



CHAMBERLAIN FINANCIAL PLANNING & WEALTH MANAGEMENT

DBA of Chamberlain Financial Planning LLC

March 29, 2015

Firm Brochure

(Part 2A of Form ADV)

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This brochure provides information about the qualifications and business practices of Chamberlain Financial Planning and Wealth Management a DBA for Chamberlain Financial Planning LLC. If you have any questions about the contents of this brochure, please contact us at: 800-347-1340, or by email at: mike@chamberlainfp.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. Registration does not imply a certain level of skill or training.

Additional information about Chamberlain Financial Planning and Wealth Management is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Since the last Brochure update on March 31, 2014, Chamberlain Financial Planning and Wealth Management has had the following material changes:

- As of the date of this Brochure, Chamberlain Financial Planning and Wealth Management will be registered with the Securities and Exchange Commission ("SEC"), rather than the State of California Division of Securities. This is due to our level of Assets Under Management, as Registered Investment Advisors with above \$100 million of Assets Under Management are subject to SEC, rather than State, regulation and oversight.

Full Brochure Available

The firm may at any time update this document. Annually we will either send the latest brochure or an offer to send an electronic or hard copy form of the updated brochure, whenever changes are made.

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 800-347-1340 or by email at: mike@chamberlainfp.com.

Important Information: Throughout this document Chamberlain Financial Planning & Wealth Management shall also be referred to as the "firm," "our," "we" or "us." These terms are utilized for the reader's ease of use while reviewing the brochure and are not meant to imply the firm is larger than it actually may be at the time of publication. The client or prospective client may also be referred to as "you," "your," etc., and refers to a client engagement involving a single person as well as two or more persons. The term "advisor" and "adviser" are used interchangeably where accuracy in identification is necessary (i.e., Internet address, etc.).

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Item 4 Advisory Business

Firm Description

Chamberlain Financial Planning LLC was founded in 2007 and began using the DBA Chamberlain Financial Planning and Wealth Management (“we” or “the firm”) in September of 2012 to more fully convey the services provided.

Chamberlain Financial Planning and Wealth Management is a Registered Investment Advisor, registered with the Securities and Exchange Commission and domiciled in the state of California. The firm and its associated personnel may register or meet certain exemptions to register and other jurisdictions where advisory business is conducted.

We provide personalized confidential financial planning, investment management services and wealth management to individuals, couples, families, high net worth individuals, trusts, estates, small businesses and retirement plans.

Advice is provided through consultations with the client(s) and may include: determination of financial objectives, identification of financial problems, cash flow management, debt management, tax planning, insurance review, investment review, investment allocation, investment selection, investment management, education funding, retirement planning, estate planning and consultation with the clients other advisors.

Chamberlain Financial Planning and Wealth Management is a fee-only financial firm and does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. Michael Chamberlain does hold a Life and Health insurance license issued by the California Department of Insurance as required by the State for providing insurance advice as part of the financial planning service. The firm is not affiliated with entities that sell financial products or securities to the clients of the firm. No commissions, referral fees or finder’s fees are accepted associated with any of our clients.

An initial “get acquainted meeting” is offered and is considered an exploratory or discovery interview to determine the extent to which financial planning, investment management or wealth management may be beneficial to the client. At the conclusion of this meeting the client will be provided a written fee quote for the services the client wishes to receive.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) may be introduced to the client but are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they may arise.

Michael Chamberlain CFP® AIF® is the managing member of the LLC, the designated principle (supervisor) and the compliance officer.

Principal Owner

Michael Chamberlain is the sole owner of the LLC.

Types of Advisory Services

The firm furnishes primarily three types of service

- Financial Planning
- Investment Management
- Wealth Management

We provide advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that could include estate planning.

As of 3/2/2015, Chamberlain Financial Planning and Wealth Management manages approximately \$121,300,000 in assets for approximately 80 client households. Approximately \$8,000,000 is managed on a discretionary basis, and \$113,300,000 is managed on a non-discretionary basis.

Those financial planning clients who personally implement the investment recommendations provided by the firm are not included in the above asset management data.

Tailored Relationships

The services and relationship is determined by the client and are based on the client's needs and design. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following four types of agreements define the typical client relationships.

1. Hourly Planning Engagements

We provide hourly financial advice, investment implementation services, investment reporting services, or other services for clients who prefer an hourly approach or for smaller engagements. The hourly rate is from \$60 to \$270 based on which staff is providing the services and billed in 10 minute increments.

2. Financial Planning Project

A financial plan is designed to help the client with many aspects of financial planning that are relevant to the client and are agreed to ahead of time.

