

ADV Form, Part 2A

Firm Brochure

Magnolia Financial Planning Services, Inc.

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CRD# 135759

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This brochure provides information about the qualifications and business practices of Magnolia Financial Planning Services, Inc. If you have any questions about the contents of this brochure, please contact us at 864-886-9766 or magnoliaplan@bellsouth.net. 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 Magnolia Financial Planning Services, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Registration does not imply a certain level of skill or training.

Item 2: There are no material changes from our last annual update.

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Item 4. Advisory Business:

- A. Magnolia Financial Planning Services, Inc. is a comprehensive financial planning firm that has been in business since 1994. Magnolia is owned by Robby T. Bryant, CFP, CEA and Patricia L. Bryant, MD.
- B. We provide financial planning advice in the areas of retirement, investment, tax, insurance and estate planning.
- C. Magnolia analyzes, in detail, the client's current financial position including assets, liabilities, cash management, employee benefits, insurance, estate plan and other detailed factors pertaining to client's financial position, individual goals and future objectives. After collection of all data and documents, Magnolia processes and coordinates all information gathered, assimilates all aspects pertaining to the client's case, projects known conditions into future assumptions, and makes recommendations in a written, concise, personalized financial plan aimed at improving asset utilization, capital accumulation and goal achievement. Clients may impose restrictions on investing in certain securities or types of securities  
Magnolia makes a supplemental analysis in each subsequent year and updates, in writing, those as necessary in relation to conditions existing at the time of each annual review.
- D. We do not participate in wrap fee programs.
- E. We currently manage \$54,176,443 in assets as of March 15, 2012, of which all is discretionary management.

Item 5. Fees:

A. We are a fee-only financial planning firm, meaning that we only charge a percentage of the investments managed and do not receive commissions from brokers, insurance or other companies for investments. Fees are annual fees paid upfront, but which are divided into quarterly payments. Fees charged by Magnolia are for financial and investment advisory services. These fees are distinguished from supplementary legal, investment, insurance or accounting fees which might be incurred by the client as a result of implementing recommendations of the client's financial plan. Examples of services not performed by Magnolia are retirement plan accounting, retirement plan administration, preparation of legal documents, etc. Our mutual fund recommendations are all no-load funds.

Fee Schedule:

Advisor provides investment advisory services and furnishes advice to clients on matters not involving securities only as a part of the total financial planning process. The minimum fee includes fees for full-service financial planning and investment management services. In certain instances,

depending on the client's needs and the services to be performed by Advisor, a contract may be entered into with a fee different from the fee schedule set forth below. This fee would be based upon individual negotiations with the particular client. Clients can terminate the contract at any time, but the refund will not exceed the annual fee. The following fees are charged on an annual basis, and may be paid in quarterly installments. However, the total annual investment management fee may not be required to be prepaid more than six months in advance.

Comprehensive Financial Planning Fee (annual):

Investment Assets	Fee
Above \$100,000	2.0%
Above \$1,000,000	1.5%
Above \$2,000,000	1.0%
Above \$3,000,000	0.9%
Above \$4,000,000	0.8%
Above \$5,000,000	0.7%
Above \$6,000,000	0.6%
\$7,000,000 +	0.5%

OR General

Financial Advice:

\$150 per hour in person (phone calls or emails are billed as 15 minute intervals)

Minimum Fee: \$2000 and all fees are negotiable.

B. Client's fees are deducted from assets quarterly.

C. Clients will incur custodial and mutual fund fees as described in Item 12.

D. Management fees are paid in advance for first quarter and are not refundable.

E. We do not receive any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds

Item 6. We do not charge performance-based fees.

Item 7. Types of clients:

Magnolia provides investment advice to individuals, trusts, and company retirement plans. The required minimum investment is \$100,000.

Item 8. Methods of Analysis, Investment Strategies and Risk of Loss:

A. Our comprehensive financial planning will provide clients with different scenarios that will optimize their investments during retirement, including tax planning, insurance planning, and estate planning where they can save money by appropriate planning. Our overall investment strategy allows good returns with lower volatility by managing risks, using our valuation techniques to buy when investments are underpriced and sell when they become overpriced. Even so, investing in securities involves risk of loss that clients should be prepared to bear.

