



FINANCIAL PLANNING INC

361 Financial Planning, Inc.

Form ADV Part 2A – Disclosure Brochure

Effective: June 6, 2016

This Form ADV 2A (“Disclosure Brochure”) provides information about the qualifications and business practices of 361 Financial Planning, Inc. (“361 Financial” or the “Advisor”). If you have any questions about the contents of this Disclosure Brochure, please contact us at **(925) 289-9929**.

361 Financial is a registered investment advisor located in the State of California. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information through 361 Financial to assist you in determining whether to retain the Advisor.

Additional information about 361 Financial and its advisory persons are available on the SEC’s website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD# 283581.

361 Financial Planning, Inc.
2950 Buskirk Avenue, Suite 300, Walnut Creek CA 94597
Phone: (925) 289-9929
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Item 2 – Material Changes

Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about advisory personnel of 361 Financial.

361 Financial believes that communication and transparency are the foundation of its relationship with Clients and will continually strive to provide its Clients with complete and accurate information at all times. 361 Financial encourages all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

Initial Filing

361 Financial is a new registered investment advisor. This is the initial filing of the Disclosure Brochure.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of 361 Financial.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD# 283581. You may also request a copy of this Disclosure Brochure at any time, by contacting us at (925) 289-9929.

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Item 4 – Advisory Services

A. Firm Information

361 Financial Planning, Inc. (“361 Financial” or the “Advisor”) is a registered investment advisor located in the State of California, which is organized as a Corporation under the laws of California. 361 Financial was founded in June 616, and is owned and operated by Martin C. Johnson (Principal and Chief Compliance Officer). This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by 361 Financial.

B. Advisory Services Offered

361 Financial offers investment advisory services to individuals, high net worth individuals, trusts, estates and businesses in California and other states (each referred to as a “Client”). Financial planning is the foundation of the Advisor’s services. Coupled with investment management services, the Advisor seeks to develop long-term strategies tailored to each Client’s needs.

Financial Planning Services

361 Financial will typically provide a variety of financial planning services to Clients, pursuant to a written financial planning agreement. Services are offered in several areas of a Client’s financial situation, depending on their goals, objectives and financial situation.

Generally, such financial planning services will involve preparing a financial plan or rendering a financial consultation based on the Client’s financial goals and objectives. This planning or consulting may encompass one or more areas of need, including, but not limited to investment planning, retirement planning, estate planning, personal savings, education savings and other areas of a Client’s financial situation.

A financial plan developed for or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings, establish education savings and/or charitable giving programs. 361 Financial may also refer Clients to an accountant, attorney or other specialist, as appropriate for their unique situation. For certain financial planning engagements, the Advisor will provide a written summary of Client’s financial situation, observations, and recommendations. For consulting or ad-hoc engagements, the Advisor may not provide a written summary. Plans or consultations are typically completed within six months of contract date, assuming all information and documents requested are provided promptly.

Financial planning and consulting recommendations may pose a potential conflict between the interests of the Advisor and the interests of the Client. For example, a recommendation to engage the Advisor for investment management services or to increase the level of investment assets with the Advisor would pose a conflict, as it would increase the advisory fees paid to the Advisor. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to effect the transaction through the Advisor.

Investment Management Services

361 Financial provides customized investment advisory solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and related advisory services. 361 Financial works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create a investment strategy. 361 Financial will design a portfolio strategy that may include the use of independent managers and/or internal investment management. 361 Financial will construct Client portfolios utilizing mutual funds, independent manager strategies, exchange-traded funds (“ETFs”), mutual funds and individual bonds. The Advisor may also utilize other types of investments, as appropriate, to meet the needs of certain Clients.

361 Financial’s investment strategies are primarily long-term focused, but the Advisor may buy, sell or re-allocate

investments that have been held less than one year to meet the objectives of the Client or due to market conditions. 361 Financial will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by the Advisor.

361 Financial evaluates and selects investments for inclusion in Client portfolios only after applying its internal due diligence process. 361 Financial may recommend, on occasion, redistributing investment allocations to diversify the portfolio. 361 Financial may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement. 361 Financial may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

361 Financial will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will 361 Financial accept or maintain custody of a Client's funds or securities, except for authorized deduction of the Advisor's fees. All Client assets will be managed within their designated brokerage account or pension account, pursuant to the Client investment advisory agreement.

