registered investment adviser who began conducting business in 1980. Lifetime is a co-Advisor exclusively with Pinnacle Wealth Planning Services, Inc. ("Pinnacle"), an SEC-registered investment adviser whose ADV Part 2 Disclosure brochure was provided along with this brochure. Pinnacle and Lifetime (here after referred to as "we") are headquartered in Mansfield, Ohio with additional offices in Medina, Columbus and Cleveland. We currently co-advise clients in multiple states.

We offer several advisory services to their clients. We require that individual clients utilize our financial planning service in order to utilize our other advisory services so that we will have the information needed in order to make well informed decisions in the best interest of our clients. We bundle our financial planning with investment advisory and quarterback services to form our Wealth Management Services. However, each service is described and disclosed individually within this document.

- Financial Planning
- Investment Advisory Services
- Pension Consulting Services
- Selection and Monitoring of Third-Party Money Managers
- Quarterback Administration Service

### AMOUNT OF MANAGED ASSETS

As of 12/31/2011, Pinnacle and Lifetime actively managed \$188,276,175 of clients' assets on a non-discretionary basis.

### FINANCIAL PLANNING

We provide financial planning services. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions, information and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. Clients purchasing this service receive a written report which provides the client with a detailed financial plan designed to assist the client achieve his or her financial goals and objectives. In general, the financial plan can address any or all of the following areas:

- **PERSONAL:** We review family records, budgeting, personal liability, estate information and financial goals.
- **TAX & CASH FLOW:** We analyze the client's income tax and spending and planning for past, current and future years; then illustrate the impact of various investments on the client's current income tax and future tax liability.
- **INVESTMENTS:** We analyze investment alternatives and their effect on the client's portfolio.
- **INSURANCE:** We review existing policies to ensure proper coverage for life, disability and long-term care.

- **RETIREMENT:** We analyze current strategies and investment plans to help the client achieve his or her retirement goals.
- **DEATH & DISABILITY:** We review the client's cash needs at death, income needs of surviving dependents, estate planning and disability income.
- **ESTATE:** We assist the client in assessing and developing long-term strategies, including as appropriate, living trusts, wills, review estate tax, powers of attorney and asset protection plans.

We gather required information through in-depth personal interviews. Information gathered includes the client's current financial status, tax status, future goals, returns objectives and attitudes towards risk. We carefully review documents supplied by the client, including a questionnaire completed by the client, and prepare a written report. Should the client choose to implement the recommendations contained in the plan, we suggest the client work closely with his/her attorney, accountant, insurance agent, and/or stockbroker. We also provide general non-securities advice on topics that may include tax and budgetary planning, estate planning and business planning.

Implementation of financial plan recommendations is entirely at the client's discretion. Typically the financial plan is presented to the client within six months of the contract date, provided that all information needed to prepare the financial plan has been promptly provided.

### **INVESTMENT ADVISORY SERVICES: INDIVIDUAL PORTFOLIO MANAGEMENT**

We provide continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy and create and manage a portfolio based on that policy. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss a client's prior investment history, as well as family composition and background.

We manage these advisory accounts on a non-discretionary basis. Account supervision is guided by the client's stated objectives (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities: Equity securities, corporate debt, commercial paper, certificates of deposit, municipal securities, United States government securities, interests in partnerships in real estate and oil and gas interests.

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

## **INVESTMENT ADVISORY SERVICES: PENSION CONSULTING SERVICES**

We also provide several advisory services separately or in combination. While the primary clients for these services will be pension, profit sharing and 401(k) plans, we offer these services, where appropriate, to individuals and trusts, estates and charitable organizations. Pension Consulting Services are comprised of four distinct services. Clients may choose to use any or all of these services.

*Investment Policy Statement Preparation (hereinafter referred to as "IPS"):* We will meet with the client (in person or over the telephone) to determine an appropriate investment strategy that reflects the plan sponsor's stated investment objectives for management of the overall plan. Our firm then prepares a written IPS detailing those needs and goals, including an encompassing policy under which these goals are to be achieved. The IPS also lists the criteria for selection of investment vehicles as well as the procedures and timing interval for monitoring of investment performance.