The financial plan may include, but is not limited to:

- Net worth statement and cash flow statement
- Review of investment accounts, including reviewing asset allocation and providing repositioning recommendations
- Review of retirement accounts and recommendations if necessary
- Review of insurance policies and recommendations if necessary
- Retirement planning
- Estate planning review and recommendations
- Education planning with funding recommendations.

Detailed investment advice and specific recommendations may be provided as part of a financial plan. Help implementing the recommendations is not typically part of the financial plan but is made available at the discretion of the client.

The fee for a financial plan will be either a fixed fee or an estimate within a fee range. With the estimated fee option, the final fee is based on the actual time spent and billed in 10 minute increments at \$60 to \$270 an hour, depending on the staff providing the service. The final fee will not exceed the upper end of the quote. In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of the written and/or electronic financial plan, a one half hour follow up meeting and or emails is provided within one month to address any client questions. Future face-to-face meetings or phone calls or emails may be scheduled as necessary by the client under the term of the agreement in effect and the standard hourly rates apply. Follow-up implementation work is billed separately.

We do not participate in wrap fee investment programs.

3. Investment Management

Some clients engage us to help manage their investments after they have completed their financial plan. The Investment Management service could include some or all of the following depending on the client;

- Opening new accounts
- Transferring assets
- Buying and selling investments
- Monitoring investments and the client's asset allocation
- Periodic reporting to the client on the portfolio and the investments
- Rebalance periodically based on the client's Investment Policy Statement and tax considerations
- Recommendations are provided on held away assets

The management may be on a discretionary or non discretionary basis (referred to as co-management), based on the clients preference.

4. Wealth Management

For those clients with a larger asset base and who may have limited time to implement their plan, ongoing Wealth Management services are available. This includes a comprehensive financial plan (described above); we help implement the plan as well as providing the investment management (described above). We also consult with the clients other advisors (legal, tax, risk, etc.) to be sure all aspects of the client's financial life are integrated. This is designed as a long-term and ongoing relationship.

Asset Management

For Investment Management or Wealth Management clients, assets are invested primarily in no-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each shareholder a

fee (fund expense ratio) that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase or sale of some funds and/or have annual account fees and other fees.

Stocks and bonds may also be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades.

Investments may include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual fund shares), U. S. government securities, and interests in partnerships.

We do not offer Initial Public Offerings (IPOs).

We do not receive any compensation, in any form, from fund or investment companies, custodians or broker dealers.

Workshop Presentations

Appropriately trained and registered associated personnel of Chamberlain Financial Planning and Wealth Management may provide educational workshops on a periodic basis for the general public or specific groups on topics related to personal finance, investing, retirement planning, etc. These workshops or presentations are educational in nature and do not involve the sale of an investment or insurance product. Such information presented cannot be based on any one person's needs nor does the personnel of Chamberlain Financial Planning and Wealth Management provide individual advice to attendees during such sessions.

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying the firm in writing. The client may terminate the agreement within 5 days of the signing of the agreement without penalty.

Thereafter, the client may terminate the agreement with a 30 day written notice. For Financial Planning agreements the client will pay for the time expended on an advisory engagement prior to notification of termination.

For Investment Management clients a prorated basis of the quarterly retainer fee will be refunded. For Wealth Management clients the quarterly retainer fee will be prorated for the quarter except the first quarter, which is not refunded. If the client made an advance payment, we will refund any unearned portion of the advance payment within 10 business days.

The firm also may terminate any of the aforementioned agreements at any time by providing a 30-day written notice to the client. If the client made an advance payment, we will refund any unearned portion of an advance payment within 10 business days.

For Investment Management or Wealth Management clients following termination, it is the client or their legal representative's responsibility to ensure an immediate transfer is completed of any portfolio account or residual amount to the receiving service provider, since Chamberlain Financial Planning and Wealth Management will no longer be responsible for said accounts. There is no fee for termination of the agreement. Termination and/or account transfer fees may be issued by a custodian.

All refunds will be made within 10 business days.

Item 5 Fees and Compensation

Description

Clients decide which fee methodology is preferred for their circumstance. The firm's fees can be (1) hourly charges, (2) fixed project fees, or (3) retainer agreement fees or a combination of the 3 options.

1. Hourly rates are between \$60 and \$270 in 10 minute increments.
2. Financial plans are priced according to the degree of complexity associated with the client's situation. Typically they are between \$2,000 and \$4,000 but can be more or less depending on the client's situation.
3. The Investment Management annual retainer is typically based on the number of accounts, amount of assets, allocation complexity, expected time required during the year and advisor liability exposure. There is no set fee calculation.

