

**Part 2A of Form ADV: Firm Brochure**

**Item 1 Cover Page – Brochure Date: April 11, 2019**

**United Financial Planning Group LLC**

888 Veterans Memorial Hwy, Suite 405

Hauppauge, NY 11788

[www.unitedfpg.com](http://www.unitedfpg.com)

Phone: (631) 234-0871

Fax: (631) 584-3763

**This brochure provides information about the qualifications and business practices of United Financial Group LLC. If you have any questions about the contents of this brochure, please contact us at (631)234-0871 and/or [gbarrasso@unitedfpg.com](mailto:gbarrasso@unitedfpg.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about United Financial Planning Group LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**The advisors at United Financial Planning Group LLC are registered investment advisors. Registration does not imply a certain level of training.**

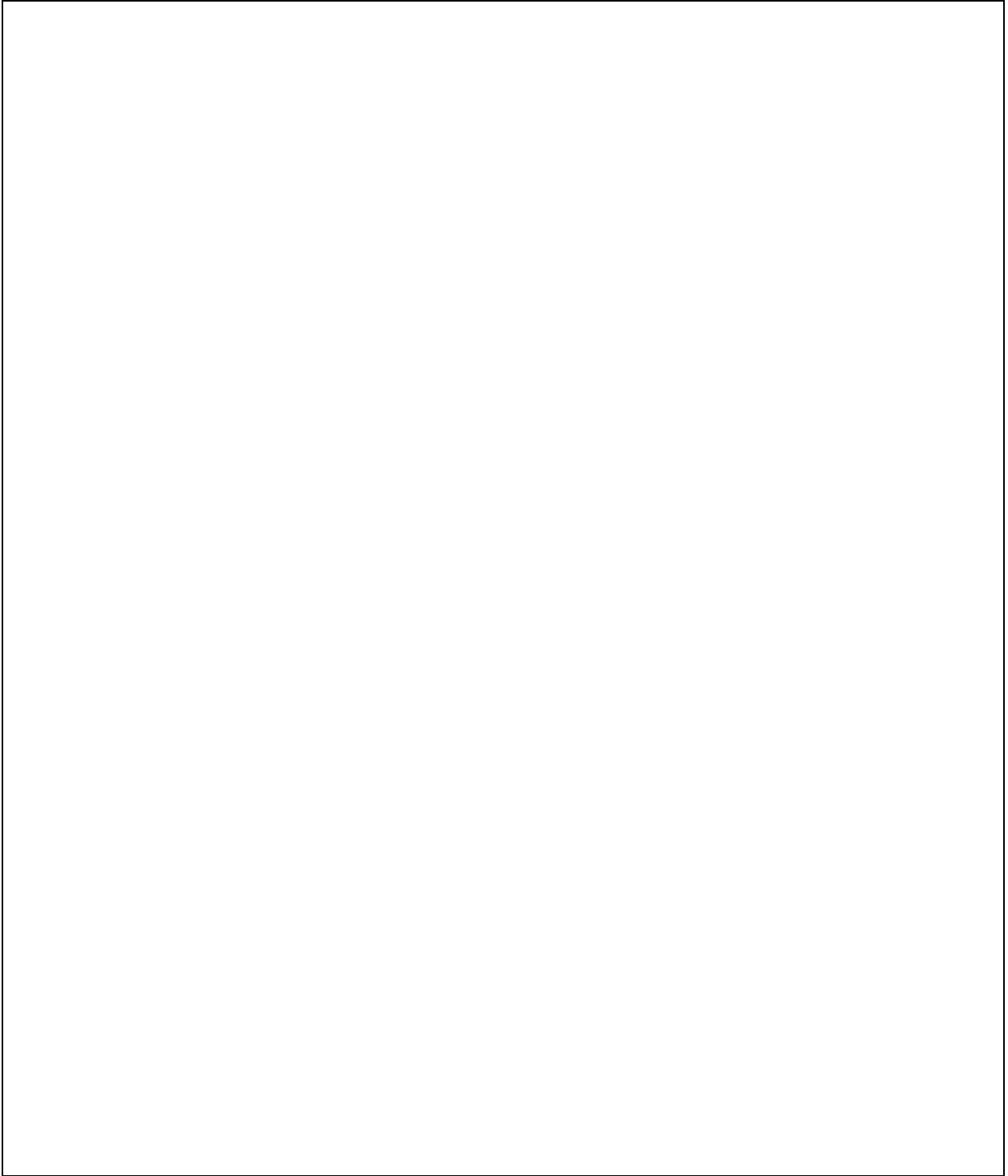
**Item 2 Material Changes**

Below are the material changes in this brochure from the last annual updating amendment of United Financial Planning Group LLC on 03/19/2018.

