

Form ADV Part 2B Brochure Supplement
Robert S. Harrell

Item 1 – Cover Page

Robert S. Harrell
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This brochure supplement provides information about Robert S. Harrell (“Harrell”) that supplements the Lifetime Planning, Inc. (“LP”) brochure. You should have received a copy of that brochure. Please contact Wendy Taylor at 805-987-8938 or wendy.taylor@securitiesamerica.com if you did not receive the LP brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Harrell is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Robert Harrell, Born 1974

Educational Background:

BS, University of California at Northridge: 2001

Business Background:

Lifetime Planning, Inc, Investment Advisor Representative, 2005 to Present;

Securities America, Inc., Registered Representative, 10/2005 to Present;

ICM, Registered Representative, 2002 to 2005

Sun America Securities, Inc., Registered Representative, 2002 to 2005

Item 3 – Disciplinary Information

Robert Harrell has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Registered Representative of Securities America, Inc.

Robert Harrell is separately licensed as a registered representative with Securities America, Inc. (“SAI”), a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting in his separate capacity as a registered representative of SAI, Harrell may sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. As such, Harrell may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based SAI account in addition to a LP advisory account.

The receipt of commissions creates an incentive for Harrell to recommend those products for which he will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Harrell controls for this potential conflict of interest by discussing with clients the advantages and disadvantages of establishing a fee-based account through LP versus establishing a commission-based account through SAI. LP does not require its advisor representatives to encourage clients to implement investment advice through SAI.

Harrell does not earn commissions in fee-based accounts.

Harrell will receive 12b-1 fees from certain mutual fund companies as outlined in the fund’s prospectus. 12b-1 fees come from fund assets, therefore, indirectly from client assets. The receipt of such fees could represent an incentive for Harrell to recommend funds with 12b-1 fees over funds that have no fees or lower fees. Typically, Harrell will receive 12b-1 fees only in commission-based brokerage accounts. However, such fees can be earned in fee-based accounts managed by Harrell if 12b-1 fee paying mutual funds are held in the managed account. For ERISA accounts, there is an offset for any amount of 12b-1 fees. In such a situation, Harrell discusses with clients the selection of a 12b-1 paying mutual fund or other trail paying mutual funds. LP maintains records of all 12b-1 fee payments to Harrell which may be viewed by clients upon request.

Clients are never obligated or required to establish accounts through LP or SAI. However, if a client does not choose to accept Harrell’s advice or decides not to establish an account through SAI, Harrell may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Harrell, in his capacity as a SAI registered representative must place all purchases and sales of securities products in commission-based brokerage accounts through SAI or its other approved institutions.

Insurance Agent

Robert Harrell is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, he will receive commissions for selling insurance and annuity products.

Robert Harrell may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of Harrell when recommending products to his clients. While Harrell endeavors at all times to put the interest of his clients first as a part of his overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest, and may affect his decision making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Harrell and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Robert Harrell spends approximately 10% of his time on life insurance sales.

Interest in relationship with Mortgage Broker

Robert Harrell has a referral relationship with ICM Lending, a mortgage broker. Harrell may refer clients needing assistance with mortgage or real estate matters to ICM Lending. At a minimum, Mr. Harrell will provide administrative services including data gathering, helping complete the loan application, preparation and communication with the client. For providing these administrative services, ICM Lending pays Harrell a referral fee for the mortgage business generated. Clients are under no obligation to utilize the services of ICM Lending.

Item 5 – Additional Compensation

Other than the fees detailed in LP's Form ADV Part 2A Disclosure Brochure, Robert Harrell receives no other compensation related to advisory services provided to clients.

Item 6 – Supervision

David Smith is the Chief Compliance Officer of LP. He is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Robert Harrell. Smith can be contacted at 805-987-8938.

Item 7 – Requirements for State-Registered Advisers

Robert Harrell has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2,500. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, he has not been the subject of a bankruptcy petition.