The retainer is mutually agreed to at the onset of the relationship. The annual fee is established ahead of time and paid quarterly in advance (25% per quarter). The retainer fee may be reestablished from time to time by the firm with the client's consent.

A specific retainer quote is provided after our complete understanding of the client's goals and current investments. Our annual retainer fee would not exceed:

1.0% on the first \$1 million of investments

0.7% on the next \$1 million of investments

0.5% over \$2 million of investments

except there is a minimum annual fee is \$5,000 at the discretion of Chamberlain Financial Planning and Wealth Management. Current client relationships may exist where the fees are different than the retainer maximum stated above.

4. Wealth Management fees are mutually agreed to at the onset of the relationship. The fees are typically based on the complexity of the client's situation, number and amount of assets, expected time required during the year and advisor liability exposure. The annual fees are established ahead of time and paid quarterly in advance (25% per quarter). The retainer fee may be reestablished from time to time by the firm with the client's consent. The retainer fee would not exceed the following. Exact amount will be stated in the client agreement.

1.20% on the first \$1,000,000 of investments

0.80% on the next \$1,000,000 of investments

0.60% on the assets above \$2,000,000 of investments

except there is a minimum annual fee is \$12,000 at the discretion of Chamberlain Financial Planning and Wealth Management. Current client relationships may exist where the fees are different than the retainer maximum stated above.

Fee Billing

Hourly fees are billed at the end of the month, when completed or later.

Fees for financial plans are billed \$500 in advance as a deposit, with the balance due upon delivery of the financial plan. There will never be an instance where \$1,200 or more is required or solicited, 6 or more months in advance.

Investment Management and Wealth Management client's retainer fees are typically billed quarterly, in advance. Fees may be paid by the client directly or fees can be deducted from a client(s) designated account. The client must give written permission in advance to direct debiting of their investment account(s). Quarterly statements will be provided to the client based on their preference either by mail, email or posted to a secure online data sharing site (Sharefile).

In all instances, the client bears responsibility for verifying the accuracy of fee calculations in their invoice/statement. The custodian cannot determine whether the fee is the calculated since there is no fee calculation.

Our firm strives to offer fees that are fair and reasonable in light of the experience of the firm and the services to be rendered. Similar services may be made available from other providers, and potentially at lower or higher rates.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds, exchange-traded funds (ETF's), stocks or bonds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

The firm does not receive "trailer" or SEC Rule 12b-1 fees from any investment company. Fees are charged by these issuers are detailed in prospectuses or product descriptions and clients are encouraged to read these documents before investing. Chamberlain Financial Planning & Wealth Management receives none of these described or similar fees or charges.

Additional information about CFPWM fees in relationship to its brokerage practices is noted in Item 12.

Expense Ratios

Mutual funds and ETF's generally charge a management fee for their services as investment managers and is called an "expense ratio". For example, an expense ratio of 0.005 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to the firm.

Performance figures quoted by mutual fund companies in various publications are after the expense ratios have been deducted.

Past Due Accounts and Termination of Agreement

We reserve the right to stop work on any account that is more than 10 days overdue. In addition, we reserve the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information

about financial situations when necessary and appropriate, in Chamberlain Financial Planning and Wealth Management's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 10 days.

General Information

Chamberlain Financial Planning and Wealth Management reserves the right to adjust certain fees from those stated above based on unique individual circumstances, special arrangements, pre-existing relationships or otherwise may be determined by a firm principle. The firm also reserves the right to decline service to any prospective client for any reason.

The firm will use its best judgment and good faith efforts in rendering services to its clients. The firm cannot warrant or guarantee any particular level of account performance or that the accounts will be profitable over time. Past performance is not a good indicator of future results. Services provided by the firm may be obtained from other providers at lower or higher costs. The client is free to decline recommendations made by the firm.

Except as may otherwise be provided by law, the firm will not be liable to the client heirs or assigns for any loss an account may suffer by reason of an investment decision made or other actions taken or omitted in good faith by the firm with the degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in fiduciary capacity would use; any loss arising from the firm's adherence to the client or their legal agents direction; or any act or failure to act by a service provider maintaining an account. Federal and state securities laws impose liability under certain circumstances on persons who act in good faith and therefore, nothing contained in this document or your arrangement with our firm shall constitute a waiver of any rights that you may have under federal or state securities laws.

Item 6 Performance-Based Fees

Sharing of Capital Gains

We do not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client.

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Item 7 Types of Clients

Description

We generally work with successful working or retired individuals, couples, families, retirement plans, trusts, estates, corporations or business entities.

Client ages range from 27 to 96. Clients net worth range from a negative amount to multimillions of dollars. Client income varies to that of a student's to more than \$2 million a year. Client relationships vary in scope and length of service.

