

**Firm Brochure**  
(Part 2A of Form ADV)

**Item 1: Cover Page**

**ELSER FINANCIAL PLANNING, INC.**  
**8365 Keystone Crossing, Suite 105**  
**Indianapolis, IN 46240**  
**317-731-5615**  
**317-731-5749 (fax)**  
**www.elserfp.com**  
**susan@elserfp.com**

This brochure provides information about the qualifications and business practices of Elser Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at: 317-731-5615 or by email at: [susan@elserfp.com](mailto:susan@elserfp.com). 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 Elser Financial Planning, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for Elser Financial Planning, Inc. is 143311.

Registration with the SEC and other state securities authorities as a registered investment adviser does not imply a certain level of skill or training.

This brochure was last updated on January 18, 2016.

## **Item 2: Material Changes**

---

The United State Securities and Exchange Commission's "Amendments to Form ADV" published on July 28, 2010 requires that we provide this ADV Part 2A Firm Brochure to our clients.

---

### **Annual Update**

The Material Changes section of this brochure will be updated annually and when material changes occur since the previous release of the Firm Brochure.

---

### **Material Changes since the Last Update**

No material changes have been made to this brochure since the last filing on July 20, 2015.

---

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 317-731-5615 or by email at: [susan@elserfp.com](mailto:susan@elserfp.com).

# Item 3: Table of Contents

<b>Item 1: Cover Page.....</b>	<b>i</b>
<b>Item 2: Summary of Material Changes.....</b>	<b>ii</b>
Annual Update.....	ii
Material Changes since the Last Update.....	ii
Full Brochure Available.....	ii
<b>Item 3: Table of Contents.....</b>	<b>TOC 1-3</b>
<b>Item 4: Advisory Business .....</b>	<b>1</b>
Firm Description.....	1
Principal Owners.....	1
Types of Advisory Services.....	1
Non-Participation in Wrap Fee Programs.....	1
Amount of Assets Under Management.....	1
Tailored Relationships.....	2
<b>Item 5: Fees and Compensation (Including Discussion of Services).....</b>	<b>2</b>
Description.....	2
Comprehensive Financial Planning Services and Fees.....	2
Investment Management Services and Fees.....	3
Other Fees.....	4
Expenses Ratios .....	4
Hourly Planning Services and Fees.....	4
Fixed Fees.....	4
Conflicts of Interest Between Clients.....	4
Termination of Agreement.....	4
<b>Item 6: Performanced Based Fees and Side-by-Side Management.....</b>	<b>5</b>
<b>Item 7: Types of Clients.....</b>	<b>5</b>
Description.....	5
Account Minimums.....	5
<b>Item 8: Method of Analysis, Investment Strategies and Risk of Loss.....</b>	<b>5</b>
Methods of Analysis.....	5
Investment Strategies.....	5

Risk of Loss.....	6
<b>Item 9: Disciplinary Information.....</b>	<b>8</b>
Legal and Disciplinary.....	8
<b>Item 10: Other Financial Industry Activities and Affiliations.....</b>	<b>8</b>
Financial Industry Activities.....	8
Affiliations .....	8
<b>Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....</b>	<b>9</b>
Code of Ethics.....	9
Participation or Interest in Client Transactions and Personal Trading.....	9
<b>Item 12: Brokerage Practices .....</b>	<b>10</b>
Selecting Brokerage Firms.....	10
Soft Dollars .....	10
Order Aggregation .....	11
About our Relationship with Investment Product Providers.....	11
<b>Item 13: Review of Accounts.....</b>	<b>12</b>
Periodic Reviews .....	12
Review Triggers.....	12
Regular Reports.....	12
<b>Item 14: Client Referrals and Other Compensation.....</b>	<b>13</b>
Incoming Referrals.....	13
Referrals Out .....	13
Other Compensation.....	13
<b>Item 15: Custody .....</b>	<b>13</b>
Account Statements.....	13
<b>Item 16: Investment Discretion.....</b>	<b>14</b>
Discretionary Authority for Trading.....	14
<b>Item 17: Voting Client Securities.....</b>	<b>14</b>
Proxy Votes .....	14
<b>Item 18: Financial Information .....</b>	<b>14</b>
Financial Condition .....	14

<b>Brochure Supplement (Part 2B of Form ADV).....</b>	<b>15</b>
Education and Business Standards.....	15
Susan C. Elser, CFP®.....	16
Derek C. Hamilton, JD, CFP®.....	17
Linda D. Murphy, RP® .....	18
Jonathan Herndon. ....	19

## **Item 4: Advisory Business**

---

### **Firm Description**

Elser Financial Planning, Inc. (hereafter referred to as EFP) was founded in 2007.