Use of Independent Managers

361 Financial may recommend that all or a portion of a Client's investment portfolio be implemented by utilizing one or more unaffiliated money managers (each an "Independent Manager") or investment products available through SEI Investments Company ("SEI" or the "Investment Platform"). The Client will also enter into one or more agreements with SEI and/or the Independent Manager[s] that provide the authority for discretionary investment management by the Independent Managers and/or the Investment Platform. 361 Financial remains the Client's primary advisor and relationship contact. 361 Financial will generally have the discretion to select and terminate Independent Managers or buy/sell securities on the Investment Platform. 361 Financial will also provide oversight of the Client's account[s] and ongoing monitoring of the activities of the selected Independent Managers.

The Investment Platform will charge an asset-based fee for its services as well as the services provided by 361 Financial and any Independent Manager. The Advisor will only receive the fees detailed in Item 5.A. below and does not share in any fees earned by the Investment Platform or any Independent Manager.

The Client, prior to entering into an agreement with the Investment Platform, will be provided with the Investment Platform's Form ADV Part 2A (or a brochure that makes the appropriate disclosures).

C. Client Account Management

Prior to engaging 361 Financial to provide investment advisory services, each Client is required to enter into one or more advisory agreements with the Advisor that define the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Strategy – 361 Financial, in connection with the Client, will develop an investment strategy targeted to achieve the Client's investment goals and objectives.
- Asset Allocation – 361 Financial will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.
- Portfolio Construction – 361 Financial will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – 361 Financial will provide investment management and ongoing oversight of the Client's portfolio.

D. Wrap Fee Programs

361 Financial typically includes securities transaction fees together with its investment advisory fees to provide the Client with a single, bundled fee structure. This combination of fees is typically referred to as a "Wrap Fee Program". This Wrap Fee Program Brochure is included as Appendix 1 to this Disclosure Brochure solely to discuss the fees and potential conflicts associated with a bundled fee. 361 Financial may also recommend the implementation of investment management through Independent Managers, which may deliver services through a wrap fee structure. Please see Appendix 1, which is always included with this Disclosure Brochure..

E. Assets Under Management

361 Financial is a newly established advisor. Assets under management shall be reported following the Advisor's December 31, 2016 fiscal year end. Clients may request more current information at any time by contacting the Advisor.

Item 5 – Fees and Compensation

The following paragraphs detail the fee structure and compensation methodology for services provided by the Advisor. Each Client shall sign one or more agreements that detail the responsibilities of 361 Financial and the Client.

A. Fees for Advisory Services

Financial Planning Services

361 Financial offers financial planning services at an hourly rate of up to \$250 per hour or for a fixed engagement fee. Fees may be negotiable depending on the nature and complexity of each Client's circumstances. An estimate for total hours and/or costs will be determined prior to establishing the advisory relationship.

The Advisor's fee is exclusive of, and in addition to, brokerage fees, transaction fees, and other related costs and expenses, which may be incurred by the Client. However, the Advisor shall not receive any portion of these commissions, fees, and costs.

Investment Management Services

Investment advisory fees are paid quarterly, in advance of each calendar quarter, pursuant to the terms of the investment advisory agreement. Investment advisory fees are based on the market value of assets under management at the end of the prior calendar quarter. Fees also include securities transaction fees (Please see Item 5.D. below. Investment advisory fees are based on the following schedule:

Assets Under Management	Annual Rate
Up to \$50,000	2.75%
\$50,001 to \$100,000	2.25%
\$100,001 to \$225,000	1.75%
\$225,001 to \$500,000	1.50%
\$500,001 to \$2,000,000	1.25%
Over \$2,000,000	1.10%

The Advisor may also offer a fixed fee for its advisory services. For investment management services the fixed fee will not exceed the schedule above. The Advisor may bundle financial planning and investment management into a single fee. In such instances, the fees may exceed the schedule above based on the complexity of the financial planning services involved.

The investment advisory fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. Fees may be negotiable at the sole discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with Advisor. All securities held in accounts managed by 361 Financial will be independently valued by the designated Custodian. 361 Financial will not have the authority or responsibility to value portfolio securities.

Use of Independent Managers

Fees for Clients participating in an Investment Platform will include 361 Financial's investment advisory fee above plus the Investment Platform Fees and Independent Manager fees, as applicable.

Notice to CA Clients: The Client may be able to attain similar services for a lower fee from other service providers.

B. Fee Billing

Financial Planning Services

Financial planning fees are invoiced up to 100% of the expected cost of the engagement upon execution of the financial planning agreement with the remaining balance due upon receipt of the agreed upon deliverable[s].

