



Milestone Financial Planning, LLC

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last updated: February 1, 2016

This brochure provides information about the qualifications and business practices of Milestone Financial Planning, LLC. If you have any questions about the contents of this brochure, please contact us at the phone number above. 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 Milestone Financial Planning, LLC also is available on the SEC's website at www.AdviserInfo.sec.gov and at our website, www.MilestoneFinancialPlanning.com.

CRD number 117595

Material Changes

The following are the material changes between this brochure and our last brochure, updated March 26, 2015. Note that this is not a list of all changes, just a list of material changes.

We have merged with Milestone Financial Planning, Inc. (a Massachusetts registered investment advisor, registered in MA, NH, and ME) and changed our name from WJM Financial, LLC to Milestone Financial Planning, LLC.

A former principal, William J Moeckel, passed away in October 2015. Jennifer L Davidson, the owner of Milestone Financial Planning, Inc. has been added as a firm principal.

We now have offices in three different states.

Our chief compliance officer is now Jennifer L Davidson.

Our fee structure has been consolidated between the two companies.

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We (Milestone Financial Planning, LLC) provide financial planning and investment management services to individuals, trusts, and non-profit organizations. We are a fee-only firm and abide by fiduciary standards that place the interest of our clients ahead of our own.

We do not accept commissions or referral fees from any third party and we do not sell any financial products.

We provide a broad range of financial planning services including management of client investments. With a client's consent, we coordinate our services with their other advisors, such as estate planning attorneys, tax accountants, and insurance agents.

With regard to our investment philosophy, we believe that disciplined asset allocation is the primary determinant of investment performance and that the three most important things that investors should focus on are asset allocation, expenses, and taxes. Consequently, we create broadly diversified investment portfolios that are tailored to our clients' unique circumstances, goals, and risk tolerance. We avoid market timing and speculation, which we do not believe are effective investment strategies.

We generally recommend low cost (often institutional class) mutual funds and exchange traded funds, with low expense ratios, and low internal transaction costs.

To the extent possible, we try to eliminate conflict of interests. Therefore, we do not sell any product, do not accept any commission and do not accept nor pay any referral fees.

Additional information beyond what is provided in this brochure may be found at our website, www.MilestoneFinancialPlanning.com.

Firm Description

We have been in business since 2002, and are a partnership of two experienced financial planners / investment managers. We provide on-going personalized confidential financial planning and investment management services to clients. Advice is provided by consultation with the client, and may include the following: determination of financial objectives, identification of financial issues, net worth and cash flow analysis, tax planning, insurance review, education funding analysis, retirement planning, and estate planning. Investment management services may include analysis of the client's current situation (including objectives, risk tolerance, income and tax situation, and current portfolio holdings), specific investment recommendations, on-going portfolio management (including performance evaluation, security selection, asset allocation, rebalancing, and tax analysis), and periodic reporting.

Our standard financial management service includes both financial planning services and investment management services. For certain clients, such as a non-profit organization, we may provide just investment management services.

An initial financial plan is usually provided to the client as the first step in financial management. The financial plan is designed to achieve the client's stated financial goals and objectives. In general, the financial plan will address areas such as cash management, insurance (asset protection), tax planning, education planning, estate planning, retirement planning, and investments.

We offer investment management services as part of overall financial management. Based on a client's particular circumstances, we develop a client-specific investment policy, and create and manage a portfolio based on that policy. The investment policy will describe an investment strategy which we believe will have appropriate combinations of return, risk, and correlation. We then provide specific investment

recommendations, ongoing portfolio management (including performance evaluation, security selection, asset allocation, rebalancing and tax analysis) and periodic reporting.

Our services are provided based on the client's specific needs. We use an independent qualified custodian (TD Ameritrade Institutional) to custody (hold) client assets, where clients have continuous and direct access to their assets.

Periodic statements are provided to clients showing the status and performance of their portfolio. We offer clients a personalized annual review, and they may request a review at any time.

We may recommend specific outside professionals (such as an estate planning attorney, accountant and/or insurance agents). Clients are not obligated to use these professionals; they may work with anyone of their own choosing. No compensation is given to us by the professionals for these referrals.