*Selection of Investment Vehicles:* We assist plan sponsors in constructing appropriate asset allocation models. We will then review various mutual funds (both index and managed) to determine which investments are appropriate to implement the client's IPS. The number of investments to be recommended will be determined by the client, based on the IPS.

*Monitoring of Investment Performance:* We monitor client investments continually based on the procedures and timing intervals delineated in the IPS.

*Employee Communications:* For pension, profit sharing and 401(k) plan clients with individual plan participants exercising control over assets in their own account ("self-directed plans"), we may also provide quarterly educational support and investment workshops designed for the plan participants. The nature of the topics to be covered will be determined by us and the client under the guidelines established in ERISA Section 404(c).

## **SELECTION AND MONITORING OF THIRD-PARTY MONEY MANAGERS**

We also offer advisory management services to our clients through our Selection and Monitoring of Third-Party Money Managers.

Our firm provides the client with an asset allocation strategy developed through personal discussions in which goals and objectives based on the client's particular circumstances are established. This asset allocation strategy is drafted into the client's Personal Investment Policy Statement ("PIPS").

Based on the client's individual circumstances and needs (as exhibited in the client's PIPS) we will then perform management searches of various unaffiliated registered investment advisers to identify which registered investment adviser's portfolio management style is appropriate for that client. Factors considered in making this

determination include account size, risk tolerance, the opinion of each client and the investment philosophy of the selected registered investment adviser. Clients should refer to the selected registered investment adviser's Firm Brochure or other disclosure document for a full description of the services offered. We are available to meet with clients on a regular basis, or as determined by the client, to review the account. Once we determine the most suitable investment adviser(s) for the client, we manage the client's portfolio based on the client's individual needs as exhibited in the PIPS.

Our firm monitors the performance of the selected registered investment adviser(s). If we determine that a particular selected registered investment adviser(s) is not providing sufficient management services to the client, or is not managing the client's portfolio in a manner consistent with the client's PIPS, we may suggest that the client contract with a different registered investment adviser and/or program sponsor. Under this scenario, our firm assists the client in selecting a new registered investment adviser and/or program. However, any move to a new registered investment adviser and/or program is solely at the discretion of the client.

## **QUARTERBACK ADMINISTRATION SERVICE**

We provide Quarterback Administration Service as part of our Wealth Management Services. This service provides the administration and coordination of the investment and planning services in coordination with the client's other professional advisors.

## **Item 5 Fees and Compensation**

All client fees for all advisory services are paid to Pinnacle Wealth Planning Services, Inc. Pinnacle pays Lifetime ninety-nine percent (99%) of advisory fees received from clients as compensation for the client referral and continued expertise provided to the client relationship.

Pinnacle's Financial Planning fees range from \$2,000 to \$6,000 for one-time planning and \$2,000 to \$4,000 for annual planning, depending on the specific arrangement reached with the client. The annualized fee for Investment Advisory, Pension Consulting and Third-party Money Manager Services are charged as a percentage of assets under management, according to the following tiered schedule:

- 100 Basis Points on first \$1,000,000
- 90 Basis Points on monies exceeding \$ 1,000,000 up to \$2,000,000
- 80 Basis Points on monies exceeding \$ 2,000,000 up to \$3,000,000
- 70 Basis Points on monies exceeding \$ 3,000,000 up to \$4,000,000
- 60 Basis Points on monies exceeding \$ 4,000,000 up to \$5,000,000
- 40 Basis Points on monies exceeding \$ 5,000,000 up to \$10,000,000
- 30 Basis Points on monies exceeding \$10,000,000 and above

Individual clients are required to be a part of our Wealth Management program in order for us to provide investment advice. Our client's are required to pay a minimum annual

fee according to the Wealth Management Program agreed upon in their contract. This minimum annual fee can be met by adding all of fees paid for investment advisory services plus financial planning plus quarterback service:

- Lifetime Wealth Management Service = \$5,000 minimum annual fee
- Enhanced Wealth Management Service = \$10,000 minimum annual fee
- Comprehensive Wealth Management Service = \$20,000 minimum annual fee

Please refer to Pinnacle's ADV Part 2 Disclosure Document for complete fee and compensation information.

## **Item 6 Performance-Based Fees and Side-By-Side Management**

We do not charge performance-based fees.

