

FORM ADV Part 2A

March 31, 2020

Luesink Stenstrom Financial
475 Park Avenue South, Suite 2100
New York, NY 10016
Phone: 212-405-1609
Email: Info@LuesinkStenstrom.com
www.LuesinkStenstrom.com

Anja W. Luesink
Clare M. Stenstrom, CCO

This brochure provides information about the qualifications and business practices of Luesink Stenstrom Financial, LLC. If you have any questions about the contents of this brochure, please contact us at 212-405-1609, or by email at info@LuesinkStenstrom.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. Being a registered investment advisor does not imply a certain level of skill or training.

Additional information about Luesink Stenstrom Financial is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Material Changes

Till now Luesink Stenstrom Financial was registered at NY State as a Registered Investment Advisor. In 2020 Luesink Stenstrom Financial will apply for registration at the Securities and Exchange Commission. This will not cause any changes for clients.

Item 3. Table of Contents

Item 1: Cover Page.....	1
Item 2. Material Changes	2
Item 3. Table of Contents	3
Item 4. Advisory Business	4
Firm Description and Owners	4
Types of Advisory Services	4
Financial Planning.....	4
Wealth Management.....	4
Transition Planning	5
Item 5. Fees and Compensation	6
Item 6. Performance-Based Fees and Side-by-side Management	7
Item 7. Types of Clients.....	7
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss.....	7
Item 9. Disciplinary Information	9
Item 10. Other Financial Industry Activities and Affiliations	9
Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.	10
Code of Ethics.....	10
Interest in Client Transactions and Personal Trading.....	10
Item 12. Brokerage Practices	10
Item 13. Review of Accounts	11
Item 14. Client Referrals and Other Compensation	11
Item 15. Custody.....	11
Item 16. Investment Discretion	11
Item 17. Voting Client Securities	11
Item 18. Financial Information	11
Financial Information	12
Item 19. Requirements for State-Registered Advisers: Principal Executive Officers Information & Firm's Other Business.	Error! Bookmark not defined.
Principals of the Firm	Error! Bookmark not defined.

Item 4. Advisory Business

Firm Description and Owners

Luesink Financial Planning LLC (LFP) was established in 2008. In June of 2014, Clare Stenstrom joined the firm and the name was changed to Luesink Stenstrom Financial (LSF). The principal owners are Anja Luesink and Clare Stenstrom. LSF provides holistic financial life planning, financial transition planning and investment management services, customized to meet the client's needs.

Types of Advisory Services

Financial Planning

Luesink Stenstrom Financial prepares a holistic financial plan for each client, 'holistic' meaning that the analysis takes into consideration multiple financial concerns together at the same time instead of looking at the parts individually. These include cash flow analysis, retirement planning, insurance, tax planning, college planning, estate planning and investment analysis and recommendations on all or parts of these depending on the client's wishes. The financial plan is a strategy for accomplishing the client's goals that is implemented and monitored overtime. The scope and nature of service to be provided are the areas that follow:

- 1 A thoughtful discovery process to understand your goals around which we build the financial plan.
2. Review and evaluation
We will review and analyze financial information furnished to us in the Confidential Financial Planning Questionnaire, your on-line Financial Profile and documents provided.
- 3 Written plan
Based on our review, we will prepare an analysis. We will also prepare, in writing, specific recommendations that will seek to address your concerns. Our recommendations will include general strategies based on our analysis of your circumstances. Where appropriate, we will include financial illustrations and projections for greater understanding of the potential outcomes of the alternatives.
4. Implementation
We can assist you in implementing strategies that we have agreed upon. We can assist you investing your money or provide ongoing asset management. We work closely together with your other advisors to make sure that we are providing the highest level of coordinated, professional advice to you. We will be available on an ongoing basis, by telephone or in person, to answer questions, to assist you or your other advisers to take the necessary actions, and to make recommendations regarding these matters. We will bill separately for any such additional services provided, based upon time expended at our standard hourly rates or we will charge a retainer fee to be decided after plan presentation. Alternatively you may choose to do the implementation of our recommendations yourself.

Wealth Management

Luesink Stenstrom Financial manages assets and provides on-going wealth management services.

Investment Advisory Services

LSF does not require the individual client to have her/his assets managed by the company in order to establish a planner/client relationship.