Investment Management Services

Investment advisory fees will be calculated by the Advisor or its delegate and deducted from the Client's account[s] at the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client's account[s] at the respective quarter-end date. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the total assets under management with 361 Financial at the end of the prior calendar quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the investment advisory fee. In addition, the Advisor will provide the Client a report itemizing the fee, including the calculation period covered by the fee, the account value and the methodology used to calculate the fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's brokerage statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting 361 Financial to be paid directly from their accounts held by the Custodian as part of the investment advisory agreement and separate account forms provided by the Custodian.

Use of Independent Managers

Clients allocating investments to the Investment Platform or Independent Managers will be billed in accordance with the agreements with the respective Investment Platform and applicable Independent Investment Managers. The Investment Platform will add 361 Financial's investment advisory fee and deduct the overall fee from the Client's account[s].

C. Other Fees and Expenses

Clients may incur certain fees or charges imposed by third parties, other than 361 Financial, in connection with investments made on behalf of the Client's account[s]. 361 Financial typically includes securities transactions costs as part of its overall investment advisory fees through the 361 Financial Wrap Fee Program. Please see Item 4.D. above as well as the attached Appendix 1 – Wrap Fee Program Brochure. For Clients that utilize Independent Managers, the manager fee is separate from the Advisor's fee.

In addition, all fees paid to 361 Financial for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of 361 Financial, but would not receive the services provided by 361 Financial which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by 361 Financial to fully understand the total fees to be paid.

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D. Advance Payment of Fees and Termination

Financial Planning Services

The Advisor may require a partial advance payment for financial planning engagements. Either party may terminate a planning agreement, at any time, by providing written notice to the other party. In addition, the Client may terminate the agreement within five (5) business days of signing the Advisor's financial planning or consulting agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Upon termination, the Advisor will refund any unearned, pre-paid fees to the Client. The Client's financial planning agreement with the Advisor is non-transferable without the Client's written approval.

Investment Management Services

361 Financial is compensated for its investment management services in advance of the quarter in which investment advisory services are rendered. Either party may request to terminate the investment advisory agreement with 361 Financial, at any time, by providing advance written notice to the other party. Upon termination, the Client shall be responsible for investment advisory fees up to and including the effective date of termination and any unearned prepaid fees will be promptly refunded. The Client's investment advisory agreement with the Advisor is non-transferable without the Client's written approval.

Use of Independent Managers

In the event that a Client should wish to terminate their relationship with the Investment Platform and any Independent Manager, the terms for termination will be set forth in the respective agreements between the Client and those third parties. 361 Financial will assist the Client with the termination and transition as appropriate.

E. Compensation for Sales of Securities

361 Financial does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the investment advisory fees noted above.

Item 6 – Performance-Based Fees and Side-By-Side Management

361 Financial does not charge performance-based fees for its investment advisory services. The fees charged by 361 Financial are as described in "Item 5 – Fees and Compensation" above and are not based upon the capital appreciation of the funds or securities held by any Client.

361 Financial does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

Item 7 – Types of Clients

361 Financial provides investment advisory services to individuals, high net worth individuals, trusts, estates and businesses. The relative percentage of each type of Client is available on 361 Financial's Form ADV Part 1. These percentages will change over time. 361 Financial requires a minimum account size of \$50,000, which may be reduced at the sole discretion of the Advisor. Independent Managers generally have fee minimums as well.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

A. Methods of Analysis

361 Financial primarily employs fundamental analysis methods in developing investment strategies for its Clients. Research and analysis from 361 Financial is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

As noted above, 361 Financial generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. 361 Financial will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, 361 Financial may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

B. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. 361 Financial will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in "Item 13 – Review of Accounts".

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. **Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.**

Item 9 – Disciplinary Information

There are no legal, regulatory or disciplinary events involving 361 Financial or Mr. Johnson. We value the trust you place in us. As we advise all Clients, we encourage you to perform the requisite due diligence on any advisor or service provider with whom you partner. Our backgrounds are on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD# 283581.

Item 10 – Other Financial Industry Activities and Affiliations

Insurance Agency Affiliations

Mr. Johnson is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Johnson's role with 361 Financial. As an insurance professional, Mr. Johnson may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Johnson is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Johnson or the Advisor.

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

A. Code of Ethics

361 Financial has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics would apply solely to Mr. Johnson, as the Advisor is a single member firm. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. 361 Financial and its personnel owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of 361 Financial to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that address employee ethics and conflicts of interest. To request a copy of our Code of Ethics, please contact us at (925) 289-9929.

