



State of Georgia Firm Brochure

First Pitch Financial Planning and Tax, LLC

140 Spring Ridge Trace

Roswell GA 30076

Office Phone: (404)919-5640

Email- firstpitchplanning@gmail.com

Website- www.firstpitchplanning.com

Date of Brochure: April 2020

Form ADV Part 2- Georgia

This brochure provides information about the qualifications and business practices of First Pitch Financial Planning and Tax LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. For questions about the contents of this brochure, please contact us (404)919-5640 or by email at firstpitchplanning@gmail.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 First Pitch Planning and Tax LLC (CRD# 309028) is available on the SEC's website at www.adviserinfo.sec.gov

Table of Contents
Form ADV- Part 2A-Firm Brochure

Item 1: Cover Page.....	1
Item 2: Material Changes (None).....	1
Item 3: Table of Contents.....	2
Item 4: Advisory Business.....	3
Item 5: Fees and Compensation.....	4
Item 6: Performance Based Fees (None).....	4
Item 7: Types of Clients.....	4
Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss.....	5
Item 9: Disciplinary Action.....	6
Item 10: Other Financial Industry Activities and Affiliations.....	6
Item 11: Code of Ethics, Participation in Client Transactions and Personal Trading.....	6
Item 12: Brokerage Practices	7
Item 13: Review of Accounts.....	8
Item 14: Client Referrals and Other Compensation.....	8
Item 15: Custody.....	8
Item 16: Investment Discretion.....	8
Item 17: Voting Client Securities.....	8
Item 18: Financial Information.....	9
Item 19: Requirements for State Registered Advisors.....	9
 Brochure Supplement (Part 2B of Form ADV).....	10
Phillip J. Kleiber.....	10

Item 4: Advisory Business

Firm Description

First Pitch Planning and Tax LLC (First Pitch) was founded in 2019. It is a Sole Practitioner firm operated by Phil Kleiber, CPA, CFP[®], MBA. First Pitch is financial planning firm designed to provide clients an alternative to financial planners who charge fees based on an Assets Under Management (AUM) model. The goal of First Pitch is to serve a base of younger clients, as well as clients with lower-to medium net worth. First Pitch assists clients in getting their financial life organized, set goals, and ensure all important financial building blocks are in order.

The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products.

First Pitch provides personalized confidential investment advice to individuals, with the goal of teaching the client to become self-directed individual investors through teaching them how to set up and manage their own investments. Advice is provided through consultation with the client 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.

First Pitch does not act as a custodian of client assets. Each client is the registered owner, trustee, or executor of his or her own account.

An evaluation of each client's goals and objectives is provided to the client. A periodic review schedule is agreed to with the client. Other professionals (e.g., attorneys, insurance agents, etc.) are engaged directly by the client on as-needed basis.

Types of Advisory Services

First Pitch furnishes investment advice through consultations. We also provide fee-based and hourly general financial planning services, college and college loan financial planning, and general financial coaching. NOTE: The client is under no obligation to act upon the advisor's recommendations.

Client-Tailored Services and Client-Imposed Restrictions

Goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Wrap Fee Programs

First Pitch does not participate in wrap fee programs.

Item 5: Fees and Compensation

First Pitch bases its fees largely on the complexity of work the client requires. The client may request assistance on how to reach a specific goal or how best to lay out a specific strategy (for example, a plan to convert Qualified Investments to Roth IRA's over a specific period of time). Alternatively, the client may want to engage First Pitch on a longer-term basis, to build an overall financial plan and monitor proper execution.

For every client, a free one-hour consultation is offered to get started. The base price for full financial plans is \$1,200, with monthly subscription plans available. The subscription plan allows the client to begin the journey for a very low initial cost. Many clients need help with one or two aspects of their financial lives, and for those clients, an affordable plan can be designed and presented for \$450 or less. Mini-plans, focused plans, and plans for special circumstances can be designed based on an hourly fee of \$100 per hour.

Clients are billed for fees incurred. Timing of payments and terms are negotiable. No other fees or expenses are charged to clients, such as custodian fees or mutual fund expenses. First Pitch does not receive any external compensation for recommending the purchase of securities or mutual funds to clients.

Item 6: Performance-Based Fees

First Pitch does not use a performance-based fee structure. Fees are not based on a share of the capital gains or capital appreciation of client investments.