- United Financial Planning Group LLC has transitioned to registration with the United States Securities and Exchange Commission from its prior registration at the state level.
- United Financial Planning Group LLC has updated the fee schedule.
- United Financial Planning Group LLC has updated its Financial Planning and Consulting fee.

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#### **Item 4 Advisory Business**

##### **4A: Financial Planning and Consulting Services**

United Financial Planning Services LLC has been in business since 2007 and its principal owner is Gerard Barrasso. Financial planning typically involves a variety of services, principally advisory in nature, to clients regarding the management of their financial resources based upon an analysis of their individual needs. United Financial Planning Group will first conduct a complimentary initial consultation. At the end of the initial consultation, the Adviser will present the client with service options and applicable fees. If the client and the Adviser mutually decide to proceed, the client will engage United Financial Planning Group to provide financial planning services.

Follow up meetings will be conducted as necessary, during which pertinent information about the client's financial circumstances and objectives will be collected. United Financial Planning Group may meet with the client's other professional advisors (financial, legal, real estate, tax, etc.) for a series of information gathering and/or implementation meetings. Once such information has been reviewed and analyzed, a financial plan designed to achieve the client's stated financial goals and objectives will be presented to the client. The primary objective of this process is to allow United Financial Planning Group to assist the client in developing a strategy for the successful management of income, assets, and liabilities in meeting the client's financial goals and objectives.

Financial plans are based on the client's financial situation at the time the plan is presented and are based on financial information disclosed by the client to United Financial Planning Group. Clients are advised that certain assumptions may be made with respect to interest and inflation rates and use of past trends and performance of the market and economy. Past performance is in no way an indication of future performance. United Financial Planning Group cannot offer any guarantees or promises that the client's financial goals and objectives will be met.

##### **4B: N/A**

##### **4C: Asset Management Services**

United Financial Planning Group provides continuous asset management services where the investment advice provided is tailored to meet the needs and investment objectives of the client. The Adviser manages client accounts on a discretionary, non-discretionary basis and advisory basis.

Pursuant to a grant of discretionary authority and subject to any written guidelines or restrictions the client may set, United Financial Planning Group performs various functions, such as selection and amount of securities to be bought or sold, selection of broker/dealer, and commission rates to be paid, at the client's expense, without further approval from the client.

On a non-discretionary basis, the Adviser will seek client approval prior to placing orders for any transaction. In either case, United Financial Planning Group provides continuous supervision and rebalancing of the assets as changes in market conditions and client circumstances may require.

On an advisory basis, the Advisor provides supervision and rebalancing of the assets with the client placing actual trade orders.

Clients may impose restrictions on investing in certain securities or types of securities.

As of December 2018, United Financial has approximately \$80,234,539.00 under management on a discretionary and \$0 non-discretionary and advisory basis.

## Item 5 Fees and Compensation

Financial planning fees are negotiable based on the complexity and scope of the plan, as well as the client's financial situation and objectives. Fixed fees can range from \$1,500 to \$10,000 depending on plan complexity.

In limited circumstances, some clients may only require advice on a single aspect of the management of their financial resources. For these clients, United Financial Planning Group offers financial plans in a targeted format and/or general consulting services that address only those specific areas of interest or concern. For hourly consulting services in which a plan is not presented to the client, the fee will typically be payable via cash, check, or wire upon completion of the consultation.

The hourly fee for planning and consulting services is \$300. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the time/cost could potentially exceed the initial estimate. In such cases, the Adviser will notify the client and will request that the client approve applicable additional fees. Typically, financial planning fees will be due in arrears. However, other fee payment arrangements may be negotiated. For example, particularly complex plans may require prepayment of a portion of the estimated fee for services. For lengthy engagements, interim payments may be requested. Applicable fees, fee payment arrangements, and the terms of the engagement will be clearly set forth in the client agreement executed between United Financial Planning Group and the client prior to services being rendered. In no circumstance will the Adviser require prepayment of a fee in excess of \$5,000 for more than six months in advance.