B. Personal Trading with Material Interest

361 Financial allows the purchase or sale of the same securities that may be recommended to and purchased on behalf of Clients. 361 Financial does not act as principal in any transactions. In addition, the Advisor does not act as the general partner of a fund, or advise an investment company. 361 Financial does not have a material interest in any securities traded in Client accounts.

C. Personal Trading in Same Securities as Clients

361 Financial allows the purchase or sale of the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities that we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. As noted above, we have adopted a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. When trading for personal accounts, employees of 361 Financial may have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its Clients can potentially be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material non-public information. This risk is mitigated by 361 Financial requiring reporting of personal securities trades by its employees for review by the employee's supervisor or the CCO. We have also adopted written policies and procedures to detect the misuse of material, non-public information.

D. Personal Trading at Same Time as Client

While 361 Financial allows the purchase or sale of the same securities that may be recommended to and purchased on behalf of Clients, such trades are typically aggregated with Client orders or traded afterwards. **At no time will 361 Financial transact in any security to the detriment of any Client.**

Item 12 – Brokerage Practices

A. Recommendation of Custodian[s]

361 Financial does not have discretionary authority to select the broker-dealer/custodian for custodial and execution services. The Client will select the broker-dealer or custodian (herein the "Custodian") to safeguard Client assets and authorize 361 Financial to direct trades to this Custodian as agreed in the investment advisory agreement. Further, 361 Financial does not have the discretionary authority to negotiate commissions on behalf of our Clients on a trade-by-trade basis.

Where 361 Financial does not exercise discretion over the selection of the Custodian, it may recommend the Custodian to Clients for execution and/or custodial services. Clients are not obligated to use the recommended Custodian and will not incur any extra fee or cost associated with using a custodian not recommended by 361 Financial. 361 Financial may recommend the Custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, and its overall reputation. 361 Financial does not receive research services, other products, or compensation as a result of recommending a particular custodian that may result in the Client paying higher commissions than those obtainable through other custodians.

361 Financial will generally recommend that Clients establish their account[s] at SEI Private Trust Company ("SPTC"), a subsidiary of SEI Investments Company or Shareholders Service Group, Inc. ("SSG") to serve as the Client's Custodian. 361 Financial maintains an institutional relationship with SPTC and SSG, whereby the Advisor receives economic benefits from these Custodians (Please see Item 14 below.).

Following are additional details regarding the brokerage practices of the Advisor:

1. Soft Dollars - Soft dollars are revenue programs offered by broker-dealers whereby an advisor enters into an agreement to place security trades with the broker in exchange for research and other services. **361 Financial does not participate in soft dollar programs sponsored or offered by any broker-dealer.**

2. Brokerage Referrals - 361 Financial does not receive any compensation from any third party in connection with the recommendation for establishing a brokerage account.

3. Directed Brokerage - All Clients are serviced on a "directed brokerage basis", where 361 Financial will place trades within the established account[s] at the Custodian designated by the Client. Further, all Client accounts are traded within their respective brokerage account[s]. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]). In selecting the Custodian, 361 Financial will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the designated Custodian.

B. Aggregating and Allocating Trades

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. 361 Financial will execute its transactions through an unaffiliated broker-dealer selected by the Client. 361 Financial may aggregate orders in a block trade or trades when securities are purchased or sold through the same broker-dealer for multiple (discretionary) accounts. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage particular Client accounts.

Item 13 – Review of Accounts

A. Frequency of Reviews

Investments in Client accounts are monitored on a regular and continuous basis by Martin Johnson, the Principal of 361 Financial. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client.

B. Causes for Reviews

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account. The Client is encouraged to notify 361 Financial if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic or political events.

C. Review Reports

The Client will receive brokerage statements no less than quarterly from the Custodian. These brokerage statements are sent directly from the Custodian to the Client. The Client may also establish electronic access to the Custodian's website so that the Client may view these reports and their account activity. Client brokerage

statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

Item 14 - Client Referrals and Other Compensation

A. Compensation Received by 361 Financial

Participation in Institutional Advisor Platform

361 Financial has established an institutional relationship with the Custodians to assist the Advisor in managing Client account[s]. Access to the institutional platforms of the Custodians are provided at no charge to the Advisor. The Advisor receives access to software and related support without cost because the Advisor renders investment management services to Clients that maintain assets at the Custodians. The software and related systems support may benefit the Advisor, but not its Clients directly. In fulfilling its duties to its Clients, the Advisor endeavors at all times to put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits from a Custodian creates a potential conflict of interest since these benefits may influence the Advisor's recommendation of this Custodian over one that does not furnish similar software, systems support, or services.