EFP provides personalized, confidential financial planning and investment management to individuals, trusts, estates and small businesses. Advice is provided through consultation with our clients and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning and estate planning.

Investment advice is an integral part of financial planning. Investment advice and management is provided with our clients providing guidance in respect to their overall risk tolerance and desired asset allocation. EFP does not act as a custodian of client assets, and clients always receive statements and trade confirmations from an independent custodian. We place trades for clients under a limited power of attorney.

EFP is strictly a fee-only financial planning and investment management firm. We do not sell annuities or insurance nor invest in any mutual funds or limited partnerships that pay a commission to the firm. We are not affiliated with entities that sell such financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

---

### **Principal Owners**

Susan Elser is 100% owner of Elser Financial Planning, Inc.

---

### **Types of Advisory Services**

EFP provides both comprehensive financial planning and investment management services. Each of these programs is described in further detail in Item 5 ("Fees and Compensation") of this Firm Brochure.

---

### **Non-Participation in Wrap Fee Programs**

EFP as a matter of policy and practice does not sponsor any wrap fee programs. By definition, a wrap fee program bundles or wraps investment advice, custody and execution services under one contract for a single fee.

---

### **Amount of Assets Under Management**

As of 12/31/2015, EFP manages approximately \$142,000,000 in assets in approximately 320 accounts. All assets are managed on a discretionary basis, and no assets are managed on a non-discretionary basis.

---

### **Tailored Relationships**

Both comprehensive financial planning and investment management services are tailored to meet the needs of the individual client.

Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

## **Item 5: Fees and Compensation (Including Discussion of Services)**

---

### **Description**

Our fees are based on either a percentage of assets under management, hourly charges, or fixed fees for comprehensive financial plans.

Financial planning fees are negotiable. Investment management fees are only negotiable at a higher rate when out of state travel is involved. Upon engagement of EFP services, our clients receive and are asked to sign a "Letter of Agreement" outlining the fee schedule.

An introductory meeting, which may be by telephone or in person, is free of charge and is an exploratory interview to determine the extent to which our financial planning and investment management services may be beneficial to the client.

---

### **Comprehensive Financial Planning Services and Fees**

A financial plan is designed to help the client with all aspects of financial planning.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations may be provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

Financial plans are priced according to the degree of complexity associated with the client's situation. The fee for a financial plan is predicated upon the facts known at the start of the engagement. The typical fee range is \$3,500 to \$7,000. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event that the client's situation is substantially different than disclosed at the onset of the engagement, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

Fees for financial plans are billed upon delivery of the financial plan.

After delivery of a financial plan, clients can continue to engage EFP on an hourly basis at the rate of \$200 per hour or for a fixed fee.

---

### **Investment Management Services and Fees**

We require all our clients to sign an "Investment Advisory Agreement" outlining all aspects of investment management services and fees.

The goals and objectives for each client's investment portfolio are identified and documented through the use of an "Investment Policy Statement." Investment Policy Statements are periodically reviewed with the client and updated.

Investment clients receive quarterly performance reports, billing summaries and the EFP Quarterly Newsletter. In addition, clients receive monthly statements directly from the account custodian.

We provide portfolio review and rebalancing, as needed, for the assets held under advisement on a no less than semi-annual basis.

