

ADV Form, Part 2A Firm Brochure Magnolia Financial

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This brochure provides information about the qualifications and business practices of Magnolia Financial Planning Services, Inc. If you have any questions about the contents of this brochure, please contact us at (864) 886-9766 or magnoliaplan@bellsouth.net. 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 Magnolia Financial Planning Services, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov. Registration does not imply a certain level of skill or training.

Item 2: The following material changes have been made from our last annual update on February 16, 2018. Material changes relate to our policies, practices or conflicts of interests.

The firm has transitioned to registration with the United States Securities and Exchange Commission from its prior registration at the state level.

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Item 4. Advisory Business

A. Magnolia Financial Planning Services, Inc. is a comprehensive financial planning firm that has been in business since 1994. Magnolia is owned by Robby T. Bryant, CFP, CEA and Jason S. White, CFP, CPA.

B. We provide financial planning advice in the areas of retirement, investment, tax, insurance and estate planning.

C. Magnolia analyzes, in detail, the client's current financial position including assets, liabilities, cash management, employee benefits, insurance, estate plan and other detailed factors pertaining to client's financial position, individual goals and future objectives. After collection of all data and documents, Magnolia processes and coordinates all information gathered, assimilates all aspects pertaining to the client's case, projects known conditions into future assumptions, and makes recommendations in a written, concise, personalized financial plan aimed at improving asset utilization, capital accumulation and goal achievement. Clients may impose restrictions on investing in certain securities or types of securities. Magnolia makes a supplemental analysis in each subsequent year and updates, in writing, those as necessary in relation to conditions existing at the time of each annual review.

D. We do not participate in wrap fee programs.

E. We currently manage \$100,312,302 in assets as of December 2018, of which all is discretionary management.

Item 5. Fees:

A. We are a fee-based financial planning firm. Fees are annual fees paid upfront, but which are divided into quarterly payments. Fees charged by Magnolia are for financial and investment advisory services. These fees are distinguished from supplementary legal, investment, insurance or accounting fees which might be incurred by the client as a result of implementing recommendations of the client's financial plan. Examples of services not performed by Magnolia are retirement plan accounting, retirement plan administration, preparation of legal documents, etc. Our mutual fund recommendations are all no-load funds. If our clients need life insurance policies and/or annuities, we can provide those, and the commissions for those are paid by the insurance companies.

Fee Schedule:

Advisor provides investment advisory services and furnishes advice to clients on matters not involving securities only as a part of the total financial planning process. The minimum fee includes fees for full-service financial planning and investment management services. In certain instances, depending on the client's needs and the services to be performed by Advisor, a contract may be entered into with a fee different from the fee schedule set forth below. This fee would be based upon individual negotiations with the client. Clients can terminate the contract at any time. The following fees are charged on an annual basis, and are paid in quarterly installments with first payment due upon signing for the comprehensive financial plan document and then management fees in arrears as services are provided.

Comprehensive Financial Planning Fee (annual):

Investment Assets:

Above \$100,000	2.0%
Above \$1,000,000	1.5%
Above \$2,000,000	1.0%
Above \$3,000,000	0.9%
Above \$4,000,000	0.8%
Above \$5,000,000	0.7%
Above \$6,000,000	0.6%
\$7,000,000 +	0.5%

- A. Minimum Fee: \$2500 and all fees are negotiable.
- B. Client's fees are deducted from assets quarterly.
- C. Clients will incur custodial and mutual fund fees as described in Item 12.
- D. Management fees are paid in advance for first quarter and are not refundable.

Magnolia and its supervised persons will accept compensation for the sale of other investment products, such as insurance products. This presents a conflict of interest and gives the supervised person and Magnolia an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending the sale of investment products for which Magnolia receives compensation, Magnolia will document the conflict of interest in the client file and inform the client of the conflict of interest.

Clients always have the option to purchase Magnolia recommended products through other agents that are not affiliated with Magnolia.

Commissions are not Magnolia's primary source of compensation.

Advisory fees that are charged to clients are not reduced to offset the commissions or markups on securities or investment products recommended to clients.

Financial Planning Hourly Fees:

Magnolia charges an hourly fee for financial planning services of \$250 an hour. The fees are negotiable, and the final fee schedule will be attached as Exhibit II of the Financial Planning Agreement.