Business structure

We have been providing financial planning and investment management services since 2002. We are a Limited Liability Company owned by our partners.

Assets under management

As of February 1, 2016 we managed \$145,653,081 on behalf of our clients, on a discretionary basis.

5 Fees and Compensation

Financial Plan

The fee for the initial plan is a one-time fixed fee, typically ranging from \$2,000 to \$5,000, depending on the nature and complexity of each client's circumstances.

At our discretion, up to 25% of the fee may be due upon signing the financial plan agreement. Additional invoices may be due as work progresses, with the balance due upon presentation of the plan to the client.

On-going investment advice is only available through an investment management contract, paid via an assets-under-management fee.

Financial Management

Our standard fee is charged as a percentage of assets under management, in quarterly installments, in arrears (after services have been provided). The fee is calculated based on the average daily balance in the client accounts. Our typical service includes both ongoing financial planning (once the plan has been prepared) and investment management, combined into financial management.

For clients with assets under \$ 1 million at the start of our advisory relationship, the fee schedule is:

Assets Under Management	Annual Fee
First \$500,000	1.2 %
Amounts above \$500,000	0.9 %

For clients with assets over \$ 1 million at the start of our advisory relationship, the fee schedule is:

Assets Under Management	Annual Fee
First \$ 1 million	1.0 %
Next \$ 1 million (\$1-2M)	0.8 %
Next \$ 3 million (\$2-5M)	0.7 %
amount over \$ 5 million	0.6 %

Fees are negotiable, based on the complexity of the client's situation, but the fees for new clients will not exceed those in the schedules. Current client relationships may exist where the fees are higher or lower than the fee schedules shown here, but annual fees will not exceed 2% of the client's account balance. Fees are generally deducted directly from the clients' accounts, held with a qualified custodian, with the clients' written consent. Under certain conditions, such as a client who only has a tax-free account, the client may pay by check.

All fees paid to us for investment advisory services are separate from the fees and expenses charged by mutual funds to their shareholders. Fees and expenses charged by mutual funds are described in each fund's prospectus. Clients are also responsible for brokerage, custodial, and/or transactions fees and expenses with respect to their accounts.

A client agreement may be canceled at any time, by either party, for any reason, upon written notice. Upon termination of any account, any prepaid, unearned fees will be refunded. Clients who terminate our services will be charged a fee on a pro-rata basis for the portion of the service provided prior to termination.

Because of the way we charge client fees, there is a potential conflict of interest in any recommendation, or lack of recommendation, that would impact the amount of assets a client has invested with us. In these cases, we evaluate our recommendation within the context of our fiduciary duty to recommend the course of action in the client's best interest, even at the expense of our own interest. However, clients are encouraged to question any of our recommendations that impact the amount of their assets under management, to understand how our advice benefits them. We note that as a general rule, charging fees based on assets under management means that our best interest is aligned with that of our clients since our fee only grows when their assets grow, and when their assets decline, so does our fee.

6 Performance Based Fees

We do not charge performance based fees.

7 Types of Clients

We offer advisory services primarily to individuals, trusts, non-profit organizations, and small businesses.

A minimum of \$500,000 of assets under management is generally required for financial management services. At our discretion we may group certain related client accounts together for the purposes of achieving the minimum account size and determining the fee.

We will typically not accept a client unless assets invested with us constitute all of the client's investable assets. We impose this requirement because we may be unable to effectively manage a client's

investments when they have other investments with other managers over which we have no visibility or coordination.

8 Methods of Analysis, Investment Strategies and Risk of Loss

Our investment advice is based on understanding the client's unique circumstances and goals, and implementing long-term investment strategies to assist the client in achieving those goals. Our investment approach is firmly rooted in the belief that markets are efficient (although not always rational) and that investor's returns are determined principally by asset allocation decisions, not by market timing or stock picking. We invest in globally diversified stocks and bonds using mostly low-cost and passively managed mutual funds, with consideration for tax efficiency. All equity investments are considered to be long term in nature, and not necessarily suitable for near term goals.