Additionally, the Advisor may receive the following benefits from the Custodians: receipt of duplicate Client confirmations and bundled duplicate statements; access to a trading desk that exclusively services its institutional participants; access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to Client accounts; and access to an electronic communication network for Client order entry and account information.

B. Client Referrals from Solicitors

361 Financial does not engage paid solicitors for Client referrals.

Item 15 – Custody

361 Financial does not accept or maintain custody of any Client accounts, except for the authorized deduction of the advisor's fee. All Clients must place their assets with a qualified Custodian. Clients are required to select their own Custodian to retain their funds and securities and direct 361 Financial to utilize that Custodian for the Client's security transactions. 361 Financial encourages Clients to review statements provided by the account Custodian. For more information about Custodians and brokerage practices, see "Item 12 - Brokerage Practices".

Item 16 – Investment Discretion

361 Financial generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by 361 Financial. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an investment advisory agreement containing all applicable limitations to such authority. All discretionary trades made by 361 Financial will be in accordance with each Client's investment objectives and goals.

Item 17 – Voting Client Securities

361 Financial does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting.

Item 18 – Financial Information

Neither 361 Financial, nor its management, have any adverse financial situations that would reasonably impair the ability of 361 Financial to meet all obligations to its Clients. Neither 361 Financial, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. 361 Financial is not required to deliver a

balance sheet along with this Disclosure Brochure as the Advisor does not collect fees of \$500 or more for services to be performed six months or more in advance.

Item 19 – Requirements for State Registered Advisors

A. Educational Background and Business Experience of Principal Officer

The Principal of 361 Financial is Martin C. Johnson. Information regarding the formal education and background of Mr. Johnson is included in Item 2 of Part 2B below.

B. Other Business Activities of Principal Officer

Insurance Agency Affiliations

Mr. Johnson is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Johnson's role with 361 Financial. As an insurance professional, Mr. Johnson may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Johnson is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Johnson or the Advisor.

C. Performance Fee Calculations

361 Financial does not charge performance-based fees for its investment advisory services. The fees charged by 361 Financial are as described in "Item 5 – Fees and Compensation" above and are not based upon the capital appreciation of the funds or securities held by any Client.

D. Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding 361 Financial or Mr. Johnson. Neither 361 Financial nor Mr. Johnson has ever been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against 361 Financial or Mr. Johnson.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding 361 Financial or Mr. Johnson.***

E. Material Relationships with Issuers of Securities

Neither 361 Financial nor Mr. Johnson has any relationships or arrangements with issuers of securities.



FINANCIAL PLANNING — INC —

361 Financial Planning, Inc.

Form ADV Part 2A - Appendix 1 ("Wrap Fee Program Brochure")

Effective: June 6, 2016

This Appendix 1 ("Wrap Fee Program Brochure") provides information about the qualifications and business practices of 361 Financial Planning, Inc. ("361 Financial" or the "Advisor") when offering services where securities transaction fee are combined with investment advisory fees into single fee (a "Wrap Fee Program") If you have any questions about the contents of this Wrap Fee Program Brochure, please contact us at (925) 289-9929.

361 Financial is a registered investment advisor located in the State of California. The information in this Wrap Fee Program Brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Wrap Fee Program Brochure provides information through 361 Financial to assist you in determining whether to retain the Advisor.

Additional information about 361 Financial and its advisory persons are available on the SEC's website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD# 283581.

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2950 Buskirk Avenue, Suite 300, Walnut Creek CA 94597
Phone: (925) 289-9929
<http://361Planning.com>

Item 2 – Material Changes

Form ADV 2 Appendix 1 provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. In particular, this Brochure discusses wrap fee programs offering by 361 Financial.

Material Changes

This is the initial version of the 361 Financial Wrap Fee Program Brochure.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching for by our firm name or our firm CRD# 283581. You may also request a copy of this Wrap Brochure at any time, by contacting us at (925) 289-9929.

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Item 4 – Services, Fees and Compensation

A. Advisory Services

361 Financial Planning, Inc. (“361 Financial” or the “Advisor”) provides customized advisory services for its Clients. The 361 Financial Wrap Fee Program (the “Wrap Fee Program”) is an investment advisory program sponsored by 361 Financial whereby it includes normal securities transaction fees with its investment advisory fees to provide Clients with a single overall fee.

The 361 Financial Wrap Fee Program Brochure is provided solely as a disclosure when 361 Financial includes securities transaction fees as part of its overall investment advisory fee, as detailed in Item 5 of the Disclosure Brochure. This Wrap Fee Program Brochure shall always be provided in connection with the Disclosure Brochure.