Clients provide an adequate level of information and documentation to the firm throughout the term of the engagement, including source of funds, income levels, client or legal agent's authority to act on behalf of the account, among others. This

will allow the firm to determine the appropriateness of its financial planning or investment strategy for the client or account.

Account Minimums

There is no account minimum for hourly financial planning clients.

Clients receiving ongoing Investment Management or Wealth Management services will be assessed an annual retainer fee, paid on a quarterly basis.

There is no minimum account size for Investment Management or Wealth Management clients but there are minimum retainer fees.

We have the discretion to waive the fee minimum. Other exceptions may apply to employees of Chamberlain Financial Planning and Wealth Management and their relatives, or relatives of existing clients.

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

Methods of Analysis

Security analysis methods may include fundamental analysis, technical analysis, or cyclical analysis.

The main sources of information include research materials prepared by others, corporate rating services, financial newspapers and periodicals.

Other sources of information that we may use include Morningstar, fi360 and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation. This means that we may use some passively managed index funds and/or exchange-traded funds as the core investments, and then add some actively-managed funds where there may be greater opportunities to make a difference. We avoid manager picking or market timing. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client is provided an Investment Policy Statement that documents their objectives and their desired investment strategy.

For over 30 years DFA has provided low cost funds based on the efficient market hypothesis of worldwide capital markets and Nobel Prize winning research by Eugene Fama and Kenneth French. Their three-factor model of equity investing drives their equity strategies term structure. The use of DFA funds is only available with our managed services.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-Rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

While Chamberlain Financial Planning & Wealth Management thinks its strategies and investment selection is designed to potentially produce the highest possible return for a given level of risk, it cannot warrant or guarantee that an investment objective or planning goal will be achieved. Some investment decisions made by either the firm or the client may result in loss, which may include the original principal invested.

The client must be able to bear the various risks involved in the investment of account assets, which may include market, currency, interest rate, liquidity, and operational or political risk, among others.

The challenge involving fundamental analyses is that information obtained may be incorrect; an analysis may not provide an accurate estimate of earnings, which may be the basis for a security's value. If a security's price adjusts rapidly to new information, a fundamental analysis may result in unfavorable performance. The risk

of investing based on technical analysis is that it may not consistently predict a future price movement; the current price of a security may reflect all known information.

When the firm's research and analyses is based upon commercially available software, rating services, general market and financial information, or due diligence reviews, the firm is relying upon the accuracy and validity of the information or capabilities being provided by selected vendors, rating services, market data, and the issuers themselves. The firm makes every effort to determine the accuracy of the information received but it cannot foretell events or actions taken or not taken, or the validity of all information it has researched or provided which may or may not affect the advice to or investment management of a client account or financial plan.

Portfolios or certain holdings that involve active management strategies may at times outperform or underperform various benchmarks or other strategies. In an effort to meet or surpass these benchmarks, active portfolio management may require more frequent trading or "turnover" within an account. This may result in shorter holder periods, higher transactional costs and/or create taxable events that will be borne by the client, thereby potentially reducing or negating certain benefits that may be derived by shorter term investing.

ETFs and mutual funds may carry additional expenses based on their share of operating expenses and certain brokerage fees, which may result in the potential duplication of certain fees. The risk of owning these types of holdings also reflects the risks of their underlying securities. Further, while many ETFs and certain mutual funds are known for their potential tax-efficiency and higher "qualified dividend income" (QDI) percentages, there are certain asset classes within these investment vehicles or holding periods within that may not benefit. Shorter holding periods as well as certain commodities and currencies (that may be part of an ETF or mutual fund portfolio) may be considered "non-qualified" under certain tax code provisions, therefore, the holding's QDI will be considered if tax-efficiency is an important aspect of the client's portfolio.

Investing in limited partnerships involves certain risks related to investing in their underlying assets, as well as the risks associated with pooled investment vehicles (certain pooled investments may be less regulated than others). In addition, limited partnerships that concentrate in a particular industry or a particular geographic region are subject to risks associated with that specific industry or region. A potential benefit derived from a limited partnership is also dependent on the holding being treated as a partnership for federal income tax purposes; if part or all of the limited partnership is not, it may have potential adverse tax consequences on the portfolio.

