

**Item 1: Cover Page**



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Chief Compliance Officer

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This Brochure provides information about the qualifications and business practices of Retirement Planology, Inc. ("Retirement Planology"). If you have any questions about the contents of this Brochure, please contact us at 703-595-2829. 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 Retirement Planology is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

References herein to Retirement Planology as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

**Item 2:           Material Changes**

Retirement Planology is seeking registration as an investment adviser with the United States Securities and Exchange Commission. This is its first ADV Part 2, and as such, there are no material changes to report.

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#### **Item 4:           Advisory Business**

Retirement Planology, Inc. (“Retirement Planology”) is an independent, investment advisory firm serving the employer-sponsored retirement plan marketplace. The firm has been serving clients since 2014 while the Firm’s only principal, Courtenay Shipley, has been assisting retirement plans in meeting their fiduciary obligations for over ten years.

Retirement Planology provides a broad range of services to employers sponsoring self-directed retirement plans, defined contribution plans, defined benefit plans, non-qualified plans or deferred compensation plans. While each engagement is specific to that client, and the services to be provided are designated by the plan sponsors or fiduciaries, Retirement Planology remains ready to assist pension clients by providing either Investment Advisory or Retirement Plan Consulting Services.

#### **INVESTMENT ADVISORY SERVICES**

Retirement Planology provides investment advisory services to institutional ERISA (see detailed explanatory note below) and non-ERISA retirement plans. Retirement Planology will assist plan fiduciaries in creating processes documentation that allows them to meet their fiduciary obligations. Retirement Planology works with these highly specific clients to create an investment policy statement which in turn directs the portfolio design and investments in the plan as well as the education policy statement, which direct the methods by which plan participants in self-directed plans are informed of the options available to them. Retirement Planology will also assist plans in modeling asset allocations, screening and selecting investment managers for plan assets, and monitoring investment options in order to continually ensure that the investment options are a representative sampling within predetermined quantitative and qualitative criteria. Retirement Planology may use third-party software for investment analysis and reporting.

Retirement Planology’s client-centered service philosophy dictates that plan fiduciaries are an integral part of our process. Retirement Planology listens to plan fiduciaries, gathering information that is crucial to fostering the ability to assist the plan now and problem-solve in the future. We will research the options available to meet the plan’s needs and assist the fiduciaries in determining which is the best course of action, and then provide documentation of these steps to assist the fiduciary in recording the plan’s process. We will then continue to monitor facts and circumstances to assist in determining if changes need to be made based on the client’s tolerance for risk, any reasonable restrictions the client imposes, change in circumstances, investments objectives, changing market and economic data, and performance.

Depending on the client’s unique circumstances, Retirement Planology serves as a fiduciary to the plan in a discretionary or non-discretionary capacity.

## **RETIREMENT PLAN CONSULTING SERVICES**

### *General Fiduciary Assistance*

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Retirement Planology educates plan fiduciaries regarding their responsibilities in a position of trust. Retirement Planology provides general fiduciary assistance including: a fiduciary assessment/self audit of the Plan, providing formal training to the Client and/or retirement plan committee, assistance in establishing a retirement plan committee, assistance with development and maintenance of corporate and plan governance processes, and creation of a fiduciary file.

Retirement Planology assists the client in holistically evaluating their employee retirement plan(s) to make sure the program offered is current for today's marketplace, the plan is the best-fit design for the Client's objectives, culture, and employees, procedures are consistent with the documents, and service providers are appropriate and cost effective.