Clients are typically offered a fee structure that includes, as a single fee, the securities transaction costs for trading in Client accounts along with the investment advisory fees earned by 361 Financial. The securities regulations often refer to such a structure as a “Wrap Fee Program”. While traditional Wrap Fee Programs are often rigid, pre-packaged investment programs, 361 Financial customizes its investment strategies individually for its Clients. The sole purpose of this Wrap Fee Program Brochure is to provide additional disclosures relating the combination of securities transaction fees with investment advisory fees. This Wrap Fee Program Brochure will reference back to the 361 Financial Disclosure Brochure in which this Wrap Fee Program Brochure serves as an Appendix.

361 Financial offers investment advisory services to individuals, families, trusts and small businesses (each referred to as a “Client”).

Please see Item 4 of the Disclosure Brochure for details regarding 361 Financial’s investment management services.

B. Program Costs

Advisory services provided by 361 Financial pursuant to a wrap fee structure may cost the Client more or less than purchasing these types of investment management services separately. When 361 Financial absorbs normal securities transactions fees, 361 Financial may have a financial incentive to limit the transactions in Client accounts, as each trade will increase costs to 361 Financial. The costs of the Wrap Fee Program may vary depending on services to be provided be to each Client.

Investment advisory fees are paid quarterly, in advance of each calendar quarter, pursuant to the terms of the investment advisory agreement. Investment advisory fees are based on the market value of assets under management at the end of the prior calendar quarter. Fees also include securities transaction fees (Please see Item 5.D. below. Investment advisory fees are based on the following schedule:

Assets Under Management	Annual Rate
Up to \$50,000	2.75%
\$50,001 to \$100,000	2.25%
\$100,001 to \$225,000	1.75%
\$225,001 to \$500,000	1.50%
\$500,001 to \$2,000,000	1.25%
Over \$2,000,000	1.10%

The Advisor may also offer a fixed fee for its advisory services. For investment management services the fixed fee will not exceed the schedule above. The Advisor may bundle financial planning and investment management into a single fee. In such instances, the fees may exceed the schedule above based on the complexity of the financial planning services involved.

The investment advisory fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. Fees may be negotiable at the sole discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with Advisor. All securities held in accounts managed by 361 Financial will be independently valued by the designated Custodian. 361 Financial will not have the authority or responsibility to value portfolio securities.

Notice to CA Clients: The Client may be able to attain similar services for a lower fee from other service providers.

361 Financial provides this Wrap Fee Program Brochure as 361 Financial pays all typical securities transactions costs associated with 361 Financial investment strategies. Clients should only read this Wrap Fee Program Brochure in connection with 361 Financial's Disclosure Brochure.

C. Fees

The 361 Financial Wrap Fee Program includes typical securities trading costs incurred in connection with the discretionary investment management services provided by 361 Financial. Securities transaction fees for Client-initiated trades may be charged to the Client. Fees may be negotiable at the sole discretion of 361 Financial.

Clients may also incur certain fees or charges imposed by third parties, which are not included as part of the Wrap Fee. Such other fees, which may include Independent Manager fees, wire transfer fees, small account fees and other fees charged by the Custodian are not included in 361 Financial's Wrap Fee. 361 Financial does not receive any portion of such fees.

In addition, all fees paid to 361 Financial for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds ("ETFs") to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee as a shareholder in a fund. Please see Item 5.C. of the Disclosure Brochure.

D. Compensation

361 Financial is the sponsor and portfolio manager of this Wrap Fee Program. 361 Financial receives investment advisory fees paid by Clients for investment advisory services covered under this Wrap Fee Program.

Item 5 – Account Requirements and Types of Clients

361 Financial offers investment advisory services to individuals, families, trusts and small businesses. Please see Item 7 of the Disclosure Brochure for additional information.

Item 6 – Portfolio Manager Selection and Evaluation

A. Portfolio Manager Selection

361 Financial serves as the sponsor and portfolio manager for the 361 Financial Wrap Fee Program. 361 Financial does not select third-party advisors to manage the Wrap Fee Program. 361 Financial may recommend Independent Managers that also have their own fee structures, which may or may not include a wrap fee structure.

B. Related Persons

361 Financial personnel or affiliates serve as portfolio manager[s] for services under this Wrap Fee Program. 361 Financial only manages this wrap fee program and does not act as portfolio manager for any third-party wrap fee programs.