LSF advises clients on existing portfolios in the context of their overall financial situation and goals. LSF analyzes whether this portfolio is suitable in view of the client's risk tolerance, time horizon and to achieve the client's goals and recommends changes if necessary.

LSF will manage the client's assets on a discretionary basis in accordance with the client's investment objectives. "Discretionary basis" means that LSF in its capacity as an investment manager will from time to time invest and reinvest and make trading decisions in complete discretion without consulting our client(s). The client will sign a limited Power of Attorney to give this authority to LSF; LSF will not be able to transfer any money out of the account, unless the client approves or directs in writing. The authorization for payment of management fees from the account(s) is included in the investment advisory contract. LSF may invest client's assets in a variety of asset classes, including mutual funds, equities, fixed income or other securities. LSF may also invest client's assets through the use of sub advisors. Despite having assets managed on a discretionary basis, clients may place reasonable restrictions on the management of their assets.

LSF does not offer, sponsor, or participate in a wrap program. As of December 31, 2019, LSF manages approximately \$ 43,799,184 on a discretionary basis, and currently is not managing assets on a non-discretionary basis.

Ongoing Wealth Management Services

These further include:

- Ongoing asset and investment management: trading, monitoring, rebalancing and tax management
- On-going financial planning services with updates of the financial plan
- LSF assists with the implementation tasks such as buying insurance, working with attorneys, insurance agents and accountants to make sure that all understand the 'master plan' and are working together
- Annual goal tracking and update
- Cash flow planning
- Regular tax planning to optimize your current and future tax situation
- Regular review of your estate plan and beneficiary designations
- Yearly update of insurance needs
- Major expense planning –major purchases, business planning
- Long-range and lifestyle planning

Transition Planning

When life changes, money changes, and when money changes life changes.™

Sudden change in your financial situation can be a life-altering event. Some of these events are planned for, such as retirement, the sale of a business or an anticipated inheritance. Other types of events many come out of the blue – like winning the lottery, divorce or the death of a spouse. These life transition events vary widely, some joyous and others very sad. No matter the reason or the event, you now face a major change in your life. Obviously transition means change. When life changes, money changes, and when money changes life changes. But the most important part of managing change isn't the money. People in transition may gravitate toward the money—the numbers—because they are concrete and easily definable. But in most instances, the numbers are farther down the priority list than people think.

Transition Planning recognizes that there are two sides to money: the personal side and the technical side. The tendency for many people when facing a transition is to try to move quickly from the ending of one situation to what we call the New Normal. That would be nice, but it is a misconception to believe that life works in that way. There are distinct stages in most transitions from 'a life that was' to 'what will be'. In the Passage there is a lot of confusion and stress and if pressed to make quick decisions this may lead to regrettable decisions.

While in a transition, the focus needs to be on the personal side. Our approach recognizes that. We will focus specifically on the communication preferences of each client to build a pathway through the personal and technical issues that present themselves. This usually takes several meetings to cover transition orientation, discovery, organization and protocol development. We will act as a Thinking Partner to help clients successfully navigate their own personal journey and make the right decisions at the right time.

Item 5. Fees and Compensation

Financial Planning Fees

Holistic Financial Planning Services are available at a fixed fee or an hourly fee that will not exceed \$450.00 per hour. For the preparation of a Financial Plan a fixed fee is quoted based on the complexity of the client's financial situation and on the client's questions. If there are additional questions we address upon client's request that take more time we will inform about additional costs. The minimum fee for an Integrated Holistic Financial Plan is \$4,000.

At the first meeting a pre-payment of at least 3 hours fee is due and the rest will be paid in installments, the last at the presentation of the plan. For limited Financial Advisory Services a fee will be quoted on basis of a time estimate with a minimum fee of \$1,500.

For On-going Wealth Management Services which includes monitoring the Financial Plan annually, guidance in implementing the financial plan recommendations, reviewing investment accounts and continuous access to the financial advisors for questions, clients can sign up for a 'Subscription' Service. The fee will be based on the complexity of the financial situation and the estimated hours LSF expects to spend on it with a minimum of \$1,800 per year. These services can also be provided on an hourly fee basis.

Luesink Stenstrom Financial reserves the right to discount fees as negotiated with a client or offer them on a "pro bono" basis.

