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Form ADV Part 2A – Firm Brochure

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This brochure provides information about the qualifications and business practices of Novos Planning Associates, Inc. If you have any questions about the contents of this brochure, please contact us at 212-355-1806. 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 Novos Planning Associates, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Novos Planning Associates, Inc. is 114673.

Novos Planning Associates, Inc. is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2: Material Changes

Since the last annual filing dated March 23, 2016, the following material changes have occurred:

- Item 4 – Effective February 28, 2017, Novos Planning Associates, Inc. was purchased by Mercer Advisors Inc. Novos Planning Associates, Inc. is registered with the Securities and Exchange Commission and delivers all investment-related services. Mercer Advisors Inc. is the parent company of Novos Planning Associates, Inc. and is not involved with investment services of Novos Planning Associates, Inc.
- Madeline Noveck is the COO and Client Advisor of Novos Planning Associates, Inc.

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Item 4: Advisory Business

Description of Advisory Firm

Novos Planning Associates, Inc.'s registration was granted by the United States Securities and Exchange Commission on May 20, 1988. Mercer Advisors Inc. owns one hundred (100%) percent of the equity of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm. The firm manages each client's portfolio on an individualized basis. Clients may impose restrictions on their accounts. The firm does not sponsor any wrap programs. As of December 31, 2016, the firm managed assets on a discretionary basis in the amount of \$90,597,119 representing 59 accounts, and on a nondiscretionary basis in the amount of \$3,039,424 representing 1 account, for a total of \$93,636,543 representing 60 accounts.

Types of Advisory Services

The firm is a full service financial planning firm which provides advice to clients concerning cash management (budgeting, cash flow, and debt analysis.), risk management (including personal and property and casualty insurance), investments (asset accumulation, asset allocation, portfolio strategy and management), tax planning, employee benefit planning, retirement planning, estate planning, and other related personal financial services. The applicant may work with the client to develop a comprehensive financial plan or to provide one or several of the services mentioned above.

Analysis and recommendations will be based on the client's financial situation and personal objectives as determined through the client's documents submitted and personal interviews with the client and on current economic and tax factors. The firm does not provide legal or tax advice and will consult, as needed, with the client's own attorney and accountant on legal and tax matters relating to a financial plan.

Item 5: Fees and Compensation

The fee for financial planning services is at an hourly rate of \$300. A deposit of \$1,000 to \$1,500 is due on signing the engagement letter. Subsequent fees are payable monthly and on completion.

Ongoing monitoring of investments and overall financial progress, updates, and consultations are provided as requested by the client and are billed at \$300 per hour. They may also be

provided on contractual agreement based on complexity of assets and on individual time requirements, with a minimum of \$3,000 per year. A full year contract fee is negotiable.

Full investment advisory services are offered to planning clients for an annual fee based on a percentage of assets under management with a minimum period of one year. Fees are payable quarterly in advanced based on assets at the start of the quarter and calculated at 1% of the first \$1M plus .75% of the next \$1M, plus .6% of the balance. An additional .25% is charged in the first year of asset management. Additional fees maybe applicable for complex transfers and portfolio realignments; these fees may be negotiable based on the time required for servicing.

Compensation is paid for services provided. All contractual services may be terminated upon written notice by either party within the first five business days without penalty. Thereafter, the client will incur a pro rata charge for advice and service actually rendered prior to such termination. Investment advisory services may be terminated only at the end of a quarter with 30 days' prior written notice.

Other Types of Fees and Expenses

Clients who purchase a mutual fund are advised that portfolio management and administration costs will be charged to their fund accounts. The advisor does not share in that fee.

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

We do not offer performance-based fees.

Item 7: Types of Clients

We offer financial planning services to individuals, pension plans, profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities.

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

For financial planning, we collect data that is both quantitative and qualitative – values, history, family matters, personal goals, preferences, and risk profile and risk tolerance. Qualitative considerations influence our planning recommendations and our personalized investment management.

The choice of investment vehicles and individual securities is based primarily on fundamental analysis with consideration of, among other data, earnings, balance sheet variables and valuation metrics. Management quality is considered of major importance. Technical analysis is used in addition. Data we review is generally considered reliable but we cannot guarantee nor have we verified its accuracy. In addition, the data that we review is sometimes subjective in nature and open to interpretation. Even if our data and interpretation of the data is correct, there may be other factors that determine the value of securities other than those considered in Fundamental Analysis.

The investment strategies used result in long term purchases which are securities generally held at least a year

Material Risks Involved

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.

Item 9: Disciplinary Information

None.

Item 10: Other Financial Industry Activities and Affiliations

Madeline I. Noveck is licensed as an independent life insurance agent. As such, she can sell the insurance products of a number of life insurance companies to clients on a commissionable basis and may do so for up to five (5%) percent of her time.