The fee schedule for EFP investment management services for clients under management after 1/1/2013 is a tiered schedule as follows:

Account Balance:	Annual Fee as a % of <u>Assets</u> :
The first \$1,000,000	.65%
From \$1,000,000 to \$1,999,999	.55%
From \$2,000,000 to \$2,999,999	.45%
\$3,000,000 – over	.35%

Family accounts may be grouped when considering account size for fee. Investment management fees are billed quarterly, in arrears, meaning that clients are invoiced after the three-month billing period has ended. The first quarter fees are pro-rated, and clients may cancel their agreement within 5 days of signing without incurring any fees. Fees are deducted from the client's account to facilitate billing unless the client prefers to pay by check. The client must consent in advance to direct debiting of their investment account.

Investment management fees may be higher when out of state travel is involved, may be waived in EFP's sole discretion and are not charged on EFP employee accounts.

EFP does not receive any compensation, in any form, from fund companies.



---

**Other Fees**

Custodians may charge transaction fees on purchases or sales of certain mutual funds, bonds or stocks. These transaction charges are usually small and incidental to the purchase or sale of a security.

---

**Expense Ratios**

Mutual funds incur internal operating expenses referred to as an expense ratio. For example, an expense ratio of 0.30 means that the mutual fund company charges 0.30% for their services. These fees are in addition to the fees paid by the client to EFP.

---

**Hourly Planning Services and Fees**

For clients whom we have written a comprehensive financial plan, we provide on-going financial planning services billed on an hourly basis. The hourly rate is \$200, and fees are billed after completion of engagement.

---

**Fixed Fees**

Fixed fees may be priced based on the complexity of work, especially when asset management is not the most significant part of the relationship. Fixed fees are billed quarterly or semi-annually, in advance.

---

**Conflicts of Interest between Clients**

Our relationship with each client is non-exclusive; in other words, EFP provides investment advisory services and financial planning services to multiple clients. We seek to avoid situations in which one client's interest may conflict with the interest of another of our clients.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis.

---

**Termination of Agreement**

Clients may terminate any of the aforementioned agreements within 5 days of signing the "Letter of Agreement" without incurring any fees. Any time after the 5 days, clients may terminate any of the aforementioned agreements by notifying EFP in writing and paying the rate for the time spent on the advisory engagement prior to notification of termination.

EFP may terminate any of the aforementioned advisory agreements at any time by notifying the client in writing. EFP may request payment for time spent on the advisory engagement prior to notification of termination.

As EFP does not accept pre-payment of fees, the refunding of fees is not applicable.

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

---

Item 6 is inapplicable to Elser Financial Planning, Inc.

We do not accept performance-based fees nor manage accounts which impose performance-based fees.

[Performance-based fees are fees based on a share of capital gains on or capital appreciation of the assets of a client.]

## **Item 7: Types of Clients**

---

### **Description**

EFP generally provides financial planning and/or investment advice to individuals, trusts or estates.

Client relationships vary in scope and length of service.

---

### **Account Minimums**

EFP typically provides investment management services to clients with portfolios of \$500,000 or greater.

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

---

### **Methods of Analysis**

Security analysis methods may include charting, fundamental analysis, technical analysis and cyclical analysis.

The main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

Other sources of information that we use include Dimensional Fund Advisors mutual fund information, Charles Schwab & Company's research services and various financial websites.

---

### **Investment Strategies**

All of our investment clients are required to complete and sign an "Investment Policy Statement" prior to EFP managing their assets. The "Investment Policy Statement" documents the client's current investment situation, federal tax bracket, investment knowledge, risk tolerance, investment objectives, time horizon for the invested assets and desired investment strategy.

This information becomes the basis for the strategic asset allocation plan which we believe will best meet the client's stated long term, personal financial goals. The "Investment Policy Statement" is reviewed and updated periodically and clients may request changes at any time.

The investment advice which we provide is based upon long-term investment strategies which incorporate the principles of Modern Portfolio Theory. The utilization of several different asset classes as part of an investor's portfolio is emphasized, as this has been shown to usually affect a reduction in portfolio volatility over long periods of time. We diversify our client's assets among various asset classes and then among individual investments, following the "Investment Policy Statement" agreed to by the client.

Our investment approach is firmly rooted in the belief that markets are fairly efficient and that investors' gross returns are determined principally by asset allocation decisions. We utilize no-load, low-cost, passive, tax-efficient, well diversified stock and bond mutual funds/ETFs, individual bonds, CD's and other similar investments to develop globally diversified portfolios.