## **Item 7 Types of Clients**

We provide advisory services to the following types of clients:

- ☐ Individuals & High net worth individuals
- ☐ Pension and profit sharing plans (other than plan participants)
- ☐ Trusts & Charitable Foundations
- ☐ Corporations or other businesses not listed above

As previously disclosed in Item 5, our firm has established certain initial minimum account requirements, based on the nature of the service(s) being provided. For a more detailed understanding of those requirements, please review the disclosures provided in each applicable service.

## **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

### **METHODS OF ANALYSIS**

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

***Risks for all forms of analysis.*** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.



## INVESTMENT STRATEGIES

We use the following strategy(ies) in managing client accounts, provided that such strategy(ies) are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

**Long-term purchases.** We purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy with all clients. A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

**Risk of Loss.** Securities investments are not guaranteed and you may lose money on your investments. We ask that you work with us to help us understand your tolerance for risk.

### Item 9 Disciplinary Information

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Our firm and our management personnel have no reportable disciplinary events to disclose.

### Item 10 Other Financial Industry Activities and Affiliations

All members of Lifetime's management are also investment adviser representatives of Pinnacle Wealth Planning Services, Inc. In that capacity, these individuals provide co-advisory services with Pinnacle. The advisory services delivered by Lifetime are in conjunction with those of Pinnacle. Lifetime is compensated by Pinnacle as a referral relationship through a payment of a percentage of fees received by Pinnacle from the client. Lifetime advisory services are identical to those of Pinnacle Wealth Planning Services since they share the same Investment Committee and implement the decisions made by that Committee simultaneously. Lifetime's control shareholder, Kathleen Heichel, is also the control shareholder of Pinnacle.

Lifetime's President, William D. Heichel, is also a practicing attorney within his own law firm. Some of Lifetime's clients are law clients.

Lifetime has solicitor relationships with the follows individuals or corporations: William Clark of Columbus, OH; Robert Lape of Lakewood Ranch, FL; 3AB, LLC. of Worthington, OH; and Mark Lemke of Loudonville, OH. These solicitors are paid a referral fee through a percentage of assets managed by Pinnacle as disclosed to client in the Solicitor Disclosure Document. The solicitors are not investment advisors and have no direct affiliation with Lifetime.

## **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

We have adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. Our firm and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code also provides for oversight, enforcement and recordkeeping provisions.

Our Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [jennifersh@lpinnacle.com](mailto:jennifersh@lpinnacle.com), or by calling our Chief Compliance Officer at 419-526-5226.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No employee of our firm may put his or her own interest above the interest of an advisory client.
2. No employee of our firm may buy or sell securities for their personal portfolio where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.

3. It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
4. Our firm requires prior approval for any IPO or private placement investments by related persons of the firm.
5. We maintain a list of all reportable securities holdings for our firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
6. We have established procedures for the maintenance of all required books and records.
7. Clients can decline to implement any advice rendered.
8. All of our employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.
9. We require delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.
10. We have established policies requiring the reporting of Code of Ethics violations to our senior management.
11. Any individual who violates any of the above restrictions may be subject to termination.

## **Item 12 Brokerage Practices**

Our firm does not perform brokerage services. We rely on Pinnacle to facilitate all trades for our co-clients. Our firm regularly monitors the activities of Pinnacle in performing its duties of best execution by participating in Pinnacle's Investment Committee. Refer to Pinnacle's ADV Part 2 Disclosure Brochure for brokerage practice information.

## **Item 13 Review of Accounts**

**REVIEWERS:** Accounts are reviewed by one or more of Pinnacle's professional advisors:

- William D. Heichel, JD, CFP®, Senior Planner
- Keith A. Heichel, CFP®, ChFC, President
- Jennifer S. Heichel-Henderson, CFP®, MBA, Chief Compliance Officer
- Dayne Wendling, CFP®, VP of Investment Advisory Services
- Michael Frank, CPA, CFP®, VP of Financial Planning Services
- Christine Larson, CFP®, MBA, VP of Wealth Management Programs
- Pat Jergens, CFP®, Associate VP of Retirement Plan Services
- Andrew Silver, Wealth Planner
- Chris Meek, Wealth Planner

## INVESTMENT ADVISORY SERVICES

**REVIEWS:** While the underlying securities within Individual Portfolio Management Services accounts are continually monitored, these accounts are reviewed at least annually. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

**REPORTS:** In addition to the monthly or quarterly statements and confirmations of transactions that clients receive from their custodian, we provide quarterly reports summarizing account performance and balances.