C. Supervised persons

361 Financial Supervised Persons serve as portfolio managers for the 361 Financial Wrap Fee Program described in this Wrap Fee Program Brochure. Please refer to the Items 4 and 8 of the Disclosure Brochure for

details on the services provided by 361 Financial. For information related to the background of 361 Financial supervised persons, please see Items 9 and 11 of the Disclosure Brochure.

Performance-Based Fees

361 Financial does not charge performance-based fees for its investment advisory services. The fees charged by 361 Financial are as described in “Item 5 – Fees and Compensation” above and are not based upon the capital appreciation of the funds or securities held by any Client. 361 Financial does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients. Please see Item 6 of the Disclosure Brochure.

Methods of Analysis

361 Financial primarily employs fundamental analysis methods in developing investment strategies for its Clients. Research and analysis from 361 Financial is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

As noted above, 361 Financial generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. 361 Financial will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, 361 Financial may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. 361 Financial will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals. Please see Item 8 of the Disclosure Brochure.

Voting Client Securities

361 Financial does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. 361 Financial will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting. Independent Managers will have separate proxy-voting policies and may or may not vote securities.

Item 7 – Client Information Provided to Portfolio Managers

361 Financial is required to describe the type and frequency of the information it communicates to any external managers that may be involved in managing its Clients’ investment portfolios. 361 Financial serves as the sole portfolio manager under this Wrap Fee Program and, as such, the Advisor has no information to disclose in relation to regarding this Item.

Item 8 – Client Contact with Portfolio Managers

There is no restriction on the Client’s ability to contact 361 Financial.

Item 9 – Additional Information

A. Disciplinary Information and Other Financial industry Activities and Affiliations

Disciplinary Information

There are no legal, regulatory or disciplinary events involving 361 Financial or any of its Supervised Persons. 361 Financial and its Supervised Persons value the trust you place in us. As we advise all Clients, we

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encourage you to perform the requisite due diligence on any advisor or service provider with whom you partner. Our backgrounds are on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. You may search by our firm name or by our CRD #283581.

Other Financial Activities and Affiliations

Insurance Agency Affiliations - Mr. Johnson is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Johnson's role with 361 Financial. As an insurance professional, Mr. Johnson may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Johnson is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Johnson or the Advisor.

B. Code of Ethics, Review of Accounts, Client Referrals, and Financial Information

Code of Ethics

361 Financial has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics would apply solely to Mr. Johnson, as the Advisor is a single member firm. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. 361 Financial and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of 361 Financial Supervised Persons to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that address employee ethics and conflicts of interest. To request a copy of our Code of Ethics, please contact us at (925) 289-9929.

Personal Trading and Conflicts of Interest

361 Financial allows our Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. As noted above, we have adopted a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. We have also adopted written policies and procedures to detect the misuse of material, non-public information. We may have an interest or position in certain securities, which may also be recommended to you. At no time, will 361 Financial or any Supervised Person of 361 Financial, transact in any security to the detriment of any Client. Please see Item 11 of the Disclosure Brochure for additional disclosures.

Review of Accounts

Investments in Client accounts are monitored on a regular and continuous basis by Martin Johnson, the Principal of 361 Financial. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client. The Client is encouraged to notify 361 Financial if changes occur in his/her personal financial situation that might adversely affect his/her investment plan.

Other Compensation

Mr. Johnson is also a licensed insurance professional. For information on the conflicts of interest this presents, and how we address these conflicts, please refer to the Item 10 of the Disclosure Brochure.

Client Referrals from Solicitors

361 Financial does not receive any compensation from any third party in connection with providing investment advisory services to its Clients.

Financial Information

Neither 361 Financial, nor its management, have any adverse financial situations that would reasonably impair the ability of 361 Financial to meet all obligations to its Clients. 361 Financial is not required to deliver a balance sheet along with this Disclosure Brochure, as 361 Financial does not collect fees of \$500 or more for services to be performed six months or more in advance.

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FINANCIAL PLANNING — INC —

Form ADV Part 2B – Brochure Supplement **for**

Martin C. Johnson
Principal and Chief Compliance Officer

Effective: June 6, 2016

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Martin C. Johnson (CRD# **2496863**) in addition to the information contained in the 361 Financial Planning, Inc. (“361 Financial” or the “Advisor”) (CRD # 283581) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the 361 Financial Disclosure Brochure or this Brochure Supplement, please contact us at (925) 289-9929.