We typically recommend the stock and bond mutual funds offered by Dimensional Funds Advisors (DFA) and the bond funds offered by Vanguard. The passively managed DFA mutual funds offer broad diversification although tilt toward small capitalized companies and seek a relatively low book value to market value ratio (i.e. "value style" investing). Most DFA funds are structured for low turnover, so as to substantially lessen the transaction costs incurred by other mutual funds and ETFs as they trade securities within the fund. Consequently, the DFA stock and bond mutual funds' internal expenses are believed to be generally lower than the internal expenses incurred by most other stock and bond mutual funds when comparing funds in the same asset class(es). On a monthly basis we review the Schwab mutual fund reports cards for the DFA funds we use and compare each fund's historical performance, historical risk and internal expense to both the fund category average and the comparable index.

Client portfolios may also include some individual stock securities or individual bonds, but these are generally part of clients' investment holdings prior to becoming a client of EFP.

We generally recommend stock investment strategies that focus on long-term appreciation for tax efficiency. However, we recommend fixed income investment strategies based on the interest rate climate.

---

## **Risk of Loss**

All investments have certain risks that are borne by the investor. Our investment approach is to educate clients of these risks and select only those risks that they can tolerate in exchange for potential return. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When inflation is present, a dollar today will not buy as much as a dollar next year because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- **Small Company Risk:** Securities of small companies are often less liquid than those of large companies and this could make it difficult to sell a small company security at a desired time or price. As a result, small company stocks may fluctuate relatively more in price. In general, smaller capitalization companies are also more vulnerable than larger companies to adverse business or economic developments and they may have more limited resources.

- Value Investment Risk: Value stocks may perform differently from the market as a whole and following a value oriented investment strategy may cause the portfolio to at times underperform equity funds that use other investment strategies.

## Item 9: Disciplinary Information

---

### Legal and Disciplinary

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events of their firm or certain management personnel which would be material to your evaluation of the firm or the integrity of the firm's management of your investment portfolio.

EFP and its' employees *HAVE NOT* been involved in legal or disciplinary events related to past or present investment clients.

## Item 10: Other Financial Industry Activities and Affiliations

---

### Financial Industry Activities

EFP *IS NOT* registered (and *DOES NOT* have an application pending) as a broker-dealer, municipal securities dealer or government securities dealer or broker.

EFP *IS NOT* registered (and *DOES NOT* have an application pending) as a future commissions merchant, commodity pool operator, a commodity trading advisor or an associated person of the foregoing entities.

---

### Affiliations

EFP *DOES NOT* have any relationship or arrangement that involves any remuneration of fees with any of the below:

- 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

- Insurance company or agency
- Pension consultant
- Real estate broker or dealer
- Sponsor or syndicator of limited partnerships

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

---

### **Code of Ethics**

The employees of EFP have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The key component of our Code of Ethics states:

*EFP and its investment advisor representatives and employees shall always:*

- *Act in the best interests of each and every client;*
- *Act with integrity and dignity when dealing with clients, prospects, team members and others;*
- *Seek at all times to preserve our firm's independence and to maintain our complete objectivity with respect to our advisory services and each recommendation made to our clients.*

The Code of Ethics further includes our firms' policy prohibiting the use of material non-public information and protecting the confidentiality of client information. To supervise compliance with our Code of Ethics, we require that all employees provide duplicate statements and confirmations on all personal trading accounts to the firm's Chief Compliance Officer on no less than a quarterly basis.

EFP requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

---

### **Participation or Interest in Client Transactions and Personal Trading**

EFP and its related persons, as a matter of policy, do not recommend to clients or buy or sell for client accounts, securities in which the firm or its related persons have a material financial interest.

EFP provides that individuals associated with the firm may buy or sell securities for their personal accounts identical or different than those

recommended to clients. However, it is the expressed policy of the firm that no person employed by the firm shall prefer his or her own interest to that of the client nor make personal investment decisions based on investment decisions of the clients.