### *Benchmarking*

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Retirement Planology provides analyses to assist plan sponsors and other fiduciaries by that compare the plan against those of organizations in the same industry and against national normative data. Factors that Retirement Planology evaluates include the following:

- Participation, deferral percentage, and asset allocation
- Investment menu construction
- Plan design
- Total plan costs
- Participant education and communication
- Recordkeeping and administration
- Service provider capabilities and profiles

### *Service Vendor Selection and Monitoring*

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Retirement Planology assists its retirement plan clients in selecting trustees, custodians, accountants, actuaries, and other service providers. This process involves:

- Generating criteria to identify appropriate service provides
- Developing requests for proposals
- Objectively rating service providers
- Evaluating highly rated service provider candidates

Once a service provider is selected, Retirement Planology will assist a client in implementing the client's retirement plan program. In implementing the program, Retirement Planology will, among other things, review the plan design, develop performance standards, and review the service provider's contract.

## *Employee Education*

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Retirement Planology provides assistance with strategic employee education and communications in connection with client retirement plan programs. Retirement Planology will assist the client in identifying their education objectives, designing and executing a multifaceted plan to meet those objectives, and documenting activities. Retirement Planology will meet with employees in a group or one-on-one setting or will partner with another vendor to address the client's needs and objectives.

## *Miscellaneous*

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A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and any other administrative fees. Retirement Planology does not participate in any wrap fee programs.

Retirement Planology is a newly formed investment advisory firm. As such, its current assets under management are not yet reported.

## **Item 5: Fees and Compensation**

### **A. Fees Charged**

Retirement Planology's pension consulting fees are either based on a percentage of the client assets under advisement or as a fixed fee.

Fees are negotiable, dependent upon the precise nature of the services to be provided, including the scope of the work to be provided and the expertise required.

### *Asset Based Fees:*

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Retirement Planology's pension consulting fees are based on a percentage of the client assets under advisement and are calculated quarterly, in arrears, based on the asset value as of the last day of the previous quarter, in accordance with the following fee schedule:

<b>Assets Under Advisement</b>	<b>Annual Fee Rate</b>
<b>Under \$1,000,000</b>	1.00%
<b>\$1,000,001 to \$5,000,000</b>	0.75%
<b>\$5,000,001 to \$10,000,000</b>	0.50%
<b>\$10,000,001 to 50,000,000</b>	0.30%
<b>Over \$50,000,001</b>	0.15%

#### *Fixed Fees:*

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Retirement Planology's pension consulting fees based on a fixed fee are billed monthly or quarterly, in arrears. A flat fee is generally between \$5,000 and \$250,000. The amount of the fee is generally dependent on the scope of the services to be performed, size of the account, and number of meetings and consultations expected.

#### **B. Fee Payment**

Retirement Planology will deduct asset based advisory fees directly from the client's account, provided that (1) the client provides written authorization to the client's qualified custodian; and (2) the qualified custodian sends the client a statement at least quarterly, indicating all amounts disbursed from the account.

The client is responsible for verifying the accuracy of the fee calculation, as the client's custodian will not verify the calculation.

For fixed fees, Retirement Planology will bill the client directly at their request in accordance with the client contract.

#### **C. Other Fees**

The fees charged by Retirement Planology do not include fees charged by any exchange-traded fund, mutual fund, separate account manager, pooled investment vehicle, or any broker-dealer or custodian selected by the client. The management fees for pooled investment vehicles are disclosed in their confidential offering memoranda and applicable subscription documents or, in the case of an exchange-traded fund or mutual fund, in the respective fund's prospectus. Fees charged by separate account managers are described in the respective manager's disclosure documents (Brochure and Brochure Supplements). Clients are advised to read these materials carefully before investing. If a mutual fund also imposes sales charges, the client may pay initial or deferred sales charges as further described in the mutual fund's prospectus. A client using Retirement Planology may be precluded from using certain mutual funds or separate account managers because they may not be offered by the client's custodian. Please make sure to read Item 12 of this informational brochure, where we discuss broker-dealer and custodial issues.

#### **D. Pro Rata Fees**

All agreements may be terminated by written notice, and any unearned fees will be returned to the client. However, clients should be advised that a large portion of work related to a pension consulting is done in the early stages, and accordingly the return of unearned fees may not correlate directly to the amount of time during which the engagement was active. Because asset management services are charged on a per-day basis, fees will be pro-rated according to the number of days in the billing period the client was a client and unearned fees remitted to the client.

