

# **Affordable Life Plans, LLC**

## **Firm Brochure Form ADV Part 2A**

3000 Kellway, Suite 100  
Carrollton, TX 75006

Main: (888) 426-9536  
Fax: (866) 212-2563

[jleaderer@affordablelifeplans.com](mailto:jleaderer@affordablelifeplans.com)

October 20, 2014

This brochure provides information about the qualifications and business practices of Affordable Life Plans, LLC. If you have any questions about the contents of this brochure, please contact us at (888) 426-9536 or by email at: [jleaderer@affordablelifeplans.com](mailto:jleaderer@affordablelifeplans.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 Affordable Life Plans, LLC is also available on the SEC's website at

[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Affordable Life Plans, LLC's CRD number is: 164009

## **Item 2 Summary of Material Changes**

The material changes in this brochure from the last annual updating amendment of Affordable Life Plans, LLC on March 21, 2014 are described below. This list summarizes changes to policies, practices or conflicts of interests only.

No investment adviser representatives of Affordable Life Plans, LLC are involved in any outside business activities (Items 5.E, 10.A, 10.C)

## Item 3 Table of Contents

Item 2 Summary of Material Changes .....	2
Item 3 Table of Contents .....	3
Item 4 Advisory Business .....	4
Item 5 Fees and Compensation.....	5
Item 6 Performance-Based Fees and Side-By-Side Management.....	7
Item 7 Types of Clients .....	7
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss .....	7
Item 9 Disciplinary Information .....	9
Item 10 Other Financial Industry Activities and Affiliations .....	9
Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading .....	9
Item 12 Brokerage Practices .....	10
Item 13 Review of Accounts .....	11
Item 14 Client Referrals and Other Compensation.....	11
Item 15 Custody.....	11
Item 16 Investment Discretion .....	11
Item 17 Voting Client Securities.....	11
Item 18 Financial Information .....	11
Item 19 Requirements for State-Registered Advisers .....	12

## Item 4 Advisory Business

### Description of the Advisory Firm

Affordable Life Plans, LLC is a Limited Liability Company organized in the state of Texas.

This firm has been in business since April 25, 2012, and the principal owners are Affordable Holdings, LLC (99%) and James Talbert (1%). [Affordable Holdings, LLC is owned by James Talbert (89%) and Shaun Knapp (10%).]

### Types of Advisory Services

Affordable Life Plans, LLC (hereinafter "ALP") offers the following services to advisory clients:

#### *Portfolio Management Services*

ALP offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. ALP creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels). Portfolio management services include, but are not limited to, the following:

<ul style="list-style-type: none"><li>• Investment strategy</li></ul>	<ul style="list-style-type: none"><li>• Personal Investment Policy</li></ul>
<ul style="list-style-type: none"><li>• Asset Allocation</li></ul>	<ul style="list-style-type: none"><li>• Asset Selection</li></ul>
<ul style="list-style-type: none"><li>• Risk Tolerance</li></ul>	<ul style="list-style-type: none"><li>• Regular Portfolio Monitoring</li></ul>

ALP evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

ALP seeks to provide that investment decisions are made in accordance with the fiduciary duties owed to its accounts and without consideration of ALP's economic, investment or other financial interests. To meet its fiduciary obligations, ALP attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and, accordingly, ALP's policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is ALP's policy to allocate investment opportunities and transactions it identifies as being appropriate and prudent, that might have a limited supply, among its clients on a fair and equitable basis over time.

#### *Financial Planning*

Financial plans and financial planning may include, but are not limited to: investment planning, life insurance; tax concerns; retirement planning; college planning; and debt/credit planning, as well as student loan consolidation and loan forgiveness. These services are based on fixed fees and hourly fees and the final fee structure is documented in Exhibit II of the Financial Planning Agreement.

In offering financial planning, a conflict exists between the interests of the investment adviser and the interests of the client. The client is under no obligation to act upon the investment adviser's recommendation, and, if the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through the investment adviser. This statement is required by California Code of Regulations, 10 CCR Section 260.235.2.

### *Services Limited to Specific Types of Investments*

ALP generally limits its investment advice to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, hedge funds, REITs, insurance products including annuities, private placements, and government securities. ALP may use other securities as well to help diversify a portfolio when applicable.