Item 7: Types of Clients

Description

First Pitch generally provides investment advice to individuals. Client relationships vary in scope and length of service.

Account Minimums

First Pitch does not require a minimum net worth to engage in a client relationship.

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

Methods of Analysis

First Pitch employs MoneyGuide Pro software to work with clients to understand their risk tolerance and determine an appropriate asset allocation that is a proper fit for that tolerance. Risk tolerance is measured through a series of questions developed by MoneyGuide, and is one input utilized in determining asset allocation. Other information may influence the advisor's recommendation, such as client goals and overall time frame to achieve those goals. Investing in mutual funds and securities involves risk of loss that clients should be prepared to bear.

MoneyGuide Pro provides a set of default returns, standard deviations, correlations and inflation rates for both Historical and Projected Return methods. First Pitch may utilize either method with the client, depending on client preference, but will typically use the Projected Return method.

For the Historical Return Method, MoneyGuide provides historical returns for individual asset classes using indices that act as proxies in addition to standard portfolios. The default historical period begins in 1990.

For the Projected Return Method, MoneyGuide also provides default capital market assumptions for projected returns, standard deviations, and correlations, which were developed by MoneyGuide consultant Harold Evensky, CFP®, AIF®. These assumptions are updated in the software on a regular basis, and as of this writing the most recent update was March 27, 2020.

Investment Strategy

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client is assigned a Risk Score through the MoneyGuide process, and an appropriate portfolio is recommended based on that score. That portfolio is a starting point for discussion with the client on an appropriate allocation for them based on several factors, including the Risk Score.

Security-Specific Material Risks

All investment programs have certain risks that are borne by the investor. The specific risks associated with investment advice include:

- Risk of loss
- Client has changes in financial status or lifestyle and therefore plan recommendations are no longer valid
- Purchasing Power Risk: This is the loss of purchasing power through inflation. Example: Rising prices of goods and services erode purchasing power.
- Reinvestment Rate Risk: This is the risk that proceeds available for reinvestment must be invested at a lower interest rate than the instrument that generated the proceeds. Example: When CD's mature, investor may have to accept lower interest yields when the certificates are renewed.

- **Interest Rate Risk:** This is the risk that a change in interest rates will cause the market value of the fixed-income security to fall. Example: As interest rates rise, long-term bond prices will fall.
- **Market Risk:** This is the risk of the overall market. NOTE: As long as investors buy securities, market risk cannot be avoided.
- **Exchange Rate Risk:** This is the risk associated with changes in the value of currencies. Example: The value of foreign securities rises and falls with the value of its currency.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Assets are more liquid if many traders are interested in a standardized product. Example: Treasury Bills are highly liquid, while real estate properties are not.

Item 9: Disciplinary Information

Criminal or Civil Actions

First Pitch management have not been involved in any criminal or civil actions.

Administrative Enforcement Proceedings

First Pitch management is not subject to any Administrative Proceedings.

Self-Regulatory Organization Enforcement Proceedings

First Pitch management have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

First Pitch is not registered as a broker dealer.

Futures or Commodity Registration

First Pitch is not registered or has an application pending to register as a futures commissions merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by the Advisory Business and Conflicts of Interest

None

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

None

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

Code of Ethics Description

First Pitch adheres to Code of Ethics prescribed by the CFP Board.

CFP Board's *Code of Ethics and Standards of Conduct* reflects the commitment that all CFP® professionals make to high standards of competency and ethics. CFP Board's *Code and Standards* benefits and protects the public, provides standards for delivering financial planning, and advances financial planning as a distinct and valuable profession. Compliance with the *Code and Standards* is a requirement of CFP® certification that is critical to the integrity of the CFP® marks. Violations of the *Code and Standards* may subject a CFP® professional to discipline.

The Code of Ethics are summarized as follows:

- **1. Act with honesty, integrity, competence, and diligence.**
- **2. Act in the client's best interests.**
- **3. Exercise due care.**
- **4. Avoid or disclose and manage conflicts of interest.**
- **5. Maintain the confidentiality and protect the privacy of client information.**
- **6. Act in a manner that reflects positively on the financial planning profession and CFP® certification.**

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

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

First Pitch do not recommend to clients securities in which we have a material financial interest.

