

Financial Planning & Consulting Services, Inc Client Brochure

This brochure provides information about the qualifications and business practices of Financial Planning & Consulting Services, Inc. If you have any questions about the contents of this brochure, please contact us at (714) 970-2511 or by email at: jpatrona@fpcsyl.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 Financial Planning & Consulting Services, Inc is also available on the SEC's website at www.adviserinfo.sec.gov. Financial Planning & Consulting Services, Inc's CRD number is: 112440

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Registration does not imply a certain level of skill or training.

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Item 2: Material Changes

Financial Planning & Consulting Services, Inc has no material changes to report.

Item 3: Table of Contents

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Item 4: Advisory Business

A. Description of the Advisory Firm

This firm has been in business since March 13, 1983 and became a Registered Investment Advisor March 24, 1999. The principal owner is Jack Patrona.

B. Types of Advisory Services

Financial Planning & Consulting Services, Inc (hereinafter "FPCS") offers the following services to advisory clients:

Investment Supervisory Services

FPCS offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. FPCS creates an Investment Advisory Agreement for each client. This document, which includes its 3 attachments, outlines the client's current situation (income, tax levels, and risk tolerance levels) and a plan which guides the selection of a portfolio that matches each client's specific situation. Investment supervisory services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

FPCS evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. FPCS will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the client's Investment Advisory Agreement, a copy of which is given to the client.

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. These services are based on hourly fees and the final fee structure is documented within the Client Retainer Agreement.

Services Limited to Specific Types of Investments

FPCS limits its investment advice and money management to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, hedge funds, and government securities. FPCS may use other securities as well to help diversify a portfolio when applicable.

C. Client Tailored Services and Client Imposed Restrictions

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

D. Wrap Fee Programs

FPCS does not participate in any wrap fee programs.

E. Amounts Under Management

FPCS has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
128700000	0	12/31/2014

Item 5: Fees and Compensation

A. Fee Schedule

Investment Supervisory Services Fees

Total Assets Under Management	Annual Fee
Less than \$100,000	1.50%
\$100,000 - \$249,999	1.10%
\$250,000 - \$499,999	1.00%
\$500,000 - \$749,999	0.90%
\$750,000 - \$999,999	0.80%
\$1,000,000 and Above	0.60%

These fees are negotiable and the final fee schedule (titled: Portfolio Management Agreement Management Fees) is the first attachment included in the Investment Advisor Agreement. Fees are paid quarterly in advance, and clients may terminate their contracts with thirty days' written notice. Refunds are given on a prorated basis, based on the number of days remaining in a quarter at the point of termination. Clients may terminate their contracts without penalty, for full refund, within 5 business days of signing the advisory contract.

Financial Planning Fees

Hourly Fees

Depending upon the complexity of the situation and the needs of the client, the hourly fee for these services is between \$150 and \$200. The fees are negotiable and the final fee schedule will be appearing within the Client Retainer Agreement. Fees are paid in arrears upon completion. Because fees are charged in arrears, no refund is necessary.

B. Payment of Fees

Payment of Investment Supervisory Fees

Advisory fees may be withdrawn directly from the client's accounts with client written authorization. Fees are paid quarterly in advance.

Alternately, advisory fees maybe invoiced and billed directly to the client with payments due within thirty days of receiving the invoice. Clients may select the method in which they are billed.

Payment of Financial Planning Fees

Hourly Financial Planning fees are paid via check in arrears upon completion. Because fees are charged in arrears, no refund is necessary.

C. Clients Are Responsible For Third Party Fees

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

D. Prepayment of Fees

FPCS collects fees in advance and in arrears. Fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination and the total days during the billing period. Fees will be returned within fourteen days to the client via check.

E. Outside Compensation for the Sale of Securities to Clients

Neither FPCS nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or services fees from the sale of mutual funds.

Item 6: Performance-Based Fees and Side-By-Side Management

FPCS 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

FPCS generally provides investment advice and/or management supervisory services to the following Types of Clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Trusts, Estates, or Charitable Organizations
- ❖ Corporations or Business Entities

Minimum Account Size

There is an account minimum, \$250,000, which may be waived by the investment advisor, based on the needs of the client and the complexity of the situation.

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

A. Methods of Analysis and Investment Strategies

FPCS's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

Charting analysis involves the use of patterns in performance charts. FPCS uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

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

Technical analysis involves the analysis of past market data; primarily price and volume.

Cyclical analysis involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

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

B. Material Risks Involved

FPCS utilizes Long Term Trading, Short Term Trading, Short Sales, Margin Transactions, and Options Writing Strategies (including covered options, uncovered options, or spreading strategies).