### **Client Tailored Services and Client Imposed Restrictions**

ALP offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients may restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent ALP from properly servicing the client account, or if the restrictions would require ALP to deviate from its standard suite of services, ALP reserves the right to end the relationship.

### **Wrap Fee Programs**

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. ALP does not participate in any wrap fee programs.

### **Amounts under Management**

ALP has the following assets under management:

Discretionary Amounts	Non-discretionary Amounts	Date Calculated
\$4,000	\$0.00	09/18/2014

## **Item 5 Fees and Compensation**

### **Fee Schedule**

#### *Portfolio Management Services Fees*

Total Assets Under Management	Annual Fee
\$0 - \$100,000	1.25%
\$100,001 - \$499,000	1.00%
\$500,000 - \$999,999	0.75%
\$1,000,000 - \$1,999,999	0.50%
\$2,000,000 or more	Negotiable

*There is a Flat Fee of \$4 per month on accounts under \$4000*

These fees are negotiable and the final fee schedule is attached as Exhibit II of the Investment Advisory Contract.

Clients may terminate the agreement without penalty, for full refund of ALP's fees, within five business days of signing the Investment Advisory Contract. Thereafter, clients may terminate the Investment Advisory Contract with thirty days' written notice.

ALP bills based on the balance on the first day of the billing period

## *Financial Planning Fees*

### *Fixed Fees*

Depending upon the complexity of the situation and the needs of the client, the rate for Creating client financial plans is between \$2,000 and \$3,500. Fees are paid in ACH bank draft in advance, but never more than six months in advance. Fees that are charged in advance will be refunded based on the prorated amount of work completed at the point of termination. The fees are negotiable and the final fee schedule will be attached as Exhibit II of the Financial Planning Agreement. Clients may terminate their contracts without penalty within five business days of signing the advisory contract.

The fee refunded will be the balance of the fees collected in advance minus the hourly rate times the numbers of hours of work that has been completed up to and including the day of termination. Lower fees for comparable services may be available from other sources.

### *Hourly Fees*

Depending upon the complexity of the situation and the needs of the client, the hourly fee for these services is between \$100 and \$500. The fees are negotiable and the final fee schedule will be attached as Exhibit II of the Financial Planning Agreement. Fees are paid by ACH bank draft in advance, but never more than six months in advance. Fees that are charged in advance will be refunded based on the prorated amount of work completed at the point of termination. Clients may terminate their contracts without penalty within five business days of signing the advisory contract.

The fee refunded will be the balance of the fees collected in advance minus the hourly rate times the number of hours of work that has been completed up to and including the day of termination. Lower fees for comparable services may be available from other sources.

### *Other Fees*

ALP offers a special financial planning service that focuses on student loan consolidation and loan forgiveness. Depending upon the client's financial situation, ALP also assists the client with retirement planning and investment decisions. ALP charges \$499 for the financial plan, which includes filing of the student loan consolidation/forgiveness paperwork. The client pays \$49.95 monthly, in addition to the \$499, for ongoing financial advice and the required annual filing of the student loan paperwork.

## **Payment of Fees**

### *Payment of Portfolio Management Fees*

Portfolio management fees are withdrawn directly from the client's accounts with client's written authorization or may be invoiced and billed directly to the client; clients may select the method in which they are billed. Fees are paid monthly or quarterly at the client's choice.

### *Payment of Financial Planning Fees*

Hourly Financial Planning fees are paid via check or credit card in advance, but never more than six months in advance. Fees that are charged in advance will be refunded based on the prorated amount of work completed at the point of termination.

Fixed Financial Planning fees are paid via check or credit card in advance, but never more than six months in advance. Fees that are charged in advance will be refunded based on the prorated amount of work completed at the point of termination.

## **Clients Are Responsible For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by ALP. Please see Item 12 of this brochure regarding broker/custodian.

### **Prepayment of Fees**

ALP collects fees in advance. Refunds for fees paid in advance will be returned within fourteen days to the client via check, or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be the balance of the fees collected in advance minus the daily rate\* times the number of days in the billing period up to and including the day of termination. (\*The daily rate is calculated by dividing the annual asset-based fee by 365.)

Fixed fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination.

For hourly fees that are collected in advance, the fee refunded will be the balance of the fees collected in advance minus the hourly rate times the number of hours of work that has been completed up to and including the day of termination.