## PENSION CONSULTING SERVICES

**REVIEWS:** We will review the client's Investment Policy Statement (IPS) whenever the client advises us of a change in circumstances regarding the needs of the plan. We will also review the investment options of the plan according to the agreed upon time intervals established in the IPS. Such reviews will generally occur quarterly.

**REPORTS:** In addition to the monthly or quarterly statements and confirmations of transactions that clients receive from their custodian, we provide quarterly reports summarizing account performance and balances.

## SELECTION and MONITORING of THIRD-PARTY MONEY MANAGERS

**REVIEWS:** These client accounts should refer to the independent registered investment adviser's Firm Brochure (or other disclosure document used in lieu of the brochure) for information regarding the nature and frequency of reviews provided by that independent registered investment adviser. We will provide reviews at least annually.

**REPORTS:** These clients should refer to the independent registered investment adviser's Firm Brochure (or other disclosure document used in lieu of the brochure) for information regarding the nature and frequency of reports provided by that independent registered investment adviser. We will provide these client accounts with quarterly reports.

## FINANCIAL PLANNING SERVICES

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Financial Planning clients unless otherwise contracted for.

**REPORTS:** Financial Planning clients will receive a completed financial plan. Additional reports will not typically be provided unless otherwise contracted for.



## **Part 2B of Form ADV: *Brochure Supplement***

### **Lifetime Planning Pinnacle Advisors, Inc.**

6 W. 3rd Street, Suite 100  
Mansfield, Ohio 44902  
(419) 526-5226

### **Registered Investment Advisors**

William D. Heichel  
Keith A. Heichel  
Jennifer S. Henderson

03/09/2012

This brochure supplement provides information about Lifetime Planning Pinnacle Advisors' financial advisors. This brochure supplements the Lifetime Planning Pinnacle Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Jennifer Henderson at 419-526-5226 if you did not receive Lifetime Planning Pinnacle Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about each advisor is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Educational Background and Business Experience**

### **Full Legal Name: William David Heichel; Born: 1944**

#### **Education - William Heichel**

- Kent State University, Bachelor of Science, 1966
- University of Akron; Juris Doctorate; 1970

#### **Business Experience - William Heichel**

- Pinnacle Wealth Planning Services, Inc.; Financial Planner & Chairman of the Board; 01-2011 to Present
- Pinnacle Wealth Planning Services, Inc.; President & CEO; 1998 to 2011
- Lifetime Planning Pinnacle Advisors, Inc.; President and Chairman; 1978 - Present

#### **Designations - William Heichel**

- William has earned the following designation(s) and is in good standing with the granting authority:
  - ✓ Certified Financial Planner; CFP®; 1984 (*see Designation Explanations*)

**Full Legal Name: Keith Allen Heichel; Born: 1968**

**Education – Keith Heichel**

- Baldwin Wallace College, Bachelors Degree in Business, 1990

**Business Experience – Keith Heichel**

- Pinnacle Wealth Planning Services, Inc.; President; 01-2011 to Present
- Pinnacle Wealth Planning Services, Inc.; Senior VP; 2007 to 2010
- Lifetime Planning Pinnacle Advisors, Inc.; Investment Advisor; 1999 - Present
- Pinnacle Wealth Planning Services, Inc.; VP of Investments; 1999 to 2007

**Designations – Keith Heichel**

- Keith has earned the following designation(s) and is in good standing with the granting authority:
  - ✓ Certified Financial Planner; CFP®; 1999 (*see Designation Explanations*)

**Full Legal Name: Jennifer Suzanne Henderson; Born: 1973**

**Education – Jennifer Henderson**

- Ohio University; Bachelor of Science, Chemical Engineering; 1996
- Baldwin Wallace College; Master of Business Administration; 2005

**Business Experience – Jennifer Henderson**

- Pinnacle Wealth Planning Services, Inc.; CEO; 01-2011 - Present
- Pinnacle Wealth Planning Services, Inc.; Chief Compliance Officer; 2007 - Present
- Lifetime Planning Pinnacle Advisors, Inc.; Chief Compliance Officer; 2007 - Present
- Pinnacle Wealth Planning Services, Inc.; Chief Operating Officer; 09-2005 - 2011

**Designations – Jennifer Henderson**

Jennifer has earned the following designation(s) and is in good standing with the granting authority:

- ✓ Certified Financial Planner; CFP®; 2010 (*see Designation Explanations*)

***Designation Explanations***

**CERTIFIED FINANCIAL PLANNER, 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 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 to continue to use the CFP® marks. 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.