E. Compensation for the Sale of Securities

Not applicable.

**Item 6: Performance-Based Fees and Side-by-Side Management**

Retirement Planology clients will not be charged performance based fees.

**Item 7: Types of Clients**

Retirement Planology provides services to corporations and employer sponsors of qualified and non-qualified retirement plans. Employer sponsors are corporation, government entities, not-for-profit, entities, and other organizations sponsoring an employee retirement plan.

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

A. Methods of Analysis & Investment Strategies

It is important for clients to know and remember that all investments carry risks. **Investing carries a risk of loss all clients should be prepared to bear.**

When recommending investment options for retirement plans, Retirement Planology considers a variety of factors. These include the experience, expertise, investment philosophies and past performance of the manager. Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks. Based on a client's individual circumstances and needs, we will determine which selected options are appropriate for that client. We encourage clients to review each third-party manager's disclosure document regarding the particular characteristics of any program and managers selected by us.

We will regularly and continuously monitor the performance of the selected money managers. If we determine that a particular selected money manager is not providing sufficient value, we will recommend a change.

Retirement Planology will obtain appropriate due diligence on all managers, making reasonable inquiries into their performance calculations, policies and procedures, code of ethics policies and other operational and compliance matters to account for performance and risk management.

B. Risk of Loss

There are always risks to investing. **Clients should be aware that all investments carry various types of risk including the potential loss of principal that clients should be prepared to bear.** It is impossible



to name all possible types of risks. Among the risks are the following:

- **Political Risks.** Most investments have a global component, even domestic stocks. Political events anywhere in the world may have unforeseen consequences to markets around the world.
- **General Market Risks.** Markets can, as a whole, go up or down on various news releases or for no understandable reason at all. This sometimes means that the price of specific securities could go up or down without real reason, and may take some time to recover any lost value. Adding additional securities does not help to minimize this risk since all securities may be affected by market fluctuations.
- **Currency Risk.** When investing in another country using another currency, the changes in the value of the currency can change the value of securities in your portfolio.
- **Regulatory Risk.** Changes in laws and regulations from any government can change the value of a given company and its accompanying securities. Certain industries are more susceptible to government regulation. Changes in zoning, tax structure or laws impact the return on these investments.
- **Tax Risks Related to Short Term Trading:** Clients should note that Retirement Planology may engage in short-term trading transactions. These transactions may result in short term gains or losses for federal and state tax purposes, which may be taxed at a higher rate than long term strategies. Retirement Planology endeavors to invest client assets in a tax efficient manner, but all clients are advised to consult with their tax professionals regarding the transactions in client accounts.
- **Purchasing Power Risk.** Purchasing power risk is the risk that your investment's value will decline as the price of goods rises (inflation). The investment's value itself does not decline, but its relative value does, which is the same thing. Inflation can happen for a variety of complex reasons, including a growing economy and a rising money supply.
- **Business Risk.** This can be thought of as certainty or uncertainty of income. Management comes under business risk. Cyclical companies (like automobile companies) have more business risk because of the less steady income stream. On the other hand, fast food chains tend to have steadier income streams and therefore, less business risk.
- **Financial Risk.** The amount of debt or leverage determines the financial risk of a company.
- **Default Risk.** This risk pertains to the ability of a company to service their debt. Ratings provided by several rating services help to identify those companies with more risk. Obligations of the U.S. government are said to be free of default risk.
- **Information Risk:** All investment professionals rely on research in order to make conclusions about investment options. This research is always a mix of both internal (proprietary) and external (provided by third parties) data and analyses. Even an adviser who says they rely solely on proprietary research must still collect data from third parties. This data, or outside research is chosen for its perceived reliability, but there is no guarantee that the data or research will be completely accurate. Failure in data accuracy or research will translate to a compromised ability by the adviser to reach satisfactory investment conclusions.
- **Restriction Risk.** Clients may at all times place reasonable restrictions on the options or investment management of their accounts. However, placing these restrictions may make managing the accounts more difficult, thus lowering the potential for returns.
- **Risks Related to Investment Term & Liquidity.** Securities do not follow a straight line up in

value. All securities will have periods of time when the current price of the security is not an accurate measure of its value. If you require us to liquidate your portfolio during one of these periods, you will not realize as much value as you would have had the investment had the opportunity to regain its value. Further, some investments are made with the intention of the investment appreciating over an extended period of time. Liquidating these investments prior to their intended time horizon may result in losses.