Investments are tailored to each individual client, based on the client goals, client circumstances, and what level of portfolio risk is appropriate.

We also:

- integrate investment issues with a variety of other financial planning considerations, such as the client's tax situation, estate planning, and insurance needs
- monitor the portfolio to maintain the target asset allocation, recognize tax advantages, and minimize expenses
- provide a disciplined, diversified approach that is designed to be less susceptible to the impact of volatile market events
- maintain a dynamic process that meets clients' changing circumstances and goals
- principally use mutual funds typically available only to institutional investors or through investment advisors
- use dollar cost averaging, if appropriate
- rebalance periodically to maintain asset class exposure within desired risk tolerances, subject to variances permitted for reasons such as tax efficiency and cash flow

We utilize academic and commercial research in addition to various computer software programs to assist in research analysis to obtain additional information on mutual funds that may be recommended to clients.

While the goal of effective global diversification is to reduce the volatility of the overall portfolio, in practice that is not always the case. There are some time periods where all equity asset classes perform similarly poorly (such as 2008-2009) and diversification is not effective in reducing short term portfolio risk.

We rely on information provided by the client, and possibly the client's other professional advisors. This information may include the client's financial situation, estate plan, tax situation, insurance status, short and long-term goals, current and future dependents, investment time horizon, and perceived risk tolerance. We will recommend a portfolio targeted to the client's unique needs, circumstances, and risk tolerance. This forms the basis for the overall strategic asset allocation plan that we believe will best meet the client's objectives. The strategic allocation between riskier asset classes (such as stocks) and lower risk ones (such as high quality bonds) is intended to form the foundation for return, risk, and correlation for the client's portfolio.

There is a risk of loss of the value of any securities investment, including mutual funds, due to the fluctuation of market values. Investment decisions made for a client's account are subject to various market, currency, economic, political and business risks and those investment decisions will not always be profitable. Clients must be prepared to bear these risks.

The mutual funds used will be selected on the basis of the following criteria, the fund's

- performance history;
- manager's track record;
- investment objectives;
- investment consistency;
- trading efficiency;
- management style and philosophy;
- management fee structure and expense ratios.

Portfolio weighting between funds will be determined by each client's individual needs and circumstances. Clients will retain ownership of all their accounts.

We have access to institutional funds which are typically not available to the retail investor except when purchased through an advisor. We utilize many of these funds in client portfolios. We do not receive compensation from the mutual funds, custodians, or brokerage firms.

We generally recommend portfolios consisting of mutual funds offered by Dimensional Fund Advisors (DFA). DFA mutual funds follow a passive asset class investment philosophy with low holdings turnover. The DFA fund fees are generally lower than fees and expenses charged by other types of funds. We are under no obligation to recommend DFA funds to our clients and we do so only when we believe they are in a client's best interest.

9 Disciplinary Information

Neither we nor any of our management persons have been involved in any legal or disciplinary events. Any disciplinary history would be available from the Massachusetts, New Hampshire or Maine Security Division and/or the SEC. Any disciplinary history is available by visiting www.AdviserInfo.sec.gov

10 Other Financial Industry Activities and Affiliations

Jennifer L. Davidson, Member/Manager of Milestone Financial Planning, LLC in her individual capacity, is the owner and Certified Public Accountant of Jennifer L Davidson, CPA PC ("JLD CPA"), an accounting firm.

JLD CPA may recommend us to accounting clients for advisory services. We may recommend JLD CPA to advisory clients for accounting, tax and related services. Accounting services provided by JLD CPA are separate from our advisory services, and are paid by separate fees. There are no referral fee arrangements between us and JLD CPA for these recommendations. None of our clients are obligated to use JLD CPA for any accounting services, and no JLD CPA client is obligated to use us for any advisory services.

11 Code of Ethics, Participation in Client Transactions, Personal Trading

In general, we only recommend mutual funds as investments for clients. Since mutual funds are priced once per day at the end of the day, there is no conflict of interest when we buy or sell shares for our personal accounts in a mutual that is also owned by a client.