### Item 3 Disciplinary Information

Lifetime's advisors do not have any materially relevant or reportable disciplinary history.

### Item 4 Other Business Activities

#### A. Investment-Related Activities

1. William Heichel, Jennifer Henderson and Keith Heichel are also registered investment advisors for Pinnacle Wealth Planning Services, Inc., an SEC registered investment advisor. *Lifetime Planning Pinnacle Advisors is the predecessor company to Pinnacle Wealth Planning Services, Inc.*
2. William Heichel is Chairman of the Board for Pinnacle Wealth Planning Services, Inc. and Lifetime Planning Pinnacle Advisors.
3. Jennifer Henderson is Chief Compliance Officer Pinnacle Wealth Planning Services, Inc., an SEC registered investment advisor.
4. Keith Heichel and Jennifer Henderson are minority shareholders and board members of Pinnacle Wealth Planning Services, Inc., an SEC registered investment advisor.
5. Keith Heichel and Jennifer Henderson are minority shareholders of Heichel Family Investments, LLC, which owns and operates a commercial business building in which Pinnacle is currently a tenant.

## **B. Non Investment-Related Activities**

1. William Heichel is an attorney with his own part-time practice.
2. William Heichel is President of Professional Planning Coordination Services, LLC (PPCS) which offers an administrative service to CPAs, Attorneys and RIAs for professional coordination of their client's financial lives. PPCS is an administrative, back-office service and does not offer financial planning or investment advice.
3. William Heichel, Keith Heichel and Andrew Silver are sales representatives for PPCS.
4. William Heichel, Keith Heichel and Jennifer Henderson are shareholders of PPCS.
5. The remainder of Pinnacle's financial advisors listed in this supplement are not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **Item 5 Additional Compensation**

Lifetime's financial advisors do not receive any economic benefit from a non-advisory client for the provision of advisory services. None of Pinnacle's advisors receive commissions, bonuses or other compensation on the sale of securities or other investment products.

### **Item 6 Supervision**

Lifetime implements and monitors investment and planning supervision through Pinnacle Wealth Planning Services' Investment Committee. Pinnacle's Committee is comprised of senior planners, junior planners, compliance officer and support staff. Pinnacle currently has a Financial Planning Committee, Wealth Management Committee, Compliance Committee and Investment Committee. Investment decisions are made by the Pinnacle's Investment Committee and implemented for both Lifetime and Pinnacle clients. Lifetime and Pinnacle Advisors are held to Committee decisions and cannot make individual client choices that do not fit into the Committee's approved investments and/or allocations.

**Supervisor:** Jennifer S. Henderson, Chief Compliance Officer

**Phone Number:** 419-526-5226



## **Item 14 Client Referrals and Other Compensation**

Our firm may pay referral fees to independent persons or firms ("Solicitors") for introducing clients to us. Whenever we pay a referral fee, we require the Solicitor to provide the prospective client with a copy of this document (our *Firm Brochure*) and a separate disclosure statement that includes the following information:

- the Solicitor's name and relationship with our firm;
- the fact that the Solicitor is being paid a referral fee;
- the amount of the fee; and
- whether the fee paid to us by the client will be increased above our normal fees in order to compensate the Solicitor.

As a matter of firm practice, the advisory fees paid to us by clients referred by solicitors are not increased as a result of any referral. It is our policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

## **Item 15 Custody**

Our firm does not have actual or constructive custody of client accounts.

## **Item 16 Investment Discretion**

Our firm does not hold discretion over client accounts. However, our co-adviser, Pinnacle Wealth Planning Services, does have limited discretion on client accounts. Please see Pinnacle's ADV for additional details.

## **Item 17 Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, 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. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets. We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

## **Item 18 Financial Information**

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement. Our firm has no additional financial circumstances to report. We have not been the subject of a bankruptcy petition at any time during the past ten years.