Investment Management Fees

Fee Schedule - Fees Billed Quarterly in Arrears

First \$1,000,000	1.0% per year
\$1,000,001 and above	0.75% per year
Minimum annual fee \$ 5,000 (\$1,250 per quarter)	

Assets held in an employer retirement account (i.e., 401K, 403b and the like) can be managed on a discretionary basis if the plan allows. The fee for managing these assets will be 0.5% per year because these plans are limited in the investment choices available. The plan sponsor(s) permits a restricted universe of investments accessible to the participant.

Included in the Investment Management Fees are on-going wealth management services, such as assisting in the implementation of the financial plan and an annual update.

Fee Billing

Fees are paid quarterly in arrears and they are based on the market value of the account(s) as of the last day of the prior quarter. The minimum quarterly fee is \$ 1,250. Fees will be prorated for clients entering or exiting LSF's services intra-quarter. Fees will be debited directly from the client's brokerage account, unless the client negotiates a different arrangement, and the client must provide a written authorization to do so.

Other Fees and Expenses

In addition to the above fees charged for LSF's services, each mutual fund, index fund or exchange traded fund charges on-going management fees for the operations of the fund. This fee is called the 'expense ratio' and is deducted within the fund itself. These management fees should not be confused with "loads" or commissions.

The client will pay transaction fees to the brokerage firm for purchases and sales of mutual funds, index funds and/or exchange traded funds.

LSF does not receive any compensation, either directly or indirectly, from mutual funds, brokerage firms, or any source other than from the fees paid by clients. Neither LSF nor any person associated with LSF receives any compensation for the sale of securities or other investment products.

Termination

A client may terminate its agreement with Luesink Stenstrom Financial at any time upon written notification and Luesink Stenstrom Financial may terminate its agreement with the client at any time upon written notification.

Item 6. Performance-Based Fees and Side-by-side Management

LSF is a fee-only independent company and charges hourly fees, fixed fees or fees based on assets under management. LSF does not charge performance-based fees.

Item 7. Types of Clients

Luesink Stenstrom Financial works with individuals, small businesses, families and trust and estates.

Luesink Stenstrom Financial has clients who decide to implement the investment advice themselves and clients who request LSF to manage their assets for them. LSF does not require a minimum account size, but the minimum annual fee for investment management is \$5,000.

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

Methods of Analysis

LSF uses third party research and analysis that included fundamental analysis, technical analysis, charting and cyclical analysis. The main sources of information we use are:

- Financial newspaper and magazines
- On-line investment research and information services
- Corporate rating services
- Annual reports and prospectuses, filings with the Securities and Exchange Commission.
- Company and Mutual fund press releases

Investment Strategies

Clients should remember that all investing in securities involves risk of loss that the clients should be prepared to bear. LSF prepares for every client an appropriate Asset Allocation that is based on the client's risk tolerance, time horizon and goals aiming to achieve the client's goals over a long-term period.

A portfolio should be diversified among different asset classes: equities, fixed income and alternative investments. LSF uses an approach of a blend of index-based and traditional active strategy, which is based on the following principles:

- Costs matter
- Structure drives performance
- Diversification to decrease risk
- Risk and return are related
- Control what you can.

If appropriate for a client we might use other investments like commodities, gold and real estate to decrease the volatility in a portfolio. Research has shown that when you add these to a portfolio of equity and fixed income it will reduce the standard deviation. In rare occasions LSF might make use of option strategies, including option writing, uncovered options or spreading strategies, to reduce the risk or the costs in a portfolio.

LSF monitors portfolios on an on-going basis and rebalances when appropriate annually or earlier if the market is very volatile or client(s)' financial circumstances change.

Risk of Loss

LSF is very sensitive to risk of loss and knows that what is considered a conservative position for one client may be too aggressive for another. We custom design each portfolio accordingly.

No matter how well diversified a portfolio is, there is always a risk of loss. No investment is guaranteed and while U.S. Treasury securities are considered "safe" investments, even these securities are subject to loss of buying power due to inflation risks. Equities, mutual funds and Exchange Traded Funds (ETF) all have risk due to market fluctuation, individual company and management performance.