## **Item 12: Brokerage Practices**

---

### **Selecting Brokerage Firms**

EFP does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services.

Annually, we compare Charles Schwab & Co., Inc., Fidelity and TD Ameritrade as custodians in the areas of proven integrity, financial responsibility, on-going high quality service, branch office availability and reasonable commission rates of the firm. After evaluating the firms listed, we continue to recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. (Schwab) to maintain custody of the client's assets and to effect trades for their accounts. Schwab is a FINRA registered broker-dealer and member of SIPC/NYSE. Schwab Institutional provides EFP with access to them as long as a total of at least \$10 million of our client's account assets are maintained at Schwab.

The benefits provided by Schwab Institutional include assistance with practice management and assistance with the management of client accounts, including but not limited to: (a) receipt of duplicate client confirmations; (b) receipt of electronic duplicate statements; (c) access to a trading desk serving investment adviser firm participants exclusively and providing research, pricing information, and other market data; (d) access to the investment advisor portion of their web sites which includes practice management articles, compliance updates and other financial planning related information and research materials (including, for example, rating reports on individual companies from Standard and Poors' or other sources); (e) access Schwab Performance Technologies software and to other vendors (such as insurance or compliance providers or providers of research or other materials) on a discounted fee basis through discounts arranged by the custodian; (f) permitting EFP to access an electronic communication network for client order entry and to access clients' account information which may otherwise assist us with our back-office functions, including recordkeeping and client reporting; and (g) conferences at which advisors and employees of our firms may attend (with no registration fees) and receive education on issues such as practice management, marketing, investment theory, financial planning, business succession, regulatory compliance and information technology.

EFP *DOES NOT* receive fees or commissions from any of these arrangements.

---

## **Soft Dollars**

EFP *DOES NOT* receive any soft dollars.

---

## **Order Aggregation**

Most trades are mutual funds where trade aggregation does not garner any client benefit.

---

## **About Our Relationships with Investment Product Providers**

Following a stringent interview process, EFP was granted access by Dimensional Funds Advisors (DFA) to its mutual funds at the time of its inception of investment management. Dimensional Funds Advisors is a Austin, TX-based mutual fund company with global assets under management of \$388 billion as of December 31, 2015.

While there is no direct linkage between the investment advice given and the approval of EFP to access the mutual funds of Dimensional Funds Advisors, economic benefits are received which would not be received if we did not give investment advice to clients. These benefits, which are also received by other Registered Investment Adviser firms granted access to the DFA funds, include: (a) attendance at seminars hosted by Dimensional Funds Advisors at which the investment products of Dimensional Funds Advisors are explained, and academic instruction is given on asset allocation strategies, financial planning and practice management. EFP pays all of the travel and hotel costs for members and staff attending these seminars. Dimensional Funds Advisors provide, at no charge to EFP and the other attendees at such seminars, the speakers and facilities for the seminar, occasional luncheons or dinners, and the materials handed out at the seminar; (b) access to the "financial advisor" portion of the Dimensional Funds Advisors web site ([www.dfaus.com](http://www.dfaus.com)), which contains additional academic research, practice management articles, newsletters, educational video presentations, software and investment returns data; (c) use of the DFA Returns and DFA Allocation Evaluator software programs and accompanying data, which can be utilized to ascertain how different asset classes (as represented by various indices) and different mutual funds of Dimensional Funds Advisors have performed over time and which provide a method for calculation based upon historical results of rate of return and standard deviation for those asset classes and mutual funds; (d) various print materials (including article reprints and DFA brochures); (e) occasional practice management conferences and telephone conferences with Dimensional Funds Advisors' team members, including Regional Directors, research staff, and tax staff, to discuss specific issues regarding academic research relating to investment theory and/or relating to practice development (marketing) and management issues; (f) participation in a regional study group sponsored and hosted by Dimensional Funds Advisors; and (g) other services and benefits.



We are under no obligation to recommend the mutual funds of Dimensional Funds Advisors to our clients. We recommend funds of Dimensional Funds Advisors or other mutual fund companies or other investment products only when we believe they best suit our client's objectives. We do not provide any payment to Dimensional Funds Advisors for the access provided to our clients. Dimensional Funds Advisors does not pay to EFP any monetary compensation in order to recommend the funds of Dimensional Funds Advisors.

