

## **Introduction**

Cypress Financial Planning, LLC is Federally registered with the Securities and Exchange Commission as an Investment Adviser.

Brokerage and investment advisory services and fees differ and it is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.



## **What investment services and advice can you provide me?**

Cypress offers investment advisory and financial planning services to retail investors. Clients are first interviewed to gain an understanding of their life goals and personal circumstances. Next, their complete financial situation, both current and expected future, is thoroughly analyzed. With this information, advisors model scenarios, run simulations, and use in-depth knowledge of financial products, regulations, and the economy to determine the likelihood of achieving these goals as well as the proper financial decisions today to maximize the probability of realization. Recommendations are then presented to the client and an execution strategy is mutually decided. Finally, assistance is provided for execution and meetings occur periodically to review life changes, monitor investment performance, and adjust the financial roadmap as necessary.

Cypress monitors client portfolios as part of an ongoing process with regular account reviews conducted on at least a quarterly basis. While individual Financial Advisors are reviewing individual client portfolios, investment philosophy and the underlying mix of asset classes are reviewed and set by the Principals of the firm who are also Financial Advisors. Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

Cypress usually receives discretionary authority from the client at the outset of an advisory relationship to select the securities to be bought or sold. In all cases, however, such discretion is exercised in a manner consistent with the stated investment objectives for the particular account. Our clients who give us discretionary authority sign a limited power of attorney to this effect. Clients may also choose to restrict the ability of Cypress to have full discretionary authority, in which case the client would make the ultimate investing decisions.

Cypress imposes no minimum account size. However, there is a minimum annual retainer fee required which ranges from \$1,000 to \$2,500 depending on which individual Financial Advisor will lead the client relationship.

**Additional Information:** For more detailed information about Cypress' services, please request a copy of the firm's disclosure Form ADV, Part 2A brochure. This brochure can also be found here:

<https://adviserinfo.sec.gov/firm/summary/151014>.

### **Conversation Starters:**

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

## **What fees will I pay?**

Cypress provides both comprehensive financial planning as well as investment advisory for a single, combined fee. This fee is billed quarterly based upon the assets under management with a range of 1.00% - 0.40% annually depending upon total asset size. For instances when a client does not have significant assets to be managed, the client is charged a minimum annual fee ranging from \$1,000 to \$2,500 in place of the schedule indicated above. Fees are subject to negotiation in certain circumstances. For clients being charged asset-based fees, more assets managed results in a higher management fee, thus creating a potential conflict where an advisor is incentivized to encourage the client to increase assets managed.

Cypress' fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third

party investment, and other third parties such as fees charged by managers, custodial fees, deferred sales charges, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to Cypress' fee, and Cypress does not receive any portion of these costs.

**Additional Information:** You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more detailed information about Cypress' fees and costs, please request a copy of the firm's disclosure Form ADV, Part 2A brochure.

**Conversation Starters:**

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

## **What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

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**When we act as your investment adviser,** we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

Cypress is "fee-only", meaning we do not participate in any revenue sharing with third parties or accept commissions on products or trades. The only revenue we receive is directly from client fees. Cypress has an incentive to recommend clients utilize Charles Schwab & Co. as their custodian for managed accounts because Cypress receives access to third-party research and technology services through its partnership with Charles Schwab & Co. If a client were to ask a Cypress advisor for a recommendation regarding paying down outstanding debt or adding to investments, the advisor would be incentivized to recommend adding to investments, as that would likely increase the advisory fee.

**Additional Information:** For more detailed information about Cypress' conflicts of interest, please request a copy of the firm's disclosure Form ADV, Part 2A brochure.

**Conversation Starters:**

- *How might your conflicts of interests affect me, and how will you address them?*

### **How do your financial professionals make money?**

Financial professionals receive variable compensation related to the number of clients served and level of total fees generated. This creates a financial incentive to solicit and retain clients.

## **Do you or your financial professionals have legal or disciplinary history?**

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No. Visit [Investor.gov/CRS](https://investor.gov/CRS) for free and simple search tool to research Cypress and our financial professionals.

**Conversation Starters:**

- *As a financial professional, do you have any disciplinary history? For what type of conduct?*

**For more detailed information about Cypress, please request a copy of the firm's disclosure Form ADV, Part 2A brochure.** Please contact (856) 720-0029 to request up-to-date information and request a copy of this Form CRS.

**Conversation Starters:**

- *Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*