There are always risks to investing. Clients should be aware that all investments carry various types of risk, including the potential loss of principal that clients should be prepared to bear. It is impossible to name all possible types of risks. Among the risks are the following:

- **Political Risks.** Most investments have a global component, even domestic stocks. Political events anywhere in the world may have unforeseen consequences to markets around the world.
- **General Market Risks.** Markets can, as a whole, go up or down on various news releases or for no understandable reason at all. This means that the price of specific securities could go up or down without obvious reasons, and may take some time to recover any lost value. Adding additional securities does not help to minimize this risk since all securities may be affected by market fluctuations.
- **Currency Risk.** When investing in another country using another currency, the changes in the value of the currency can change the value of the security value in the portfolio.
- **Regulatory Risk.** Changes in laws and regulations from any government can change the value of a given company and its accompanying securities. Certain industries are more susceptible to government regulation. Changes in zoning, tax structure or laws impact the return on these investments.
- **Tax Risks Related to Short Term Trading:** Clients should note that LSF may occasionally engage in short-term trading transactions. These transactions may result in short term gains or losses for federal and state tax purposes, which may be taxed at a higher rate than long term strategies. LSF endeavors to invest client assets in a tax efficient manner, but all clients are advised to consult with their tax professionals regarding the transactions in client accounts.
- **Purchasing Power Risk.** Purchasing power risk is the risk that their investment's value will decline as the price of goods rises (inflation). The investment's value itself does not decline, but its relative value does, which is the same thing. Inflation can happen for a variety of complex reasons, including a growing economy and a rising money supply.
- **Business Risk.** This can be thought of as certainty or uncertainty of income. Management comes under business risk. Cyclical companies (like automobile companies) have more business risk because of the less steady income stream. On the other hand, companies such as fast food chains tend to have steadier income streams and therefore, less business risk.

- **Financial Risk.** The amount of debt or leverage determines the financial risk of a company.
- **Default Risk.** This risk pertains to the ability of a company to service their debt. Ratings provided by several rating services help to identify those companies with more risk. Obligations of the U.S. government are said to be free of default risk.
- **Information Risk:** All investment professionals rely on research in order to make conclusions about investment options. This research is always a mix of both internal (proprietary) and external (provided by third parties) data and analyses. Even an advisor who says they rely solely on proprietary research must still collect data from third parties. This data, or outside research is chosen for its perceived reliability, but there is no guarantee that the data or research will be completely accurate. Failure in data accuracy or research will translate to a compromised ability by the advisor to reach satisfactory investment conclusions.
- **Risks specific to sub-advisors and other managers.** If we invest some of the assets with another advisor, there are additional risks. These include risks that the other manager is not as qualified as we believe them to be, that the investments they use are not as liquid as we would normally use in the portfolio, or that their risk management guidelines are more liberal than we would normally employ.
- **Options.** The use of options transactions as an investment strategy involves a high level of inherent risk. Although the intent of many of the options-related transactions implemented by LSF is to hedge against principal risk, certain options-related strategies (i.e., straddles, short positions, etc), may in and of themselves, produce principal volatility and/or risk. Thus, a client must be willing to accept these enhanced volatility and principal risks associated with such strategies. In light of these enhanced risks, clients may direct LSF, in writing, not to employ any or all such strategies for his/her/their/its accounts. Clients participating in options should *carefully* consider all information regarding the strategy and its risks prior to participating.
- **Restriction Risk.** Clients may at all times place reasonable restrictions on the management of their accounts. However, placing these restrictions may make managing the accounts more difficult, thus lowering the potential for returns.
- **Risks Related to Investment Term & Liquidity.** Securities do not follow a straight line up in value. All securities will have periods of time when the current price of the security is not an accurate measure of its value. If a client(s) requires us to liquidate their portfolio during one of these periods, they will not realize as much value as they would have had the investment had the opportunity to regain its value. Further, some investments are made with the intention of the investment appreciating over an extended period of time. Liquidating these investments prior to their intended time horizon may result in losses.

Item 9. Disciplinary Information

There are no current or past legal and/or disciplinary actions, no criminal and/or civil actions, no administrative proceeding nor any self-regulatory proceeding against the firm or any of its officers.

Item 10. Other Financial Industry Activities and Affiliations

Neither LSF nor any management persons are registered, or have an application pending to register as a broker-dealer or a registered representative of a broker-dealer.

Neither LSF nor any management persons are registered, or have an application pending to register as a futures commissions merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

LSF does not have any relationship or arrangement that is material to its advisory business or to its clients.

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

Code of Ethics

Luesink Financial Planning's code of ethics is based on openness, integrity, honesty and trust. We also adhere and are guided by the CFP® Board of Standards Code of Ethics and Professional Responsibility, which sets forth the ethical standards for CFP® Professionals. A copy of the Code of Ethics will be provided to any client or prospective client upon request.