We require all employees to act in accordance with all applicable federal and state regulations governing registered investment advisors.

A copy of our Code of Ethics is available by contacting Jennifer L. Davidson at Jen@MilestoneFinancialPlanning.com.

12 Brokerage Practices

We use the services of an independent qualified custodian (TD Ameritrade Institutional) for brokerage services. A custodian provides us with expanded access to institutional trading and custody services, which are typically not available to retail investors. We do not receive any monetary compensation, commissions, or referral fees from any custodian.

An independent custodian typically provides services to us that allow us to provide better service to our clients. Most of these services are directly related to servicing client accounts, such as placing trades in client accounts, opening and transferring accounts, accepting deposits, and processing withdrawals. Some services have a more indirect client benefit, such as providing stock market pricing and research data, or arranging for a group discount for investment management software. These benefits are fairly typical across custodians.

We evaluate our custodian based on:

- the range, reliability, responsiveness, and accuracy of advisor and client services
- technology provided
- the availability of investment choices
- the reasonableness of expenses.
- access to mutual funds, including institutional share classes, and restricted platforms such as Dimensional Fund Advisors
- ability to hold non publically traded funds (for pre-existing client holdings)
- level of expertise

The client may receive benefits (such as reduced trading fees) for using TD Ameritrade Institutional as their custodian through us, compared to using retail brokerage services.

We receive non-monetary benefits from TD Ameritrade Institutional, such as, receipt of duplicate client confirmations and account statements; ability to have investment advisory fees deducted directly from client accounts; access to an online client order entry and account information; discounts on software, continuing education, and access to a wide range of mutual funds.

We reserve the right to decline to accept any client who directs us to use a broker-dealer or custodian other than TD Ameritrade. TD Ameritrade may not have the cheapest cost to trade a particular security, but we believe their service is in the best interest of our clients as a group considering the criteria outlined above, and the efficiencies inherent in using a single custodian.

We do not aggregate trade orders, as trades are personalized to the client portfolio and involve mutual funds.

We do not participate in any paid client referral program sponsored by a custodian or investment product provider.

13 Review of Accounts

Client accounts are monitored and reviewed by the client's individual advisor. Accounts are reviewed in the context of each client's stated investment objectives. Monitoring is done on an ongoing basis to manage investments which may include portfolio rebalancing, cash management, required minimum distributions from tax-deferred accounts, tax management, and new investment opportunities. Changes,

such as rebalancing, are made after considering related issues such as tax consequences and potential transaction costs.

We provide investment reports to clients on a quarterly basis. These reports show portfolio holdings, asset allocation, and portfolio performance.

Clients also receive account statements directly from the custodian, at least quarterly. Clients may elect to receive these statements by US mail, or be notified of their availability online. We encourage clients to compare those statements to statements provided by us, to ensure that positions, transactions, and fee deductions are accurate.

Financial management clients are encouraged to communicate with us often through email or telephone, and are offered at least one meeting per year, where we may discuss various financial planning issues as well as portfolio issues.

Clients who contract with us for an initial financial plan will receive a written plan document that includes assumptions and recommendations.

14 Client Referrals and Other Compensation

We do not directly or indirectly compensate any person or company for client referrals.

Many of the investments that we use to build client portfolios are mutual funds from Dimensional Fund Advisors (DFA). DFA funds provide very low cost exposure to a wide range of globally diversified asset classes. Access to these funds is available only through institutions and approved fee-only advisors.

As a result of being approved to use DFA funds, we receive access to non-monetary benefits, such as academic research, investment seminars, investing and practice management advice, occasional meals at seminars (we pay all travel expenses to seminars) and an advisor-only access website that contains extensive market research and other advisor resources. In exchange, our clients get access to low cost funds with a unique and academically based investment style. We receive no commissions and are under no obligation to recommend DFA funds. We do not provide any payment to DFA for access to their funds. We use them when we believe that their funds are in our clients' best interest.

We may make referrals to other professionals (such as accountants, attorneys, and insurance agents), where appropriate to meet a client's needs. We may exchange information, and consult with these professionals, with prior client approval. However, the client is responsible for engaging and paying for their services.