## Item 13: Review of Accounts

---

### Periodic Reviews

*Periodic Portfolio Reviews* are undertaken by advisors of EFP to ascertain if the values in any asset class have strayed beyond their target minimums or maximums and/or for purposes of meeting a client's cash flow needs.

Even if one or more asset classes fall outside their target minimums or maximums, we may determine not to rebalance the asset class for various reasons, such as avoidance of short-term capital gains, deferring long-term capital gains realization, minimization of transaction costs, or their view on whether the asset class is undervalued or overvalued relative to historic norms. Clients are only contacted in the event that rebalancing actions are recommended.

*Additional Portfolio Reviews* are undertaken upon request by the client, such as when special cash needs arise or when additional cash or securities are added to the investment portfolio. We will respond to such requests within a reasonable period of time. We may also recommend sales and purchases to affect tax loss harvesting in addition to rebalancing actions.

*Account reviewers* include Susan C. Elser, CFP® and Linda Murphy, RP®. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

---

### Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information and changes in a client's own situation.

---

### Regular Reports

Investment clients meet with their EFP advisor on at least an annual basis and receive a follow up letter reviewing the meeting topics.

*Quarterly Reports* - Investment clients receive written quarterly updates from EFP. The written updates include account performance reports, quarterly billing summary and investment newsletter.

*Monthly Statements* are additionally sent to the client directly from the account custodian (specifically, Charles Schwab & Co.). These statements reflect the assets in the custodian's custody, together with confirmations of each transaction executed in the account(s) if desired by the client. Clients may elect to receive these statements by e-mail rather than U.S. mail.

Clients may also directly access account information at the custodian with which the accounts are held online (specifically, Charles Schwab & Co.) each and every business day via their secure web site.

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

---

### **Incoming Referrals**

EFP referrals typically come from current clients, estate planning attorneys, accountants, employees and other similar sources. The firm *DOES NOT* compensate referring parties for these referrals.

---

### **Referrals Out**

EFP does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

---

### **Other Compensation**

EFP receives no other form of compensation from or for client referrals.

## **Item 15: Custody**

---

EFP *DOES NOT* accept custody of a client's securities. In other words, we are not granted access to our clients assets which would enable us to withdraw or transfer or otherwise move funds or cash from any client account to our accounts or the account of any third party (other than for purposes of fee deductions, as explained below). Additionally, any online access granted by a client for accounts not under our management must have "view only" restrictions. This is for the safety of our clients' assets.

However, with a client's consent, we may be provided with the authority to deduct investment management fees from a client's account under our management. This process generally is more efficient for both the client and EFP.

---

### **Account Statements**

All assets are held at a qualified custodian and clients receive account statements directly from the custodian. Clients are encouraged to compare custodial statements with their EFP statements in order to ensure that all

account transactions, including deductions to pay advisory fees, remain proper and to contact us with any questions.

## **Item 16: Investment Discretion**

---

### **Discretionary Authority for Trading**

EFP accepts a limited form of discretion over clients' accounts with the consent of the client. Each client's grant of discretion is evidenced in the client's Investment Advisory Agreement signed by the client and is further evidenced to the custodians through a limited power of attorney contained in the account establishment form signed by the client or a separate limited power of attorney document signed by the client. This grants EFP discretion with respect to the selection, purchase, amount and sale of securities in accordance with the client's stated objectives, tolerance for risk and restrictions as stated in their Investment Policy Statement. Our ability to enter trades electronically for clients often provides reduced transaction fees and other benefits to the client.

We seek to undertake a minimal amount of trading in client accounts in order to keep transaction fees, other expenses and tax consequences associated with trading to minimal levels.

## **Item 17: Voting Client Securities**

---

### **Proxy Votes**

EFP does not vote proxy on securities for any client.

When assistance on voting proxies is requested, we will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

## **Item 18: Financial Information**

---

### **Financial Condition**

EFP does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients and has never been the subject of a bankruptcy proceeding.