### **Outside Compensation for the Sale of Securities to Clients**

Neither ALP nor its supervised persons accept 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 Performance-Based Fees and Side-By-Side Management**

ALP does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## **Item 7 Types of Clients**

ALP generally provides investment advice to the following types of clients:

Individuals

Minimum Account Size There is no account minimum.

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

### **Methods of Analysis and Investment Strategies**

#### *Methods of Analysis*

ALP's method of analysis includes fundamental analysis.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

#### *Investment Strategies*

ALP only provides general investment advice to clients and uses long term trading.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **Material Risks Involved**

#### *Methods of Analysis*

**Fundamental analysis** concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

### *Investment Strategies*

ALP only provides general investment advice to clients and uses long term trading.

Long term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **Risks of Specific Securities Utilized**

ALP generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets. However, it will utilize short sales, margin transactions, and options writing. Short sales, margin transactions, and options writing generally hold greater risk of capital loss and clients should be aware that there is a material risk of loss using any of those strategies.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss. Mutual funds are not guaranteed or insured by the FDIC or any other government agency. You can lose money investing in mutual funds. All mutual funds have costs that lower investment returns. They can be of bond “fixed income” nature (lower risk) or stock “equity” nature (mentioned above).

**Equity investment** generally refers to buying shares of stocks by an individual or firms in return for receiving a future payment of dividends and capital gains if the value of the stock increases. There is an innate risk involved when purchasing a stock that it may decrease in value and the investment may incur a loss.

**Treasury Inflation Protected/Inflation Linked Bonds:** The Risk of default on these bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal.

**Fixed Income** is an investment that guarantees fixed periodic payments in the future that may involve economic risks such as inflationary risk, interest rate risk, default risk, repayment of principal risk, etc.

**Debt securities** carry risks such as the possibility of default on the principal, fluctuation in interest rates, and counterparties being unable to meet obligations.

**Stocks & Exchange Traded Funds (ETF):** Investing in stocks & ETF's carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Investments in these securities are not guaranteed or insured by the FDIC or any other government agency.

**Real Estate funds** face several kinds of risk that are inherent in this sector of the market. Liquidity risk, market risk and interest rate risk are just some of the factors that can influence the gain or loss that is passed on to the investor. Liquidity and market risk tend to have a greater effect on funds that are more growth-oriented, as the sale of appreciated properties depends upon market demand. Conversely, interest rate risk impacts the amount of dividend income that is paid by income-oriented funds.

**Hedge Funds** are not suitable for all investors and involve a high degree of risk due to several factors that may contribute to above average gains or significant losses. Such factors include leveraging or other speculative investment practices, commodity trading, complex tax structures, a lack of transparency in the underlying investments, and generally the absence of a secondary market.

**REITs** have specific risks including valuation due to cash flows, dividends paid in stock rather than cash, and the payment of debt resulting in dilution of shares.



**Private placements** carry a substantial risk as they are largely unregulated offerings not subject to securities laws.

**Precious Metal ETFs (Gold, Silver, Palladium Bullion backed “electronic shares” not physical metal):** Investing in precious metal ETFs carries the risk of capital loss.

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

## **Item 9 Disciplinary Information**

### **Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **Administrative Proceedings**

There are no administrative proceedings to report.

### **Self-regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

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

### **Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither ALP nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

### **Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither ALP nor its representatives are registered as or have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.

### **Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

Neither ALP nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

### **Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections**

ALP does not utilize nor select other advisers or third party managers. All assets are managed by ALP management.

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

### **Code of Ethics**

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Our Code of Ethics is available free upon request to any client or prospective client.

### **Recommendations Involving Material Financial Interests**

ALP does not recommend that clients buy or sell any security in which a related person to ALP or ALP has a material financial interest.

### **Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of ALP may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of ALP to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. ALP will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

### **Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of ALP may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of ALP to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. ALP will always transact client's transactions before its own when similar securities are being bought or sold.

## **Item 12 Brokerage Practices**

### **Factors Used to Select Custodians and/or Broker/Dealers**

Custodians/broker-dealers will be recommended based on ALP's duty to seek "best execution," which is the obligation to seek to execute securities transactions for a Client on terms that are the most favorable to the Client under the circumstances. The client will not necessarily pay the lowest commission or commission equivalent, and ALP may also consider the market expertise and research access provided by the payment of commissions, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers to aid in the research efforts of ALP. ALP will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker- dealer/custodian.