Additional information about Mr. Johnson is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

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Item 2 – Educational Background and Business Experience

Martin C. Johnson is the Principal and Chief Compliance Officer of 361 Financial. Mr. Johnson, born in 1960, is dedicated to advising Clients of 361 Financial. Mr. Johnson earned an MBA from Cal State East Bay in 2004 and a B.A. in Communications from the University of the Pacific in 1982. Mr. Johnson earned his Juris Doctor (“J.D.”) from JFK University in 2014. Additional information regarding Mr. Johnson’s employment history is included below.

Employment History:

Principal, 361 Financial Planning, Inc.	05/2016 to Present
Law Clerk, Law Office of Joan Grimes	01/2012 to Present
Financial Advisor, Morgan Stanley	01/2014 to 05/2016
Financial Advisor, TCFG Investment Advisors, LLC	06/2013 to 12/2013
Financial Advisor, Crossroads Capital Management, Inc.	03/2011 to 01/2013
Agent/Financial Advisor, Allstate Financial Services, LLC	11/2003 to 03/2011
Financial Advisor, Legacy Financial Services, Inc.	11/2002 to 11/2003

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mr. Johnson. Mr. Johnson has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Johnson.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Johnson.***

However, we do encourage you to independently view the background of Mr. Johnson on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching by his full name or by his CRD# **2496863**.

Item 4 – Other Business Activities

Law Office of Joan Grimes

Mr. Johnson, in his personal capacity, works on a case by case basis as a Law Clerk at the Law Office of Joan Grimes in Brentwood, California.

Insurance Agency Affiliations

Mr. Johnson is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Johnson’s role with 361 Financial. As an insurance professional, Mr. Johnson may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Johnson is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Johnson or the Advisor.

Item 5 – Additional Compensation

Mr. Johnson has additional business activities that are detailed in Item 4 above.

Item 6 – Supervision

Mr. Johnson serves as the Principal and Chief Compliance Officer of 361 Financial. Mr. Johnson can be reached at (925) 289-9929.

361 Financial has implemented a Code of Ethics and internal compliance that guides the fiduciary obligations to Clients of 361 Financial. Further, 361 Financial is subject to regulatory oversight by various agencies. These agencies require registration by 361 Financial. As a registered entity, 361 Financial is subject to examinations by regulators, which may be announced or unannounced. 361 Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Item 7 – Requirements for State Registered Advisors

Mr. Johnson does not have any additional information to disclose.

Privacy Policy

Effective Date: June 6, 2016

Our Commitment to You

361 Financial Planning, Inc. ("361 Financial" or the "Advisor") is committed to safeguarding the use of personal information of our Client's (also referred to as "you" and "your") that we obtain as your Investment Advisor, as described here in our Privacy Policy ("Policy").

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. 361 Financial (also referred to as "we", "our" and "us") protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

361 Financial does not sell your non-public personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this Policy.

Why you need to know?

Registered Investment Advisors ("RIAs") must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

What information do we collect from you?

Social security or taxpayer identification number	Assets and liabilities
Name, address and phone number(s)	Income and expenses
E-mail address(es)	Investment activity
Account information (including other institutions)	Investment experience and goals

What Information do we collect from other sources?

Custody, brokerage and advisory agreements	Account applications and forms
Other advisory agreements and legal documents	Investment questionnaires and suitability documents
Transactional information with us or others	Other information needed to service account

How do we protect your information?

To safeguard your personal information from unauthorized access and use we maintain physical, procedural and electronic security measures. These include such safeguards as secure passwords, encrypted file storage and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Client's personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.

How do we share your information?

An RIA shares Client personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
Servicing our Clients We may share non-public personal information with non-affiliated third parties (such as administrators, brokers, custodians, regulators, credit agencies, other financial institutions) as necessary for us to provide agreed upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.	Yes	No
Marketing Purposes 361 Financial does not disclose, and does not intend to disclose, personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where 361 Financial or the client has a formal agreement with the financial institution. We will only share information for purposes of servicing your accounts, not for marketing purposes.	No	Not Shared
Authorized Users Your non-public personal information may be disclosed to you and persons that we believe to be your authorized agent(s) or representative(s).	Yes	Yes
Information About Former Clients 361 Financial does not disclose and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our Clients.	No	Not Shared

State-specific Regulations

California	In response to a California law, to be conservative, we assume accounts with California addresses do not want us to disclose personal information about you to non-affiliated third parties, except as permitted by California law. We also limit the sharing of personal information about you with our affiliates to ensure compliance with California privacy laws.
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Changes to our Privacy Policy

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically we may revise this Policy, and will provide you with a revised policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

Any Questions?

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting us at (925) 289-9929.