Item 9 Disciplinary Information

Legal and Disciplinary

Neither Chamberlain Financial Planning & Wealth Management nor any of its associated personnel has been involved in a material criminal or civil action in a domestic, foreign or military jurisdiction, an administrative enforcement action, or self-regulatory organization proceeding that would reflect poorly upon our firm's advisory business or the integrity of our firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10 Other Financial Industry Activities and Affiliations

Financial Industry Activities

The firm's policies require it and its personnel to conduct business activities in a manner that avoid actual or potential conflicts of interest between the firm, employees and clients, or that may otherwise be contrary to law. The firm will provide disclosure to its client prior to and throughout the term of an engagement of any conflicts of interest which will or may reasonably compromise its impartiality or independence. Neither our firm nor a member of its management is, or has a material relationship with any of the following types of entities:

- broker/dealer, municipal securities dealer, or government securities dealer or broker
- futures commission merchant, commodity pool operator, or commodity trading advisor
- banking or thrift institution
- lawyer or law firm
- accountant or accounting firm
- pension consultant
- real estate broker or dealer
- sponsor or syndicator of limited partnerships
- 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).

Upon a client's request and when appropriate to do so, our firm may provide referrals to various professionals, such as a tax preparer, insurance agent or attorney. We do not have an agreement with or receive fees from these professionals for these informal referrals. Any fees charged by these other entities for their services are completely separate from advisory fees charged by our advisory firm.

Affiliations

The firm does not have arrangements that are material to its advisory or its clients with a related person who is a broker-dealer, investment company, other investment advisor, financial planning firm, commodity pool operator, commodity trading advisor or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

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

Code of Ethics

The employees of Chamberlain Financial Planning and Wealth Management have committed to a Code of Ethics that is available for review by clients and

prospective clients upon request and on the company website. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

We adhere to the fiduciary oath of the National Association of Personal Financial Advisors (NAPFA) which is as follows:

- The Advisor shall exercise his/her best efforts to act in good faith and in the best interest of the client.
- The Advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will reasonably compromise the impartiality or independence of the advisor.
- The Advisor, or any part in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product.
- The Advisor does not receive any fee or other compensation from another professional to whom the client was referred.

Associates of the firm who are CERTIFIED FINANCIAL PLANNERS™ Practitioners who are associated with our firm adhere to the Certified Financial Planner Board of Standards, Inc.'s Code of Ethics.

Privacy Policy

The firm collects non-public personal financial information about its clients from the following sources:

- Information clients or their legal agent provide to complete their financial plan,
- Information clients provide in agreements, account applications, and other documents completed in connection with opening and maintenance of accounts,
- Information clients provide orally, and
- Information received from third parties, such as brokerage firms or custodians, about client transactions.

Chamberlain Financial Planning & Wealth Management does not disclose non-public personal information about clients to anyone, except in the following circumstances:

- When required to provide services clients have requested,
- When clients specifically authorize the Firm to do so in writing, or
- When permitted or required by law.

To ensure security and confidentiality, the firm maintains physical, electronic, and procedural safeguards to protect the privacy of its clients.

Identifiable information about the client or prospective client will be maintained during the span of the engagement and for the period thereafter as required by both securities industry and state privacy laws.

The firm will notify its clients annually of its privacy policy and at any time, in advance, if its policy is expected to change.

Participation or Interest in Client Transactions

Neither the firm, employees nor any related person are authorized to recommend to a client or affect a transaction for a client involving any security in which the firm or related person has a material financial interest, such as in the capacity as an underwriter advisor to the issue etc.

Associates are prohibited from taking or providing a loan from a client unless it is an approved financial institution.

The firm recognizes that should it act as an advisor to the sponsor of a ERISA qualified retirement plan and one of its investment advisor representatives serves in an advisory capacity to one or more of the plans participants, potential or implied conflict of interest may occur, which will be disclosed to the plan sponsor and participant.

As noted above, Chamberlain Financial Planning and Wealth Management provides advice in a broad range of investment advisory services to clients on a fee-only basis. Due to the firm offering all of these services to a client a potential conflict of interest may exist therefore the client is under no obligation to act upon the firm's recommendations.

Personal Trading

The Chief Compliance Officer of Chamberlain Financial Planning and Wealth Management is Michael Chamberlain. The firm does not trade for its own account however its associates and any of related persons may buy or sell securities similar to those recommended to the client for their accounts. The firm may also make recommendations or take action with respect to investments for the clients that may differ in nature or timing from recommendations made to or actions taken for other clients or employees. At no time will Chamberlain Financial Planning and Wealth Management or any related party receive preferential treatment over its clients.

Item 12 Brokerage Practices

Selecting Brokerage Firms

The firm does not have any affiliation with investment product sales firms. Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on their integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

We recommend discount brokerage firms and trust companies (qualified custodians), such as Vanguard, Scottrade and Shareholder Service Group.

The firm does not receive fees or commissions from any of these companies.

Best Execution

Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed in the earlier section in and in Item 14.