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

The firm has adopted a written Code of Ethics in compliance with SEC rule 204A-1. The code sets forth standards of conduct and requires compliance with federal and state securities laws. Our code also addresses personal securities trading and requires our personnel to report their personal securities holdings and transactions. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Employees of the firm may own, purchase or sell same or similar securities as those of the client. This is disclosed prior to the signing of the Financial Advisory and/or Investment Management Agreement. In addition, the firm uses best efforts execution to make sure that the terms of the client's transactions involving such securities are at least as favorable as those which the employee participates in. In the unlikely event that the interests of the employee's account would happen to correspond with an advisory client's interests, full disclosure would be made to such client at once. Records will be maintained of all securities bought or sold by the employee and will be available for client inspection upon request should it be determined by the firm that any potential conflict of interest may exist.

Trading Securities at/Around the Same Time as Client's Securities

It is the express policy of the firm that no person employed by the firm may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

As these situations may represent a conflict of interest, the firm has established the following restrictions in order to ensure its fiduciary responsibilities:

- 1) A director, officer or employee of the firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of the firm shall prefer his or her own interest to that of the advisory client.

- 2) The firm maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. These holdings are reviewed on a regular basis by Madeline I. Noveck.
- 3) The firm requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
- 4) Any individual not in observance of the above may be subject to termination.

The firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, the firm has adopted a firm wide policy statement outlining insider trading compliance by the firm and its associated persons and other employees of the firm, and said statement has been reviewed, dated and signed by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, the firm has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated persons and other employees of the firm, are signed, dated and filed with insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which the firm's employees, if any, may have non-public information, (4) requiring all of the firm's employees, if any, to conduct their trading through a specified broker or reporting all transactions promptly to the firm, and (5) monitoring the securities trading of the firm and its employees and associated persons.

Item 12: Brokerage Practices

Clients are under no obligation to accept the firm's recommendations or to implement through the firm or its agents. Clients are free to exercise their own discretion. However, if a client requests implementation which includes the purchase of insurance, the firm may recommend commissionable or non-commissionable products and services using Crump Life Insurance Company as well as other companies with which the agent is licensed. In these cases, only insurance products handled by such companies will be recommended. The agent will receive the current standard commission as a broker for the company whose products are used. Any insurance commissions received by the advisor that exceed hourly charges for personal financial services will reduce future planning fees. The brokerage and custodian services of Charles Schwab and Company as well as T.D. Ameritrade may also be suggested and used for investment in securities. These companies pay no commissions or fees to the advisors. For full investment advisory services, the firm requires the use of these brokerage firms.

From time to time the firm recommends purchase or sales of securities which the adviser's

agent(s) have in their own portfolios. In addition, the adviser's agent(s) may buy or sell for themselves securities that the applicant firm also recommends to clients. These are limited to mutual fund and securities listed on major exchanges and do not include illiquid securities subject to market manipulation through the activities of the firm. They may include limited partnerships in which the advice may have no more than a limited partner interest.

Agents of the firm may suggest broker/dealers to client based on the best interest of the client and on the services made available to the agent to facilitate portfolio servicing and review, and production of reports for the client. Agents of the firm may suggest Charles Schwab and Company or TD Ameritrade whose commission rates are discounted. These companies provide information on investments and compliance, facilitate access to investment portfolio managers, provide access to securities research, and provide computer access to account transactions and securities pricing.

Item 13: Review of Accounts

If the client so requests, the firm will, for an hourly fee, provide ongoing advice and monitoring of the financial plan. The firm will suggest that the client subject the plan to a yearly review.

The accounts of clients who contract for investment advisory services are reviewed at least monthly by an agent of the firm who manages no more than 65 such accounts. Highly unusual market volatility or changes in the client's personal circumstances will trigger more frequent review.

Although not required, the client is advised to review the plan for possible updating on at least a yearly basis. Clients who contract for investment advisory services receive quarterly consolidated portfolio summaries and an annual report of sold assets prepared by an agent of the firm.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly from any third party for advice rendered to our clients. Nor do we directly or indirectly compensate any person for client referrals.

Item 15: Custody

Novos does not accept custody of client funds.

Item 16: Investment Discretion

We take discretion on client accounts with respect to the purchase and sale of securities. Discretion is granted by the client with the signing of a Limited Power of Attorney for each investment account. Clients can choose to retain trading discretion or can request to be consulted in advance of trading in their accounts by Novos Planning.

Item 17: Voting Client Securities

The firm does not vote proxy statements on behalf of advisory clients.

Item 18: Financial Information

No financial reporting is required as the firm does not receive fees more than six months in advance.