Clients may act on the Adviser's recommendations by placing securities transactions with any brokerage firm the client chooses. The client is under no obligation to act on the Adviser's financial planning recommendations. Moreover, if the client elects to act on any of the recommendations, the client is under no obligation to implement the financial plan using United Financial Planning Group's asset management services.

The client may terminate the agreement within five business days after the date that all parties have signed the agreement without penalty. After this five-day period, either party may terminate the agreement upon written notice to the other. The planning fee will be prorated for the planning services completed prior to receipt of the cancellation notice given and any unearned fees will be returned to the client.

### **Annual Retainer Services**

United Financial Planning Group offers ongoing financial planning services to its clients on an annual basis. Some clients may select this service following the completion and presentation of the initial financial plan, while some clients may wish to contract the Adviser on an annual basis at the inception of the advisory relationship.

As part of this program, the Adviser will establish a regular planning cycle to work with the client in managing specific aspects of the overall financial plan. In conjunction with ongoing planning and consulting services, United Financial Planning Group may meet with the client's other professional advisers (financial, legal, real estate, tax, etc.) for a series of information gathering and/or implementation meetings. United Financial Planning Group will act as a project manager to coordinate the work of the appropriate parties in a manner consistent with the client's long-term desired outcome. As the client's financial situation, goals, objectives, or needs change, the client must notify United Financial Planning Group promptly.

Annual retainer fees are negotiable based on the complexity of the client's financial situation. The agreed upon fee will be established at the beginning of the advisory/client relationship based upon the scope of the work to be performed and the complexity of the client's financial situation. Applicable fees, fee payment arrangements, and the terms of the engagement will be clearly set forth in the client agreement executed between United Financial Planning Group and the client prior to services rendered.

The client may terminate the annual retainer agreement within five business days after the date that all parties have signed the agreement without penalty. After this five-day period, either party may terminate the agreement

upon written notice to the other. The retainer fee will be pro-rated for the period in which the cancellation notice was given and any unearned fees will be returned to the client.

### **Asset Management Services**

United Financial Planning Group provides continuous asset management services where the investment advice provided is tailored to meet the needs and investment objectives of the client. The Adviser manages client accounts on a discretionary or non-discretionary basis. Pursuant to a grant of discretionary authority and subject to any written guidelines or restrictions the client may set, United Financial Planning Group performs various functions, such as selection and amount of securities to be bought or sold, selection of broker/dealer, and commission rates to be paid, at the client's expense, without further approval from the client. On a non-discretionary basis, the Adviser will seek client approval prior to placing orders for any transaction. In either case, United Financial Planning Group provides continuous supervision and rebalancing of the assets as changes in market conditions and client circumstances may require.

The annual fee for asset management services is billed quarterly in arrears based on the value of the assets on the last business day of the calendar quarter. Fees will be assessed pro rata in the event the portfolio management agreement is executed at any time other than the first day of calendar quarter. The fee is based on a percentage of assets under management. On an annualized basis, the Firm's fees for portfolio management services subject to negotiation, are based on the following fee schedule:

First \$1,000,000 0.75% to 1.00%  
Over \$1,000,000 0.25%

In its discretion, United Financial Planning Group may allow accounts of members of the same household to be aggregated for purposes of determining the advisory fee. The Adviser may allow such aggregation, for example, where it services accounts on behalf of minor children of current clients, individual and joint accounts for a spouse, and other types of related accounts. This consolidation practice is designed to allow clients the benefit of an increased asset total, which could potentially cause the accounts to be assessed a reduced advisory fee based on the breakpoints available in the Adviser's previously stated fee schedule.

Either party may terminate the management agreement within five days of the date of acceptance without penalty to the client. After the five-day period, either party, upon 60 days written notice to the other, may terminate the management agreement. The management fee will be pro-rated for the quarter in which the cancellation notice was given. Since fees are due in arrears, refunds are not applicable.