Our firm recognizes its obligation in seeking best execution for its clients, however, the determinative factor is not always the lowest possible cost but whether the selected service provider's transactions represent the best "qualitative" execution

while taking into consideration the full range of services provided. We will seek services involving competitive rates but it may not necessarily correlate into the lowest possible rate for each transaction. Our firm believes that having its trades executed through SSG/Pershing or Scottrade is consistent with our duty to seek best execution for client trades. The firm periodically reviews its policies regarding recommending service providers to its clients in light of the firm's duty to seek best execution.

Chamberlain Financial Planning & Wealth Management does not require or engage in directed brokerage involving its accounts.

A client may direct the firm (in writing) to use another particular broker/dealer to execute some or all transactions for their account. In these circumstances, the client will be responsible for negotiating, in advance, the terms and/or arrangements for their account with their selected broker/dealer.

Soft Dollars

Chamberlain Financial Planning and Wealth Management does not receive a software maintenance credit from any custodian.

Order Aggregation

Transactions for each client will typically be independently made unless the firm decides to transact the same security for more than one client at the same time, which is turned "aggregated" or "batched" orders. The firm does not receive any additional compensation as a result of aggregated transactions.

Within aggregated orders, transactions will generally be averaged as to price and allocated among the clients on a pro rata basis on any given day and the firm will attempt to do so in accordance with applicable industry rule.

The firm reviews both its trade aggregation procedure and allegation processes on a periodic basis to ensure it remains within the stated policies and/or regulation.

Trading Errors

The firm corrects all the trade errors through a Trade Error Account maintained by the firm's custodian and the firm will be responsible for any losses in accounts. Likewise, the firm may also receive any gains resulting from the correction of any trade errors and, therefore, may potentially receive a benefit from this arrangement.

Item 13 Review of Accounts

Periodic Reviews

Periodic financial reviews are recommended for financial planning clients and it is up to the client to initiate or request those reviews.

Investment Management and Wealth Management clients investment accounts are reviewed periodically but not less than quarterly by Michael Chamberlain and/or other planners.

Regular Reports

Reports for Investment Management and Wealth Management clients are

arranged on an individual basis according to client's requests but usually quarterly. The reports may include a review of the overall market performance, the client's specific portfolio performance and a review of each investment within the portfolio. All reports generated by the firm will be prepared in accordance with appropriate jurisdictional guidance. Clients are urged to carefully review and compare account statements that they have received directly from their service provider with any report received from our firm.

Item 14 Client Referrals and Other Compensation

Incoming Referrals

Chamberlain Financial Planning and Wealth Management has been fortunate to receive many client referrals over the years. The referrals may come from current clients, estate planning attorneys, accountants, insurance professionals, personal friends and other similar sources. The firm does not compensate referring parties for referrals.

Mike Chamberlain is a member of the Garrett Planning Network, Inc., an international organization that assists financial planners in fee-only, financial planning practices. The Garrett Planning Network is not, nor thinks it is required to be, a registered financial industry participant. Mike Chamberlain pays an annual membership fee to the Garrett Planning Network for services that include their hosting training, compliance and operational support to enhance our firm's ability to provide quality service and advice to the investing public.

Investment advisor representatives of the firm may hold individual membership or serve on boards or committees of professional industry associations such as NAPFA, the Financial Planning Association (FPA), or the Certified Financial Planner Board of Standards, Inc. Generally, participation in any of these entities require membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and educational requirements. Associates' information may be available on these organizations' websites for public view. These passive websites may provide a means for an interested person to reach an individual planner via listed contact information. Prospective clients locating the firm or an associated investment advisor representative via any of these venues are not actively marketed by these associations; nor do they pay more for their services than another client who may be referred in another fashion, such as a personal referral from another firm client. Further, firm policy does not allow it or an employee to pay these associations for prospective client referrals, nor are there fee-sharing arrangements reflective of a solicitor engagement.

Outgoing Referrals

Chamberlain Financial Planning and Wealth Management does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Other Compensation

Fees for public speaking may be paid to Chamberlain Financial Planning and Wealth Management.

From time to time the staff of Chamberlain Financial Planning and Wealth

Management may attend educational events provided by financial services company for educational purposes. These venues may include food and beverages. While these educational events are not a direct benefit to the client the services may assist us in providing advice and guidance to our clients.

Chamberlain Financial Planning & Wealth Management may receive an economic benefit from external sources in the form of the support products and services they make available to our firm and other independent investment advisors.