Fiduciary Standard

Luesink Stenstrom Financial is bound by a Fiduciary Standard which means that it will act with undivided loyalty to the client; the client's interests always come first.

Interest in Client Transactions and Personal Trading

LSF does not sell, recommend or buy for a client's account any securities or related products that it has a personal interest in.

LFS's covered persons may buy securities for their own account that are also recommended for client accounts. This presents a conflict of interest because in theory, a personal trade presented prior to a client trade could achieve a better price. LSF attempts to mitigate this conflict by requiring all covered persons accounts to be review by the Compliance Officer, and that all associated persons to LSF abide by LSF's written policies and procedures, which prohibit placing personal trades before a client's. It is also mitigated by the use of mutual funds.

Item 12. Brokerage Practices

Where clients request guidance in choosing a broker LSF will suggest a number of brokerage houses or banks to serve as custodian. It will make recommendations based on the needs of the client and the services provided by the broker/custodian such as the ability to execute trades, the transaction charges, the access to mutual funds including lower sales charges for direct purchases and lower minimum purchase amounts, consolidated reporting, duplicate monthly statements and online-access to accounts.

Luesink Stenstrom Financial has arrangements with various custodians who provide "institutional platform services." The institutional platform services include, among others, brokerage, custody, and other related services that assist LSF in managing and administering clients' accounts and include software and other technology that

- (i) Provide access to client account data (such as trade confirmations and account statements);
- (ii) Facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- (iii) Provide research, pricing and other market data;
- (iv) Facilitate payment of fees from its clients' accounts; and
- (v) Assist with back-office functions, recordkeeping and client reporting.

LSF is independently operated and owned and is not affiliated with any of our clients' custodians or brokers and does not get any brokerage commissions from the custodian.

The custodian or brokers generally do not charge their advisor clients separately for custody services but are compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through that broker or custodian or that settle into the clients' accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). This custodian also provides access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

LSF might aggregate trades from several accounts to get a discount on trading fees or other costs. This will be passed on to the client accounts.

LSF might make use of sub-advisors. In this instance clients understand that LSF remains responsible for the investment management and gives direction to the sub-advisor about the investments. It is LSF's obligation to know suitability of the investments through knowledge of the clients' risk tolerance, investment goals and time horizon when providing the investment instructions to the sub-advisor. There are no additional fees for the client for the use of sub-advisors.

Item 13. Review of Accounts

Every ongoing investment client agrees to an investment proposal that designates a specific asset allocation for his or her accounts. Accounts are being reviewed on an on-going basis and evaluated for asset allocation, individual holdings and client objectives. Reviews of portfolios are conducted by an LSF principal.

All transactions are reviewed and monitored determining and verifying that they have been executed properly. If the asset allocation deviates substantially from the agreed upon asset allocation, a rebalancing will be considered, taking into account tax and trading costs.

The custodian will provide a monthly or quarterly statement to the client of the accounts. LSF will provide a written quarterly report that includes the value of the portfolio and the fees charged. Portfolio performance will be provided with the annual review.

Item 14. Client Referrals and Other Compensation

LSF does not compensate any person for providing client referrals, and is not compensated by any other firm for referring clients.

Item 15. Custody

LSF only has custody of client funds due to the fact that it debits fees directly from client accounts. LSF will not maintain custody of clients' assets in any other way. Clients will receive account statements directly from their respective custodians, who will be qualified custodians. Clients should carefully review these statements, and compare them against any information provided by LSF.

Item 16. Investment Discretion

Please see our response to Item 4

Item 17. Voting Client Securities

For the majority of clients LSF receives the proxy material directly and votes on behalf of the client(s). As part of the investment decision is based on strong company management, LSF supports management's views on proxy issues. If the client elects to receive the proxy material directly, the client retains responsibility for voting proxies on securities held in all client accounts (including the accounts managed by LSF). The client will receive proxies and other solicitations directly from the brokerage firm with voting instructions. Clients may contact LSF for advice regarding proxies.

Item 18. Financial Information

Financial Information

LSF will not require or solicit prepayment of more than three months fees in advance.

LSF has no financial circumstances that are reasonably likely to impair its ability to meet contractual commitments to clients.

LSF has not been the subject of a bankruptcy petition at any time.