### *General Information Regarding Services and Fees*

Typically, payment of fees will be made by the qualified and independent custodian holding the client's funds and securities provided that the following requirements are met:

The client provides written authorization permitting the fees to be paid directly from the client's account held by the custodian. United Financial Planning Group does not have access to client funds for payment of fees without client consent in writing. It is disclosed to the client that it is the client's responsibility to verify the accuracy of the fee calculation and that the custodian will not determine whether the fees are properly calculated.

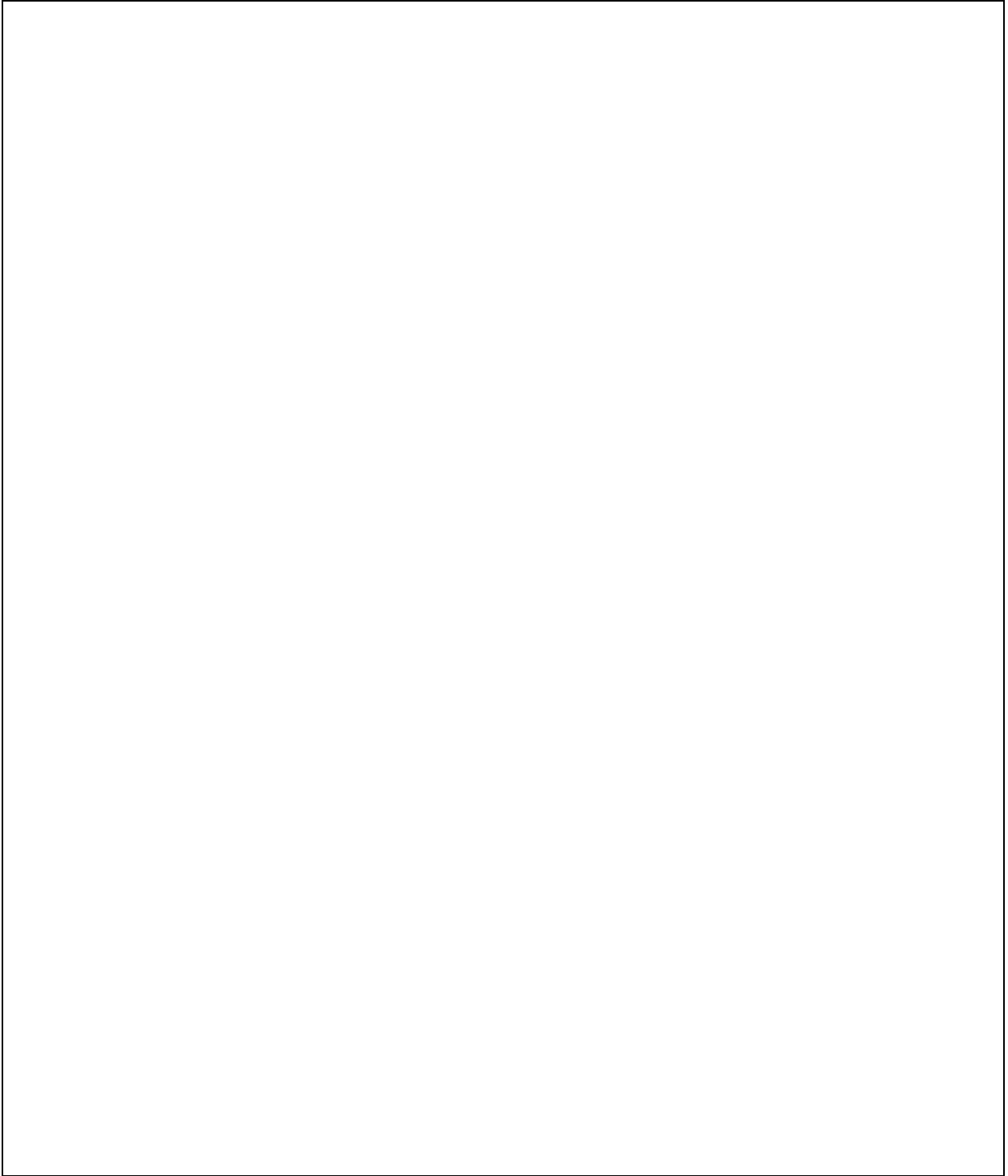
The custodian agrees to provide the client with a statement, at least quarterly, indicating all amounts dispersed from the account including the amount of the advisory fee paid directly to United Financial Planning Group. In limited circumstances, where the client chooses to be billed directly, advisory fees will be due as invoiced.