Item 6. We do not charge performance-based

fees. Item 7. Types of clients:

Magnolia provides investment advice to individuals, trusts, and company retirement plans. The required minimum investment is \$250,000.

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

A. Our comprehensive financial planning will provide clients with different scenarios that will optimize their investments during retirement, including tax planning, insurance planning, and estate planning where they can save money by appropriate planning. Our overall investment strategy allows good returns with lower volatility by managing risks, using our valuation techniques to buy when investments are underpriced and sell when they become overpriced. Even so, investing in securities involves risk of loss that clients should be prepared to bear.

B. The risks involve include loss of principal as most of our investments are not government guaranteed. The risks to valuing companies include that the growth numbers are projections and may not grow as much as expected. Even investments that are undervalued may go down in value and ones that are overvalued may continue to go up in value.

C. We do not recommend primarily any type of security, but various asset classes.

Item 9. Disciplinary Information:

Magnolia has not been involved in any criminal or civil action in a domestic, foreign or military court, any administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority, or any self-regulatory organization (SRO) proceeding.

Item 10. Other Financial Industry Activities and Affiliations:

Magnolia's management is not registered, or does not have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities. We do not have arrangements or receive any compensation from any broker-dealer, municipal securities dealer, or government securities dealer or broker, investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund), other investment adviser or financial planner, futures commission merchant, commodity pool operator, or commodity trading advisor, banking or thrift institution, accountant or accounting firm, lawyer or law firm, pension consultant, real estate broker or dealer, or sponsor or syndicator of limited partnerships.

Jason S. White is a licensed insurance agent. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Magnolia Financial Planning Services, Inc. always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Magnolia Financial Planning Services, Inc. in their capacity as a licensed insurance agent.

Jason S. White is an accountant with BYERLEY, PAYNE & WHITE, CPA PA. From time to time he will offer clients advice or services from this activity. Clients should be aware that this is a conflict of interest with the fiduciary duties of a registered investment adviser. Clients are in no way required to work with any representative of Magnolia Financial Planning Services, Inc. in their outside capacities.

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

Magnolia has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Our Code of Ethics is available free upon request to any client or prospective client.

Magnolia may affect transactions for its own account or have a financial interest in investments recommended for purchase or sale by Magnolia to clients. Any such purchase or sale by Magnolia will be on identical terms with that recommended to clients, and that in the case of a sale of an investment, Magnolia will notify client of its intention to dispose of such investment. If client wishes to dispose of such investment, such interest will be sold if possible at the same time and on the same terms as that being sold by Magnolia. It is agreed that in the event both the client's and Magnolia interests cannot all be sold, the client's interest to the extent possible will be sold first.

Item 12. Brokerage Practices:

A. Magnolia uses discount brokerages based on low commissions, excellent trade fill rates and client insurance coverage.

1. Magnolia does not receive any compensation from brokerages.
2. Magnolia does not receive any client referrals from brokerages or any other companies.
3. Magnolia recommends that clients direct us to execute transactions through specified brokerages. Clients that desire other brokerages may receive less favorable prices. If the same security can be bought or sold for more than one client, we will buy or sell them all at same price.

Item 13. Review of Accounts:

Magnolia monitors client investments daily and its Investment Advisor Representatives conduct annual financial plan updates with clients. Clients receive monthly brokerage reports and have 24/7 online access to their accounts. Clients also receive written quarterly net worth statements from Magnolia, and monthly electronic and quarterly paper newsletters.

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).

Item 14. Client Referrals: Magnolia does not pay anyone or company or receive payments for client referrals.

Item 15. Custody:

Magnolia only takes custody of client funds in terms of being trustees, and even then, all deposits are made to the brokerage company. Magnolia follows all custody Rules required by its jurisdiction.

Item 16. Investment Discretion: Magnolia exercises investment discretion over client's accounts as agreed by clients in the financial planning contract, unless otherwise specified in contract.

Item 17. Magnolia does not vote clients' securities. Clients receive their proxies or other solicitations directly from their custodian or a transfer agent and can contact us with questions about a solicitation.

Item 18. Magnolia does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance.

Neither Magnolia nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

Magnolia has not been the subject of a bankruptcy petition in the last ten years.