FPCS utilizes investment strategies that are designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes. Short sales, margin transactions, and options writing generally hold greater risk and clients should be aware that there is a material risk of loss when using any of those strategies.

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

C. Risks of Specific Securities Utilized

FPCS generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

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

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business or the integrity of our management.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Neither FPCS nor its representatives are registered as a broker/dealer or as representatives of a broker/dealer.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither FPCS nor its representatives are registered as a FCM, CPO, or CTA.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

Jack Patrona is an Enrolled Agent. From time to time, he will offer clients advice or products from those activities. FPCS always acts in the best interest of the client. Clients are in no way required to use the services of any representative of FPCS in their capacity as an Enrolled Agent.

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.

D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections

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

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

A. 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. Clients may request a copy of our Code of Ethics from management.

B. Recommendations Involving Material Financial Interests

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

C. Investing Personal Money in the Same Securities as Clients

From time to time, representatives of FPCS may buy or sell securities for themselves that they also recommend to clients. FPCS 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.

D. Trading Securities At/Around the Same Time as Clients' Securities

From time to time, representatives of FPCS may buy or sell securities for themselves at or around the same time as clients. FPCS will not trade non-mutual fund or non-ETF securities 5 days prior to or 5 days after trading the same security for clients.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

The Custodian, Fidelity Brokerage Services LLC., was chosen based on their relatively low transaction fees and access to mutual funds and ETFs. FPCS will never charge a premium or commission on transactions, beyond the actual cost imposed by Custodian.

1. *Research and Other Soft-Dollar Benefits*

FPCS does not receive any cash benefits, including commissions, from Fidelity or any other party in connections with client accounts. Certain non-cash benefits may be received by FPCS from Fidelity, which would not be available if FPCS did not maintain a relationship with Fidelity. These non-cash benefits received by FPCS from the Custodian include:

- Fidelity directly reimburses clients for termination and/or transfer fees levied by firms during the process of bringing their accounts to Fidelity;
- Duplicate client account confirmations and statements;
- FPCS's access to a trading desk for institutional clients;
- Ability to have investment advisory fees automatically deducted from client accounts;
- Access to an electronic communications network for client order entry and account information;
- Compliance publications and continuing education seminars;
- Lower minimum initial investments required for mutual fund investment than is generally required;
- Research services through Morningstar;
- Access to certain institutional mutual funds by FPCS's retail investors.

2. *Brokerage for Client Referrals*

FPCS does not recommend a custodian/broker/dealer(s) based on compensation for client referrals received from the custodian(s) for client referrals. In fact, FPCS does not accept compensation for any such referrals.

3. *Clients Directing Which Broker/Dealer/Custodian to Use*

FPCS allows clients to direct brokerage. FPCS may be unable to achieve most favorable execution of client transactions if clients choose to [do](#) direct brokerage. This may cost clients money because without the ability to do direct brokerage FPCS may not be able to aggregate

orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices.

B. Aggregating (Block) Trading for Multiple Client Accounts

FPCS maintains the ability to block trade purchases across accounts. While block trading may benefit clients by purchasing larger blocks in groups, we do not feel that the clients are at a disadvantage due to the best execution practices of our custodian.

Item 13: Reviews of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

Client accounts are reviewed monthly only by Jack Patrona, President. Jack Patrona is the only advisor and reviews clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at FPCS are assigned to this reviewer.

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

B. 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).

C. Content and Frequency of Regular Reports Provided to Clients

Each client will receive at least annually a written report detailing the clients account.

Clients are provided a one-time financial plan concerning their financial situation. After the presentation of the plan, there are no further reports. Clients may request additional plans or reports for a fee.

Item 14: Client Referrals and Other Compensation

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

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

B. Compensation to Non -Advisory Personnel for Client Referrals

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

Item 15: Custody

FPCS does not take custody of client accounts at any time. Custody of client's accounts is held primarily at Fidelity Brokerage Services LLC. Clients will receive account statements from the custodian and should carefully review those statements.

Item 16: Investment Discretion

For those client accounts where FPCS provides ongoing supervision, FPCS maintains limited power of authority over client accounts with respect to securities to be bought and sold and amount of securities to be bought and sold. All buying and selling of securities is explained to clients in detail before an advisory relationship has commenced.

Item 17: Voting Client Securities (Proxy Voting)

FPCS 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

A. Balance Sheet

FPCS does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

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

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

C. Bankruptcy Petitions in Previous Ten Years

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

D. Disclosure Concerning Registrant's Eligibility for Registration with the Commission

One client relationship accounts for 71% of assets under management. Should that relationship decline significantly, FPCS, Inc may no longer be eligible to be registered with the commission. If that were to occur, FPCS, Inc would then be registered with the state of California instead.