United Financial Planning Group shall never have custody of any client funds or securities, as the services of a qualified and independent custodian will be used for these services. The fees charged are calculated as described above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the funds, or any portion of the funds of an advisory client (15 U.S.C. §80b-5(a)(1)).

United Financial Planning Group does not represent, warrant, or imply that the services or methods of analysis employed by the Adviser can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines.

Advice offered by United Financial Planning Group may involve investments in mutual funds and exchange traded funds. Clients are advised that all fees paid to the Adviser for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds (as described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses, such as surcharges. Additionally, transaction charges may apply when purchasing or selling securities. United Financial Planning Group does not share in any portion of the brokerage fees/transaction charges imposed by the custodian holding the client funds or securities, or surcharges charged by investment companies. The client should review all fees charged by mutual funds, advisers, custodians, and others to fully understand the total amount of fees to be paid by the client.





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

Not applicable

**Item 7      Types of *Clients***

United Financial Planning Group LLC provides investment advice to individuals and small business owners.

For our hourly financial planning and consulting engagements, we do not require minimums as to income, assets, net worth, length of engagement, revenues generated or other conditions for engaging our services.

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

United Financial Planning Group supports a passive investment strategy as opposed to an active trading strategy, the latter of which requires calculated market timing, individual stock selection and bargain hunting. Active trading aims to beat the market and predict the future by taking advantage of suspected pricing errors. Instead, our passive investment strategy is founded on a diversified asset allocation approach using a client's personal goals, risk tolerance and contribution. United Financial Planning Group LLC does not guarantee the future performance of the Account or any specific level of performance, the success of any investment decision or strategy that Adviser may use, or the success of Adviser's overall management of the Account. Client understands that investment decisions made for the Account by Adviser are subject to various markets, currency, economic, political and business risks, and that those investment decisions will not always be profitable.

**Item 9      Disciplinary Information**

None

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

Gerard Barrasso, President of United Financial Planning Group is a Certified Public Accountant. United Financial Planning Group is also an accounting firm offering general accounting, financial and business consulting services to

Clients. Accounting services may include, but are not limited to, tax planning, tax preparation, risk management, business planning, mergers and acquisition advice, among others. It is expected that some clients for whom accounting services are provided may also become investment advisory clients. These services will be offered on a stand-alone basis for a fee that is separate and distinct from advisory services and fees. The amount of professional time spent providing these services will vary depending on client demand. Clients to whom United Financial Planning Group offers advisory services are informed that they are under no obligation to use United Financial Planning Group's or Mr. Barrasso's accounting services.

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

United Financial Planning Group has adopted a Code of Ethics, the full text of which is available to clients and potential clients upon request. United Financial Planning Group strives to comply with all applicable laws and regulations governing its practices. Therefore, United Financial Planning Group has set forth guidelines for professional standards of conduct for its associated persons, the goal of which is to protect client interests at all times and to demonstrate its commitment to its fiduciary duties of honesty, good faith, and fair dealing with clients. All associated persons are expected to adhere strictly to these guidelines. United Financial Planning Group's Code of Ethics requires that certain associated persons submit personal securities transactions and holdings reports to United

Financial Planning Group, which will be reviewed by a qualified representative of the Adviser on a periodic basis. Associated persons are also required to report any violations of the Adviser's Code of Ethics. Additionally, United Financial Planning Group maintains and enforces written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about clients or their account holdings by the Adviser or any associated person.

From time to time, United Financial Planning Group or persons associated with the Adviser may buy or sell securities that are recommended to its clients or securities in which its clients are invested. It is the Adviser's policy that associated persons of United Financial Planning Group shall not have priority over any client account in the purchase or sale of securities. Under certain circumstances, exceptions to the trading policy may be made.

## Item 12      Brokerage Practices

Generally, clients grant United Financial Planning Group discretion over the selection and amount of securities to be bought or sold without obtaining prior consent for each trade. However, the Adviser's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the client. For example, a client might specify that investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or a client might request restrictions or prohibitions of transactions in the securities of a specific industry. Clients may amend these limitations, as required. Such amendments must be submitted in writing.

