

Brandon Financial Planning, Inc. – Form CRS

Item 1 – Introduction

Brandon Financial Planning, Inc. (“Brandon Financial”, “we”, “our”, or “us”) is registered with the Securities Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differ from a registered broker-dealer, and it is important for you to understand the differences between those structures. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing. The italicized sentences appearing in text boxes below are intended to be “conversation starters” for you to have with us, as required by the instructions to Form CRS.

Item 2 – Relationship and Services - What investment services and advice can you provide me?

Brandon Financial provides comprehensive financial planning and discretionary or non-discretionary investment advisory services to customers including but not limited to individuals and high net worth individuals (our “retail investors” or “client”). When a retail investor engages us to provide discretionary investment management services, we shall monitor, on a continuous basis, the investments in the accounts over which we have discretionary authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our discretionary authority over your account(s) shall continue until our engagement is terminated per the terms of our agreement. We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment.

To the extent requested by a client, we may provide financial planning and related consulting services regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. We do not provide legal, accounting, or insurance products for our clients, and do not prepare estate planning documents or prepare tax returns. To the extent requested by a client, we may recommend the services of other professionals for certain non-investment implementation purpose (i.e. attorneys, accountants, insurance agents, etc.), including representatives of Brandon Financial in their separate individual capacities as registered representatives and/or licensed insurance agents of Brandon Investments, Inc., an affiliated FINRA member broker-dealer and licensed insurance agency (“Brandon Investments”). The client is under no obligation to engage the services of any such recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation made by Brandon Financial and/or its representatives. Brandon Financial encourages its client to continue to retain it to furnish ongoing consultation. If the client agrees to do so, Brandon Financial will review its client’s financial plan on a regular basis. **Additional Information:** For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7 in our [ADV Part 2A](#).

Conversation Starters:

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

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

When we are engaged to provide combined comprehensive financial planning and discretionary and/or non-discretionary Investment Advisory Services, Brandon Financial’s negotiable annual fee will be either \$500 per hour, or a fee based on your total gross income or net worth. Brandon Financial’s annual fee will not exceed 2% of the assets placed under its management. Brandon Financial generally requires a \$4,000 annual minimum fee for investment advisory services. As discussed above, Brandon Financial, may, in its sole discretion, negotiate and/or offer reduced annual investment advisory fees or reduce its annual minimum fee based upon various factors. **Please Note:** As result of the above, and fee differential discussed, similarly situated clients often pay different fees. In addition, similar advisory services may be available from other investment advisers for similar or lower fees. Because our fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services although at a lower fee rate. Therefore, we have an incentive to encourage you to increase the amount of assets that you entrust to us. For more detailed information regarding our methodology for determining each client’s annual fee, please see Item 5 in our [Form ADV Part 2A](#). **Other Fees and Costs:** Discretionary investment assets will be held with a qualified custodian. Brandon Financial shall generally recommend that Charles Schwab & Co., Inc. (“Schwab”) serve as the broker-dealer/custodian for client investment advisory assets. Broker-dealers such as Schwab charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds,

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commissions are charged for individual equity and fixed income securities transactions). In addition to Brandon Financial's investment advisory fee, brokerage commissions and/or transaction fees, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses). The fees charged by the applicable broker-dealer/custodian, and the charges imposed at the fund level, are in addition to Adviser's investment advisory fees referenced in Item 5 of our [Form ADV Part 2A](#). **Additional Information:** We do not accept performance-based fees. 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 understand what fees and costs you are paying. For more detailed information about our fees and costs related to our management of your account, please see Item 5 in our [Form ADV Part 2A](#).

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?

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. Below is an example to help you understand what this means:

* The recommendation by Brandon Financial's representatives that a client purchase a securities or insurance commission product through Brandon Investment presents a conflict of interest, as the receipt of commissions may provide an incentive to recommend investment or insurance products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any securities or insurance commission products through such a representative.

Conversation Starters:

How might your conflicts of interest affect me, and how will you address them?

For more detailed information about all of our *conflicts* of interest, please review Items 4, 5, 10, 11, 12, and 14 of [Form ADV Part 2A](#).

How do your financial professionals make money?

Our financial professionals are compensated on a salary basis and may receive a discretionary bonus. Certain of our professionals, in their separate individual capacities as registered representatives and/or licensed insurance agents of Brandon Investments, will earn additional compensation, including commissions, which can impact their recommendations to you. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

Do you or your financial professionals have legal or disciplinary history? No. We encourage you to visit www.investor.gov/CRS to research our firm and our financial professionals. We encourage you to ask your financial professional: *As a financial professional, do you have any disciplinary history? If so, for what conduct?*

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer, Jim Cullen, at any time to request a current copy of our [Form ADV Part 2A](#) or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (901) 324-6600.

Conversation Starters:

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

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Exhibit - Changes

Since the last filing of this Form ADV Part 3, dated March 5, 2021, we have updated disclosure regarding where to find additional information and conflicts of interest related to the compensation structure of our financial professionals.