**Item 9: Disciplinary Information**

Retirement Planology has not been the subject of any disciplinary action.

**Item 10: Other Financial Industry Activities and Affiliations**

- A. Neither Retirement Planology nor its representatives are registered as or have pending applications to become a broker/dealer or as representatives of a broker/dealer.
- B. Neither Retirement Planology, nor any of its related persons, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.
- C. Neither Retirement Planology nor its representatives have any material relationships to this advisory business that would present a material conflict of interest.
- D. Retirement Planology does not utilize nor select other advisers or third party managers.

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

A. Retirement Planology maintains an investment policy relative to personal securities transactions. This investment policy is part of Retirement Planology's overall Code of Ethics, which serves to establish a standard of business conduct for all of Retirement Planology's Representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

In accordance with Section 204A of the Investment Advisers Act of 1940, Retirement Planology also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by Retirement Planology or any person associated with Retirement Planology.

- B. Not applicable. Retirement Planology does not recommend to clients that they invest in any security in which Retirement Planology or any principal thereof has any financial interest.
- C. On occasion, an employee of Retirement Planology may purchase for his or her own account securities which are also recommended for clients. Our Code of Ethics details rules for employees

regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit.

D. On occasion, an employee of Retirement Planology may purchase for his or her own account securities which are also recommended for clients at the same time the clients purchase the securities. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit.

#### **Item 12: Brokerage Practices**

Retirement Planology does not have authority to select broker/dealers for client transactions. Retirement Planology does not receive any compensation, direct or indirect from any broker/dealer.

#### **Item 13: Review of Accounts**

Retirement Planology provides investment supervisory services on a quarterly basis. The principal of the firm is responsible for reviewing accounts as of each calendar quarter and more frequently as necessary, predicated upon changes that occur within the account, any of the underlying investments or the market in general. Retirement Planology's investment services include the creation of an Investment Policy Statement ["IPS"] that is appropriate for each specific client.

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

Retirement Planology does not compensate, directly or indirectly, any person, other than its own personnel, for client referrals.

#### **Item 15: Custody**

Retirement Planology does not maintain custody of client assets.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. Retirement Planology urges you to carefully review such statements.

**Item 16: Investment Discretion**

The client can determine to engage Retirement Planology to provide investment advisory services on a discretionary basis. Prior to Retirement Planology assuming discretionary authority over a client's account, the client shall be required to execute an agreement, naming Retirement Planology as the client's attorney and agent in fact, granting Retirement Planology full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage Retirement Planology on a discretionary basis may, at any time, impose reasonable restrictions, in writing, on Retirement Planology's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to purchase securities with an inverse relationship to the market, etc.).

**Item 17: Voting Client Securities**

Copies of our Proxy Voting Policies and procedures are available upon request.

From time to time, shareholders of stocks, mutual funds, exchange traded funds or other securities may be permitted to vote on various types of corporate actions. Examples of these actions include mergers, tender offers, or board elections. Clients are required to vote proxies related to their investments, or to choose not to vote their proxies. Retirement Planology will not accept authority to vote client securities. Clients will receive their proxies directly from the custodian for the client account.

**Item 18: Financial Information**

- A. Retirement Planology does not solicit fees of more than \$1,200, per client, six months or more in advance.
- B. Retirement Planology is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.
- C. Retirement Planology has not been the subject of a bankruptcy petition.