B. The risks involve include loss of principal as most of our investments are not government guaranteed.

C. We do not recommend primarily any type of security, but various asset classes.

Item 9. Disciplinary Information:

Magnolia has not been involved in any criminal or civil action in a domestic, foreign or military court, any administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority, or any self-regulatory organization (SRO) proceeding.

Item 10. Other Financial Industry Activities and Affiliations:

Magnolia's management is not registered, or does not have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities. We do not have arrangements or receive any compensation from any broker-dealer, municipal securities dealer, or government securities dealer or broker, investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund), other investment adviser or financial planner, futures commission merchant, commodity pool operator, or commodity trading advisor, banking or thrift institution, accountant or accounting firm, lawyer or law firm, insurance company or agency, pension consultant, real estate broker or dealer, or sponsor or syndicator of limited partnerships.

Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading:

Magnolia has a written Code of Ethics that discusses our strict observance of ethical behavior and is available upon request. Magnolia may effect transactions for its own account or have a financial interest in investments recommended for purchase or sale by Magnolia to clients. Any such purchase or sale by Magnolia will be on identical terms with that recommended to clients, and that in the case of a sale of an investment, Magnolia will notify client of its intention to dispose of such investment. If client wishes to dispose of such investment, such interest will be sold if possible at the same time and on the same terms as that being sold by Magnolia. It is agreed that in the event both the client's and Magnolia interests cannot all be sold, the client's interest to the extent possible will be sold first.



Item 12. Brokerage Practices:

- A. Magnolia uses discount brokerages based on low commissions, excellent trade fill rates and client insurance coverage.
  - 1. Magnolia does not receive any compensation from brokerages or any other companies.
  - 2. Magnolia does not receive any client referrals from brokerages or any other companies.
  - 3. Magnolia recommends that clients direct us to execute transactions through specified brokerages. Clients that desire other brokerages may receive less favorable prices.
- B. If the same security can be bought or sold for more than one client, we will buy or sell them all at same price.

Item 13. Review of Accounts:

Magnolia monitors client investments daily and it's Investment Advisor Representatives conduct annual financial plan updates with clients. Clients receive monthly brokerage reports and have 24/7 online access to their accounts. Clients also receive written quarterly net worth statements from Magnolia, and monthly electronic and quarterly paper newsletters.

Item 14. Client Referrals:

Magnolia does not pay anyone or company for client referrals.

Item 15. Custody:

Magnolia does not take custody of any client funds. All deposits are made to the brokerage company.

Item 16. Investment Discretion:

Magnolia exercises investment discretion over client's accounts as agreed by clients in the financial planning contract, unless otherwise specified in contract.

Item 17. Magnolia does not vote clients' securities. Clients receive their proxies or other solicitations directly from their custodian or a transfer agent, and can contact us with questions about a particular solicitation.

Item 18. Magnolia does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance.

Item 19. A. President and Chief Compliance Officer: Robby T. Bryant, CFP, CEA. CRD# 2948042. Education: BA Biology/Philosophy, Duke University, 1984; MS Biochemistry, Clemson University, 1996; Certified Financial Planner, College of Financial Planning, Denver, CO, 1998.

The CERTIFIED FINANCIAL PLANNER™ marks identify those individuals who have met the rigorous experience and ethical requirements of the CFP Board, have successfully completed financial planning coursework and have passed a certification examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP licensees must also agree to meet ongoing continuing education requirements and to uphold the CFP Board Code of Ethics and Professional Responsibility.

Vice-President: Patricia Ann Landry. CRD# 5082968. Education: BS Chemistry/Psychology, Winthrop University, 1984; MD, Medical University of SC, 1989.

B. I am not actively engaged in any other business than investment advice.

C. I do not charge performance-based fees.

D. I have not been involved in any arbitration claims or found liable in any civil, self-regulatory organization, or administrative proceedings.

E. I do not have any relationship or arrangement with any issuer of securities that is not listed.