As disclosed under Item 12, our firm participates in SSG and Scottrade's institutional customer program and we may recommend Scottrade and/or SSG and its arrangement with Pershing to our clients for custody and brokerage services. There is no direct link between our participation in the program and the investment advice we give our clients, although our firm receives economic benefits through its participation in the program that are typically not available to "retail investors." These benefits include the following products and services (provided either without cost or at a discount):

- receipt of duplicate client statements and confirmations
- research related products and tools
- consulting services
- access to a trading desk serving our clients
- access to block trading (which provides our ability to aggregate securities transactions for execution and then allocate the appropriate shares to our client's accounts)
- the ability to have advisory fees deducted directly from our client's accounts per our written agreement
- access to an electronic communications network for client order entry and account information
- access to mutual funds with no "loads" or transaction fees, and to certain institutional money managers
- discounts on research, technology, and practice management products or services provided to our firm by third party vendors

SSG and Scottrade may also pay for business consulting and professional services received by our firm. Some of the products and services made available by SSG and Scottrade may benefit our firm but may not benefit client accounts. These products or services may assist us in managing and administering our client accounts, including accounts not maintained by SSG or Scottrade. These other services made available by SSG and Scottrade are intended to help our firm manage and further develop our business enterprise. The benefits received by our firm or its associates through participation in a program do not depend on the amount of brokerage transactions directed to SSG/Pershing or Scottrade.

As part of its fiduciary duty, we will endeavor at all times to put the interests of our clients first. Our clients should be aware, however, that the receipt of any economic benefit by our firm or its associates in and of itself creates a potential conflict of

interest and may influence our choice of SSG/Pershing or Scottrade for custody and brokerage services.

Item 15 Custody

Account Statements

All client assets are held at an unaffiliated qualified custodian such as Shareholder Service Group and not with or by the firm. Each custodian provides account statements directly to clients at their address of record or by electronic means at least quarterly at the discretion of the client.

The firm may be given written permission by the client to withdraw advisory fees from the client's account(s), which causes the firm to exercise limited custody. The firm does not have physical custody of client's funds and/or assets, as all assets are held with an independent qualified custodian. The client will receive quarterly statements as to retainer fees due and/or paid.

At no time will a firm employee be authorized to have knowledge of a client's account access information such as a client's 401(k), personal brokerage account or bank account, even for the accommodation of the client or their legal agent.

Performance Reports

Clients are urged to review the account statements received directly from their custodians on a regular basis. The firm may provide periodic performance reports to Investment Management and Wealth Management clients or others requesting such service.

Net Worth Statements

Clients may be provided net worth statements and net worth graphs. Net worth statements contain approximations of account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Item 16 Investment Discretion

Discretionary Authority for Trading

Based on the client's request, we may or may not accept discretionary authority to manage investment accounts.

For non discretionary accounts we consult with the client prior to each trade to obtain concurrence authorization by email, written or voice notification.

For discretionary accounts, we have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, the amount of the securities to be bought or sold and the timing of transactions.

The client approves the custodian to be used and the trading costs paid to the custodian. Chamberlain Financial Planning and Wealth Management does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. The client decides to sign a limited power of attorney so that the firm may execute the trades that the client approved or on behalf of the client.

Item 17 Voting Client Securities

Proxy Votes

We do not vote proxies on securities. Clients are expected to vote their own proxies. When assistance on voting proxies is requested, we will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 18 Financial Information

Financial Condition

We do not have any financial impairment that will preclude the firm from meeting contractual commitments to clients, nor has the firm and its management been the subject of a bankruptcy petition during the last 10 years.

The firm will not take physical custody of your assets. Fee withdrawals must be done through a qualified intermediary, such as your custodian with prior written agreement.

Our engagements do not require that we collect fees from clients of more than \$1,200 for advisory services that we will perform 6 months more in advance. Due to the nature of our firm's services and operational practices an audited balance sheet is not required per statute nor included with this brochure.

Neither the firm nor its management serves as general partnership in which the firm's advisory clients are either partners of the partnership or beneficiaries of the trust.

Item 19 Requirements for State Registered Advisors

This section is not applicable since the firm is registered with the Securities and Exchange Commission.

Business Continuity Plan

Chamberlain Financial Planning and Wealth Management has a Business Continuity Plan in place to mitigate and recover from the loss of office space, communications, services or key people.

The Business Continuity Plan covers natural disasters such as earthquakes and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

Alternate offices in Campbell and Sacramento are identified to support ongoing

operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

The firm has staff to support clients in the event of Michael Chamberlain's serious disability or death.

Information Security Program

The firm maintains an information security program to reduce the risk that your personal and confidential information may be breached.

The firm is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to the firm. Clients are provided the firm's written privacy policy statement prior to or at the first meeting.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, insurance professionals and mortgage lenders with whom you have established a relationship. You may withhold permission to share your information with these nonaffiliated third parties. With your permission, we may share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain secure offices to ensure that your information is not placed at unreasonable risk. In our computer environment we employ a firewall barrier, secure data encryption techniques and authentication procedures.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, and consultants. Federal and State securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by Federal and State securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to offer this Privacy Notice to you annually, in writing.