We sometimes pay a listing fee to other organizations to be listed on their website. For example, we pay a fee to the National Association of Personal Financial Advisors (a professional organization) to have them list our website for prospective clients who are looking for fee-only advisors. These are essentially marketing services and the fee is not dependent on the number of referrals received as a result of the listing.

We may give and receive unsolicited token gifts, valued at under \$200, such as a holiday fruit basket from an estate attorney with whom we have worked.

15 Custody

We have no authority to withdraw or transfer assets from any client account to our account or any other account not in the client's name, except for the purpose of debiting our fee. The custodian will debit our quarterly investment management fees from client accounts, as authorized as part of the account application signed by the client. Directly debiting our fee is generally more convenient and efficient for both us and our clients, as well as tax-efficient in some cases. The qualified custodian sends monthly or quarterly account statements to clients (either electronically or on paper, as determined by the client). We also send quarterly consolidated account statements. We encourage the client to review the statements from the custodian and compare them to the statements we send.

We do not accept any cash, check or stock certificate made out to us, for deposit into a client's account. Deposits are made directly to the custodian.

We do not provide any bill paying or check writing service for clients.

Although we may act as investment advisors for client trusts, we do not act as trustees of any client trust or estate, with the possible exception of a close family member.

16 Investment Discretion

The client provides us with written authority to determine which investments to buy and sell (this is known as "discretion"). A limited power of attorney that allows us to trade in their accounts is signed by the client, and is on record at the custodian. This only allows us to trade; it does not allow us to transfer assets out of the client's accounts.

17 Voting Client Securities

When a client owns shares in a mutual fund, exchange traded fund, or stock in a company, they are requested to vote on shareholder issues, such as who to appoint to the board of directors. These are referred to as proxies. We do not vote on proxies for clients. Clients are expected to vote on the proxy issues themselves. Generally, clients will receive proxy material directly from the custodian.

18 Financial Information

We do not require prepayment of more than \$1,200 in fees per client, six months or more in advance.

We have no financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

Form ADV Part 2B Brochure Supplement

This brochure supplement to the Form ADV Part 2A Brochure provides information about supervised persons of Milestone Financial Planning, LLC, a copy of which should have been provided to you. If you have any questions about the contents of this brochure supplement, or would like an additional copy of the Form ADV Part 2A Brochure, you may contact Jennifer Davidson at 978-649-8875 or by email at Jen@MilestoneFinancialPlanning.com.

Jean Fullerton

CRD number 4754321

EDUCATION

Graduated with a BS with honors in Mathematics and Geology from Tufts University

Graduated with a Masters' of Science degree in Computer Engineering from Northeastern University

Received a Certificate in Financial Planning from Boston University, and completed the Financial Planning Association's Residency program at the University of California Irvine.

EMPLOYMENT HISTORY

Manager, Milestone Financial Planning, LLC from 2/2016 to present.

Manager, WJM Financial, LLC from 12/2008 to 12/2015

Owner, Lodestone Financial Planning, LLC from 3/2004 to 10/2010

Prior work involved software engineering and engineering management working for a variety of organizations, including MIT and Digital Equipment Corporation.

PROFESSIONAL DESIGNATIONS

Jean is a Certified Financial Planner (CFP). This required a Bachelor's degree, specific education in financial planning, three years of relevant experience, and passing a rigorous two day examination. Maintaining the certification requires 30 hours of continuing education every two years, and being subject to the CFP Board of Standards ethics requirements.

Jean is a Registered Financial Advisor with the National Association of Personal Financial Advisors. This means that Jean adheres to a strict policy of not accepting commissions, not accepting any referral fees, and not selling any financial products. Advice is given on a fee-only basis, with a fiduciary responsibility to the client paying the fee. Acquiring the designation required a minimum of three years of comprehensive financial planning experience, a successful peer review of a financial plan, and a Bachelor's degree. Current requirements require possessing either the Certified Financial Planner, or the CPA Personal Financial Specialist designation. Maintaining the designation requires 60 hours of continuing education every two years.