---

## Brochure Supplement (Part 2B of Form ADV)

---

### Education and Business Standards

EFP employees who render investment advice or financial planning services to clients must have a college degree, relevant financial and investment advisory experience and be a Certified Financial Planner practitioner or Registered Paraplanner in good standing with their respective Board of Standards or enrolled in a curriculum designed to achieve such professional designation.

#### NAPFA-Registered Certified Financial Planner (CFP®):

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 68,000 individuals have obtained CFP® certification in the United States. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- Examination – Pass the comprehensive CFP® Certification Examination, which includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year)

- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Registered Paraplanner (RP®): The Registered Paraplanner (RP®) designation is awarded by the College for Financial Planning®. RP® designation requirements:

- Completion of the education requirements set by the College for Financial Planning.
- Successful completion of the Registered Paraplanner Exam.
- Three-month internship and completion of 16 continuing education hours every two years.
- Signed Code of Ethics which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions.

---

**Susan C. Elser, CFP®**

Year of Birth: 1963

Educational Background:

- Certified Financial Planner (2000)
- Indiana University, B.A. Economics (1985)

Business Experience:

- Elser Financial Planning, Inc.

President and Financial Planner (1/2007 – present)

- Independent Fee-only Financial Planner (2004 – 2006)
- Oxford Financial Group. Ltd.  
Financial Plan Writer (2000 – 2004)
- Charles Schwab & Co,  
Supervising Broker, Series 7, 8 & 63 (1996 – 2000)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision: Susan Elser is the Principal of Elser Financial Planning, Inc. and ultimately responsible for supervising activities and services provided by the firm.

---

**Derek C Hamilton, JD, CFP®**

Year of Birth: 1976

Educational Background:

- Certified Financial Planner (2013)
- Stanford Law School, J.D. (2003)
- Ball State University, B.A. (1998)

Business Experience:

- Elser Financial Planning, Inc.  
Financial Planner (2014 - present)
- PNC Wealth Management  
Senior Wealth Planner (2012 – 2014)
- Bingham Greenebaum Doll, LLP  
Attorney (2007 – 2012)
- Baker & Daniels, LLP  
Attorney (2005 – 2007)
- McDermott Will & Emery, LLP  
Attorney (2003 - 2005)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision:

Derek Hamilton is supervised by Susan Elser, CFP®, president of Elser Financial Planning, Inc. Susan reviews Derek's work through frequent office interactions as well as remote interactions.

Susan's contact information: 317-731-5615 susan@elserfp.com

---

**Linda D. Murphy, RP®**

Year of Birth: 1962

Educational Background:

- Registered Paraplanner® (2006)
- Indiana University School of Medicine, B.S. Occupational Therapy (1984)

Business Experience:

- Registered Paraplanner, Elser Financial Planning, Inc. (2006-present)
- Supervisor, Hand Therapy Dept. Indiana Hand Rehabilitation Center, P.C. (1992 – 1996)
- Supervisor, Occupational Therapy Dept. Eisenhower Medical Center (1989 – 1992)
- Hand Therapist, Indiana Hand Rehabilitation Center, P.C. (1984 - 1989)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Linda Murphy is supervised by Susan Elser, CFP®, president of Elser Financial Planning, Inc. Susan reviews Linda's work through frequent office interactions as well as remote interactions.

Susan's contact information: 317-731-5615 susan@elserfp.com

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None  
Bankruptcy Petition: None

---

**Jonathan Herndon**

Year of Birth: 1992

Educational Background:

- Candidate for CFP® certification
- Olivet Nazarene University, B.S. Finance, Minors in Accounting, Management and Non-profit management (2015); Dean's List

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Supervision:

Jonathan Herndon is supervised by Susan Elser, CFP®, president of Elser Financial Planning, Inc. Susan reviews Jonathan's work through frequent office interactions as well as remote interactions.  
Susan's contact information: 317-731-5615 susan@elserfp.com

---

\* EFP also retains **Sally Tassani** of Tassani and Associates, Inc as a business consultant. Sally provides services to the firm only and has no access to EFP client information or their investments.