### **Research and Other Soft-Dollar Benefits**

ALP receives no research, product, or services other than execution from a broker- dealer or third-party in connection with client securities transactions ("soft dollar benefits").

### **Brokerage for Client Referrals**

ALP receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### **Clients Directing Which Broker/Dealer/Custodian to Use**

ALP may permit Clients to direct it to execute transactions through a specified broker- dealer. Clients must refer to their advisory agreements for a complete understanding of how they may be permitted to direct brokerage. ALP may be unable to achieve most favorable execution of client transactions if clients choose to direct brokerage. This may cost clients money because without the ability to direct brokerage ALP may not be able to aggregate orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices. If a client directs brokerage, the client will be required to acknowledge in writing that the Client's direction with respect to the use of brokers supersedes any authority granted to ALP to select brokers; this direction may result in higher commissions, which may result in a disparity between free and directed accounts; and trades for the client and other directed accounts may be executed after trades for free accounts, which may result in less favorable prices, particularly for illiquid securities or during volatile market conditions. Not all investment advisers allow their clients to direct brokerage.

### **Aggregating (Block) Trading for Multiple Client Accounts**

ALP maintains the ability to block trade purchases across accounts. Block trading may benefit a large group of clients by providing ALP the ability to purchase larger blocks resulting in smaller transaction costs to the client. Declining to block trade can cause more expensive trades for clients.

## **Item 13 Review of Accounts**

### **Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

All client portfolio management accounts are reviewed at least quarterly only by James Leaderer, CCO with regard to clients' respective investment policies and risk tolerance levels.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by James Leaderer, CCO. There is only one level of review and that is the total review conducted to create the financial plan.

### **Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **Content and Frequency of Regular Reports Provided to Clients**

Each portfolio management client will receive at least quarterly a written report that details the client's account including assets held and asset value, which report will come from the custodian.

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

### **Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

ALP does not receive any economic benefit, directly or indirectly from any third party for advice rendered to ALP clients.

### **Compensation to Non-Advisory Personnel for Client Referrals**

ALP does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15 Custody**

When it deducts fees directly from client accounts at a selected custodian, ALP will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy.

## **Item 16 Investment Discretion**

ALP does not have discretion over client accounts at any time.

## **Item 17 Voting Client Securities**

ALP will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18 Financial Information**

### **Balance Sheet**

ALP does not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither ALP nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

**Bankruptcy Petitions in Previous Ten Years**

ALP has not been the subject of a bankruptcy petition in the last ten years.

**Item 19 Requirements for State-Registered Advisers****Principal Executive Officers and Management Persons; Their Formal Education and Business Background**

ALP currently has only one management person/executive officer: James Patrick Leaderer. Education and business background can be found on the Form ADV Part 2B brochure supplement for such individual.

Affordable Holdings, LLC is the majority owner of Affordable Life Plans. Affordable Holdings, LLC is owned by James Braxton Talbert (89%) and Shaun Paul Knapp (10%). The principals of Affordable Holdings, LLC will not provide investment advice. Mr. Shaun Knapp received a BBA in Business Management from Texas Tech University in 2001. Mr. James Talbert received a BBA in Finance from Southern Methodist University (SMU) in May 2011.

**Other Businesses in Which This Advisory Firm or its Personnel are Engaged and Time Spent on Those (If Any)**

James Patrick Leaderer's other business activities can be found on the Supplemental ADV Part 2B form.

Shaun Paul Knapp is currently President of Affordable Holdings, LLC and James Talbert is the Director of Business Development with AH.

All material conflicts of interest under Section 260.238 (k) of the California Corporations Code are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

**How Performance Based Fees are Calculated and Degree of Risk to Clients**

ALP does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

**Material Disciplinary Disclosures for Management Persons of this Firm**

No management person at ALP or ALP has been involved in an arbitration claim or been found liable in a civil, self-regulatory organization, or administrative proceeding that is material to the client's evaluation of the firm or its management.

**Material Relationships That Management Persons Have With Issuers of Securities (If Any)**

See Item 10.C.