Jean is licensed by the state to provide insurance advice to clients. This means that she passed the required exam, and meets the continuing education requirements. She does not sell and has never sold insurance.

Disciplinary Information

Jean has no legal or disciplinary event in her history.

Other Business Activities

Jean is a member of professional organizations, in which she is an active participant. As a result, she has, for example, given presentations on various topics to local, regional, and national conferences. Local presentations are done on an unpaid basis. For regional and national presentations, Jean has received nominal compensation, such as free attendance at the conference and reimbursement of travel costs. Jean has also participated in offering free advice to the public, sponsored by professional organizations, state government, and Kiplinger magazine. Jean expects to continue these efforts. None of these efforts represent a conflict of interest with her professional clients, but rather enhance her ability to provide knowledgeable advice.

Jean does not sell any product, and therefore does not receive any compensation from the sale of securities or any investment or insurance product. Jean has no other business activity or occupation that involves substantial amounts of time or income.

Additional Compensation

Jean receives no economic benefit from anyone other than a client, for providing advisory services.

Supervision

Jean is a co-owner of the firm. Her work on behalf of clients is monitored by the other co-owner of the firm, Jennifer Davidson. She provides informal oversight of Jean's work with clients by collaborating with Jean on client issues, and filling in for Jean when she is out of the office. If any client has any issue, they can contact Jennifer Davidson, firm Manager, at (978) 649-8875.

Jennifer L Davidson

CRD number 4632920

EDUCATION

Graduated with a BBA in Accounting Cum Laude from U Mass at Amherst in 1991.

Graduated with a Masters in Financial Planning with high distinction from Bentley College in 2003.

EMPLOYMENT HISTORY

Manager, Milestone Financial Planning, LLC from 2/2016 to present.

President, Milestone Financial Planning, Inc. from 08/2002 to 12/2015.

President, Jennifer L Davidson CPA PC from 7/2014 to Present.

Partner, Davidson & Davidson, LLP from 07/2001 to 6/2014.

Prior to that, various roles as Senior Accountant and Chief Financial Officer

PROFESSIONAL DESIGNATIONS

Jennifer is a Certified Public Accountant (CPA) licensed in Massachusetts, Maine, and New Hampshire. This required a college degree in accounting, passing a rigorous multi-day exam, and multiple years of relevant experience. Maintaining the license requires an average of 40 hours of continuing education per year.

Jennifer is a Certified Financial Planner (CFP). This required a Bachelor's degree, specific education in financial planning, three years of relevant experience, and passing a rigorous two day examination. Maintaining the certification requires 30 hours of continuing education every two years, and being subject to the CFP Board of Standards ethics requirements.

Jennifer is a Registered Financial Advisor with the National Association of Personal Financial Advisors. This means that she adheres to a strict policy of not accepting commissions, not accepting any referral fees, and not selling any financial products. Advice is given on a fee-only basis, with a fiduciary responsibility to the client paying the fee. Acquiring the designation required a minimum of three years of comprehensive financial planning experience, a successful peer review of a financial plan, and a Bachelor's degree. Current requirements require possessing either the Certified Financial Planner, or the CPA Personal Financial Specialist designation. Maintaining the designation requires 60 hours of continuing education every two years.

Disciplinary Information

Jennifer has no legal or disciplinary event in her history.

Other Business Activities

Jennifer, in her individual capacity, is the owner and Certified Public Accountant of Jennifer L Davidson, CPA PC ("JLD CPA"), an accounting firm.

Accounting services provided by JLD CPA are separate from the advisory services of Milestone Financial Planning. Jennifer spends approximately ten percent of her time on JLD CPA activities.

Additional Compensation

Jennifer receives no economic benefit from anyone other than a client, for providing advisory services.

Supervision

Jennifer is a co-owner of the firm. Her work on behalf of clients is monitored by the other co-owner of the firm, Jean Fullerton. She provides informal oversight of Jean's work with clients by collaborating with Jean on client issues, and filling in for Jean when she is out of the office. If any client has any issue, they can contact Jean Fullerton, firm Manager, at (603) 589-8010.