

# Eichner Investment Planning, LLC

## Item 1-Cover Page



3805 Edwards Road, Suite 550  
Cincinnati, Oh 45209

(O) 513-448-4024

(C) 513-290-9170

(F) 513-672-0845

[HTTP://Eichplan.com](http://Eichplan.com)

March 28, 2018

This brochure provides information about the qualifications and business practices of Eichner Investment Planning, LLC ("EIP"). If you have any questions about the contents of this brochure, please contact us at 513-290-9170. 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.

Eichner Investment Planning, LLC is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Eichner Investment Planning, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2-Material Changes

Since our last filing on 03/27/2017, there have not been any material amendments to our advisory services.

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## Item 4-Advisory Business

**Eichner Investment Planning, LLC** (“EIP”) was founded by Alan Eichner in the fall of 2003. EIP works with a small number of individuals and families guiding them through the decision making and implementation process. As an independent advisor, the EIP’s investment advice is determined exclusively on the best interest of the client. Eichner Investment Planning, LLC operates in Cincinnati, Ohio.

As of December 31, 2017, EIP manages \$172,962,564 of assets on a non-discretionary basis.

## Item 5-Fees and Compensation

Compensation for investment supervisory services is derived as fee income based upon the percentage of assets under management. The compensation method is explained and agreed with the clients in advance before any services are rendered.

The fee schedule, based on a percentage of assets under management, is as follows:

Assets Under Management	Annual Fee
First \$5,000,000	0.75%
\$5,000,001 - \$10,000,000	0.65%
\$10,000,001 - \$15,000,000	0.55%
\$15,000,001 - \$20,000,000	0.45%
Above \$20,000,000	0.37%

The Advisor assesses a minimum annual fee of \$15,000 to accounts receiving ongoing asset management services. As a result, accounts with a small balance may pay a higher annual fee than those normally charged by other investment advisors.

Fees paid to EIP are also separate and distinct from the fees and expenses charged by mutual funds, ETFs (exchange traded funds) or other investment pools to their shareholders. Generally, the fund’s prospectus will discuss management fees, fund expenses, and offering materials. The client should review all fees charged by funds, brokers, EIP, and others to full understand the total amount of fees paid by the client for investment and financial-related services.

Clients should be aware of their responsibility to verify the accuracy of the fee calculation submitted to the custodian by the Advisor, as the custodian will not determine whether the fee has been properly calculated. The Advisor will provide the client with a separate copy of each invoice, setting forth the basis for the calculation. Also, advisory fees charged by the Advisor are separate and distinct from fees and expenses charged by mutual funds, which may be

recommended to clients. A description of these fees and expenses are available in each fund's prospectus.

Advisor's fees are generally paid quarterly, in advance, based on the value of the account(s) as of the close of the previous quarter, or unless otherwise negotiated with the client as provided for in the agreement. For new client accounts, the Advisor's fee will be pro-rated for the remaining calendar quarter. The Advisor's service may be terminated by either party upon written notification in accordance with the applicable contractual notice of termination. Upon termination, the fees charged for advisory services will be pro-rated and a refund for any unearned fees will be issued. The client can cancel the Agreement without penalty within the first five days after the signing of the Agreement.

Investment advisory services begin with the effective date of the Agreement, which is the date the client signs the Investment Advisory Agreement. For that calendar quarter, fees will be adjusted pro rata based upon the number of calendar days in the calendar quarter that the Agreement was effective.

Fees may be negotiated for clients where specialized investment services are needed. The Advisor reserves the right to adjust the fee schedule for accounts depending on the size and type of account and the services required. In some cases, negotiation of fees may result in different fees being charged for similar services and may be less than the stated fees or may result in a fixed amount being charged as negotiated with the client.

## **Item 6-Performance Based Fees and Side-by-Side Management**

EIP does not charge any performance fees. Some investment advisers experience conflicts of interest in connection with the side-by-side management of accounts with different fee structures. However, these conflicts of interest are not applicable to EIP.

## **Item 7-Types of Clients**

EIP primarily provides customized investment management services to high-net-worth individuals minimum account size is generally \$2,000,000, but this amount is negotiable.

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

The Advisor will identify specific money managers, mutual funds, and index managers consistent with the client's investment objectives and risk tolerances within the vast investment categories. Once the client has agreed to the managers, fund, and indexes, the Advisor will assist with the implementation of the portfolio, and continuously monitor the portfolio for performance, compliance with the investment guidelines, and material changes relating to the money manager or mutual fund. In addition, the Advisor reserves the authority to reallocate assets among money managers/mutual funds on behalf of the client subject to the clients' approval. The Advisor does not manage assets on a discretionary basis, and does not determine the commission rates at which securities transactions are affected. In addition, the Advisor does not determine the broker dealer through which securities are bought and sold.

The risks considered by the Advisor when determining investment advice include:

**Market Risk** - This is the most familiar of all risks. Also referred to as volatility, market risk is the day-to-day fluctuations in a stock, index or mutual funds price. As a whole, stocks tend to perform well during a bull market and poorly during a bear market. The more unstable the investment the more chance there is that it will experience a dramatic change in direction.

**Interest Rate Risk** – This is the risk that an investment's value will change as a result of a change in interest rates. The risk affects bonds more than stocks.