United Financial Planning Group will recommend brokers/dealers to be used. Commission rates are determined by the broker/dealer selected and may or may not be negotiable. In limited circumstances, where United Financial Planning Group enters into non-discretionary arrangements with clients, United Financial Planning Group will obtain client approval prior to the execution of any transactions in the account. United Financial Planning Group will recommend that clients in need of brokerage and/or custodial services utilize the facilities of various securities brokers/dealers and/or other qualified custodians, such as Charles Schwab., Member FINRA/SIPC, among other independent and unaffiliated firms (hereinafter, "broker/custodian"). Recommended brokers/custodians may charge higher fees than other brokers/custodians charge for particular services. Clients may utilize any broker/custodian they choose and are not obligated to custody assets or to purchase or sell securities through recommended brokers/custodians.

United Financial Planning Group will recommend brokers/custodians it feels will provide quality services for competitive costs. The reasonableness of commissions and other costs is based on several factors, including professional services, competitive commission rates, transaction costs, volume discounts, execution price negotiations, interest rates, and other services.

The research products and services that United Financial Planning Group might receive from recommended brokers/custodians may include financial publications, information about particular companies and industries, research software, and other products or services that provide lawful and appropriate assistance to United Financial Planning Group in the performance of its investment decision-making responsibilities. Such research products and services are provided to all investment advisers who utilize the services of such brokers/custodians, and are not considered to be paid for with soft dollars. However, costs for particular transactions might be greater than costs associated with other brokers/custodians not providing United Financial Planning Group with research services or products. While, as part of its fiduciary duties, United Financial Planning Group endeavors at all times to put the interests of its clients first, clients should be aware that receipt of such products and services creates a potential conflict of interest.

Some clients may instruct United Financial Planning Group to use one or more particular brokers/custodians for the transactions in their accounts. Clients who wish to direct United Financial Planning Group to use a particular broker/custodian should understand that this might prevent United Financial Planning Group from obtaining favorable net price, execution, and/or interest rates. Thus, when directing brokerage/banking business, clients should consider whether the expenses, execution, clearance, settlement capabilities, and/or interest rates are adequately favorable in comparison with those that United Financial Planning Group might otherwise obtain for other clients through recommended brokers/custodians.



**Item 13      Review of Accounts**

Gerry Barrasso, President of United Financial Planning Group will review managed accounts on a continuous basis for consistency with the client's individual circumstances and investment goals. Additional reviews may be triggered by changes in the client's goals or circumstances, market conditions, world events, etc. Reviews of financial plans are recommended at least annually, and are available at the client's request. Updates to the written financial plan may be provided in conjunction with the review. Such reviews and updates may be subject to the Adviser's then current hourly rate.

For clients who engage United Financial Planning Group for on-going planning or management services, Mr. Barrasso will review plans and accounts and will provide updates as set forth in the relevant services agreement at no additional charge. Clients will receive statements directly from their custodian on a monthly or quarterly basis. If available, such information may be accessed online.

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

Not applicable

**Item 15**      *Custody*

United Financial Planning Group LLC does NOT have custody of client assets. Account statements will come directly from the custodian Charles Schwab or custodian designated by client.

**Item 16      Investment Discretion**

Generally, clients grant United Financial Planning Group discretion over the selection and amount of securities to be bought or sold without obtaining prior consent for each trade. This discretionary authority is granted through a limited power of attorney. This limited power of attorney must be in place prior to investment activity.

Adviser's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the client. For example, a client might specify that investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or a client might request restrictions or prohibitions of transactions in the securities of a specific industry. Clients may amend these limitations, as required. Such amendments must be submitted in writing.

**Item 17      Voting *Client* Securities**

***Proxy Voting and Class Action Litigation***

United Financial Planning Group will not vote proxies or render any advice regarding proxies solicited by or with respect to the issuers of securities held in client accounts. Additionally, United Financial Planning Group will not take any action or render any advice with respect to any securities held in client accounts, which are named in or are subject to class action lawsuits. Where the Adviser receives written or electronic proxy material or notice of a class action lawsuit, settlement, or verdict affecting securities owned by a client, it would forward all notices, proof of claim forms, and other materials to the client. Electronic mail is acceptable where appropriate, if the client has authorized contact in this manner.

**Item 18      Financial Information**

We do not require prepayment of discretionary investment fees.