Personal Trading

First Pitch may purchase equities for their personal accounts that they also recommend to clients. In such cases, First Pitch will not execute transactions for their personal accounts that will be contrary to recommendations being made to clients. Further, First Pitch will not compete with clients in connection with such transactions.

Item 12: Brokerage Practices

One of the main goals of First Pitch is to teach and coach clients to become self-directed individual investors. In general, recommendation of a broker-dealer will be rare, if ever, occurrence.

First Pitch does not accept "soft dollars." Soft dollars are benefits that have a tangible value, even though it does not result in an exchange of money. For example, a custodian offering research or other benefits to place our clients with them is an example of "soft dollars."

First Pitch will also not accept "brokerage for client referrals."

Aggregating Securities Transactions for Client Accounts

First Pitch does not trade for its client accounts and therefore aggregation of securities transactions is not applicable.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account and Financial Plan reviews are performed quarterly at a minimum by IAR Phil Kleiber. Account reviews are performed more frequently when market conditions dictate. A review is also done upon request of the client.

Review of Client Accounts on a Non-Periodic Basis

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

Content of Client-Provided Reports and Frequency

Financial Plans are developed through MoneyGuide software, and clients are provided online access to their reports at any time.

Item 14: Client Referrals and other Compensation

Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest

None

Advisory Firm Payments for Client Referrals

First Pitch does not compensate for client referrals.

Item 15: Custody

Account Statements

First Pitch does not maintain or issue account statements. Clients will receive account statements from their broker-dealer, bank, or other qualified custodian and clients should carefully review those statements.

Item 16: Investment Discretion

First Pitch does not accept discretionary authority to manage securities on the behalf of clients.

Item 17: Voting Client Securities

Proxy Votes

First Pitch does not vote proxies on securities. Clients are expected to vote their own proxies. Clients will receive their proxies directly from the custodian of their account or from a transfer agent.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because First Pitch does not serve as a custodian for client funds or securities and First Pitch does not require prepayment of fees of more than \$1,200 per client and six months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

First Pitch does not have any financial impairment that will preclude the firm from meeting contractual commitments to its clients.

Bankruptcy Petitions during the Past Ten Years

First Pitch management has not had any bankruptcy petitions in the last ten years.

Item 19: Requirements for State Registered Advisors

Principal Executive Officers and Management Persons

The education and business background for Phil Kleiber can be found in Part 2B of this brochure.

Outside Business Activities

The outside business activities for Phil Kleiber can be found in Part 2B of this brochure.

Performance Based Fee Description

First Pitch does not receive any performance-based fees.

Disclosure of Material Facts Related to Arbitration or Disciplinary Actions Involving Management Persons

None

Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities

There are no material relationships with issuers of securities to disclose.

Brochure Supplement (Part 2B of Form ADV)

First Pitch Financial Planning and Tax, LLC

140 Spring Ridge Trace

Roswell GA 30076

Office Phone: (404)919-5640

Email- firstpitchplanning@gmail.com

Website- www.firstpitchplanning.com

Date of Brochure: April 2020

This brochure supplement provides information about Phillip J. Kleiber and supplements the First Pitch (CRD #309028) brochure. Additional information about Phillip J. Kleiber is available on the SEC's website at www.adviserinfo.sec.gov.

Chief Executive Officer/ Financial Planner

Phillip J. Kleiber, CPA, CFP[®], MBA

Year of Birth: 1956

Educational Background and Business Experience

Phillip took and passed the Certified Public Accountant examination in November 1994. He took and passed the Certified Financial Planner examination in March 2019. He is registered as an investment adviser representative in the state of Georgia. His Georgia CPA license number is 16244 and his CFP Board ID is 324298.

Educational Background:

- M.B.A., 1982, Business Administration, University of Wisconsin-Milwaukee
- B.A., 1978, Mass Communications, University of Wisconsin-Milwaukee
- Certificate, CFP Capstone course, University of Georgia Terry School of Business, 2018

Business Experience:

- Senior National Sales Executive, The Coca-Cola Company, 1997-2017
- Financial Services Manager and Financial Analyst, The Coca-Cola Company, 1990-1997
- District Controller and Financial Analyst, Unisys Corporation, 1982-1990

Disciplinary Information

None to report

Other Investment-Related Business Activities

None

Supervision

First Pitch is a sole practitioner firm, so there is no supervision to address.

Requirements for State-Registered Advisors

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None