**Political Risk** – This represents the risk that a country's government will suddenly change its policies.

**Foreign-Exchange Risk** – When investing in a foreign country you must consider the fact that country exchange rates can change the price of the asset as well. Foreign exchange risks apply to all financial instruments that are in a currency other than your domestic currency.

In some instances, clients might employ hedge funds. Hedge funds are usually not as liquid as public equities. The fees for hedge funds are usually greater than those of traditional funds or managers. The minimum for hedge funds usually starts at \$500,000. It is important to read the disclosure documents of the hedge for clarification of fees, liquidity and definition of an accredited investor.

Investing in securities involves risk of loss that clients should be prepared to bear.

### **Item 9-Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of EIP or the integrity of EIP's management. EIP has no information applicable to this Item.

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

EIP and its employees do not have any relationships or arrangements with other financial services companies that pose material conflicts of interest. EIP does not receive any compensation for the third-party money managers it may recommend to clients.

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

EIP has adopted a written code of ethics that is applicable to all employees. Among other things, the code requires EIP and its employees to act in clients' best interests, abide by all applicable regulations, avoid even the appearance of insider trading, and pre-clear and report on many types of personal securities transactions. EIP's restrictions on personal securities trading apply to employees, as well as employees' family members living in the same household. All EIP employees must acknowledge the terms of the Code of Ethics annually, or as amended. A copy of EIP's code of ethics is available upon request.

EIP's employees are generally permitted to trade alongside client accounts as long as they receive the average price that is applicable to clients and pay their share of any transaction costs. EIP's employees do not actively trade their personal accounts. All employees are required to keep their personal statements on files at the firm's offices.

## **Item 12-Brokerage Practices**

The Advisor does not determine the custodian through which securities are bought and sold. Typically, the client will choose the custodian through which securities transactions are affected. Eichner Investment Planning is registered with Charles Schwab in company. It has done so to make it more convenient for clients. Schwab fees are competitive with the industry. Eichner does not receive any compensation, financial or other, from Charles Schwab and Co.

### Soft Dollar Benefits

There are no soft dollar agreements.

### The Selection of Trading Counterparties

This is not applicable to EIP

### Best Execution Reviews

This is not applicable to EIP as there are no individual equities being trades for clients. The client is relying on the custodian for best execution.

### Aggregated Trades

This is not applicable to EIP. EIP does not have discretion over the accounts. So, any trades being executed are done by the clients.

### Client Referrals

EIP does not compensate any other custodian or broker/dealer for referring client accounts.

## **Item 13-Review of Accounts**

EIP will review with clients on a quarterly basis their holding and their allocations. On an annual basis the Chief Compliance Officer will review all of the client's accounts. Reviews of client accounts will also be triggered if a client changes his or her investment objectives, or if the market, political, or economic environment changes materially.

Clients receive account statements directly from their chosen custodian on at least a quarterly basis.



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

There is no compensation to any party or entity for referrals

## **Item 15-Custody**

All clients' accounts are held in custody by unaffiliated broker/dealers or bank. EIP deducts fees from client accounts. The access for deducting fee from the account is given to the custodian by the clients. EIP access is limited to this service ONLY. Account custodians send statements directly to the account owners on at least a quarterly basis. Clients should carefully review these statements, and should compare these statements to any account information provided by EIP.

## **Item 16-Investment Discretion**

EIP does not implement trading recommendation or other actions in the account unless and until the client has approved the recommendation or action. EIP has NO investment discretion over all client accounts.

## **Item 17-Voting Client Securities**

As a policies and accordance with EIP's client agreement, EIP, does not vote proxies related to securities held in client accounts.

## **Item 18-Financial Information**

EIP has never filed for bankruptcy and is not aware of any financial condition that is expected to affect its ability to advise client accounts. EIP does not require or solicit a prepayment of fee of more than \$500 per client six or more months in advance, and therefore no disclosure is required for this item.

**Brochure Supplement**

**Form ADV Part 2B**

**Item 1-Cover Page**

**Alan M. Eichner**

**CRD: 3101840**

**of**

**Eichner Investment Planning**

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This Brochure Supplement provides information about Alan Eichner, and supplements the Eichner Investment Planning (“EIP”) Brochure. You should have received a copy of that Brochure. Please contact us at 513-448-4024 if you did not receive EIP’s Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Doug is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

## **Item 2-Education and Business Background**

Alan M. Eichner (year of birth 1965) has the Managing Principle of Eichner Investment Planning since inception in 2003. Alan graduated from Florida State University with a BS in Finance. He obtained his MBA from Loyola University Chicago in 1995.

### **Business Background:**

- October 2009 – January 2011  
Managing Director, Gries Financial, LLC
- September 2003 to September 2009  
President, Eichner Investment Planning, LLC
- May 2001 to September 2003  
Manager, Fort Washington Investment Advisors, Inc.
- August 1998 to April 2001  
Consultant, Investment Advisory Services for Arthur Andersen
- June 1996 to August 1998  
Consultant, Investment Advisory Services for Ernst & Young

### **Item 3-Disciplinary Information:**

Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Alan has no such disciplinary information to report.

### **Item 4-Other Business Activity:**

Alan Eichner is involved in no other businesses.

### **Item 5-Additional Compensation:**

Alan has no other income or compensation to disclose.

### **Item 6-Supervision:**

As Chief Compliance Officer, Alan is responsible for providing supervisory oversight to the firm.