Item 1 – Cover page

Firm Brochure Supplement (Part 2B of Form ADV)



CHAMBERLAIN FINANCIAL PLANNING & WEALTH MANAGEMENT

DBA of Chamberlain Financial Planning LLC

March 29, 2015

Firm Information:

Primary place of business:

**303 Water St Suite 120
Santa Cruz, CA 95060**

Phone 800-347-1340

Fax 831-423-1341

This brochure supplement provides information about Michael Chamberlain and Gary Cohen that supplements the Chamberlain Financial Planning and Wealth Management brochure. You should have received a copy of that brochure. Please contact Michael Chamberlain, Manager if you did not receive Chamberlain Financial Planning and Wealth Management's brochure or if you have any questions about the contents of this supplement.

Additional information about the above listed individuals is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Chamberlain Financial Planning and Wealth Management requires that financial planners/advisors have a bachelor's degree and further coursework demonstrating knowledge of financial planning. Examples of acceptable coursework include: MBA, CFP®, CFA, or ChFC. Additionally, advisors must have experience that demonstrates their aptitude for financial planning and investment management.

Principal Executive Officers and Management Persons

Managing Member/Designated Principal (Supervisor)/Investment Advisor Representative

Michael David Chamberlain CFP® AIF®

Year of birth: 1952
CRD # 2611857

Educational Background:

- Boston University Certificate Program for Financial Planning, 2007
- University of California, Berkeley, OD 1977
- University of California, Berkeley, BS 1975
- Consumnes River College, Sacramento, AA 1973
- Securities Registration NASAA Series 65
- CERTIFIED FINANCIAL PLANNER™ Professional, CFP®



Business Experience:

- Chamberlain Financial Planning and Wealth Management, 2007 to present
- Board of Directors of \$2 billion company 1999-2007
- Insurance sales, 1985-2007
- Estate Planning, 1989-2007
- Mutual fund sales and service, 1996-2006

Item 3: Disciplinary Information

No Financial Planning or securities disciplinary events.

Item 4: Other Business Activities

None

Item 5: Other compensation

Fees for public speaking may be paid to Chamberlain Financial Planning and Wealth Management.

From time to time the staff of Chamberlain Financial Planning and Wealth Management may attend educational events provided by financial services company for educational purposes. These venues may include food and beverages. While these educational events are not a direct benefit to the client the services may assist us in providing advice and guidance to our clients.

Item 6: Supervision

Michael Chamberlain serves in multiple capacities with the firm: Managing Member, Principal, Financial Planner, and Investment Advisor Representative. The firm recognizes that not having all organizational duties segregated may potentially create a conflict of interest. However, the firm employs policies and procedures to ensure timely and accurate recordkeeping and supervision. Certain functions may be outsourced to assist in these efforts when necessary.

Item 7: Requirements for State-Registered Advisors

This section is not applicable since the firm is registered with the Securities and Exchange Commission.

Investment Advisor Representative

Gary Leon Cohen CFP®

Year of birth: 1958
CRD # 5971589

Educational Background:

- University of California, Santa Cruz, Certificate in Financial Planning, 2011
- Stanford University, MS 1986
- MIT, BS 1980
- Securities Registration NASAA Series 65
- CERTIFIED FINANCIAL PLANNER™ Professional, CFP®

Business Experience:

- Chamberlain Financial Planning & Wealth Management, 2011 to present
- Systems Engineering & Digital Hardware Design, Cisco Systems, 2004 to 2009
- Digital Hardware Design, Juniper Networks, 2001 to 2004



Item 3: Disciplinary Information

No Financial Planning or securities disciplinary events.

Item 4: Other Business Activities

None

Item 5: Other compensation

Fees for public speaking may be paid to Chamberlain Financial Planning and Wealth Management.

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Item 6: Supervision

Gary Cohen is supervised by Michael Chamberlain, Manager. He reviews Gary Cohen's work through office interactions as well as remote interactions. He also reviews activities through the client database and other systems.

Michael Chamberlain contact information: 831-420-1340,
mike@chamberlainfp.com

Item 7: Requirements for State-Registered Advisors

This section is not applicable since the firm is registered with the Securities and Exchange Commission.

Professional Certifications

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 US.

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 including insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- Examination – Pass the comprehensive 10 hour CFP® Certification Examination.
- 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 the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care.

The **ACCREDITED INVESTMENT FIDUCIARY**® (AIF®) designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).