



DISCLOSURE BROCHURE

December 31, 2019

COMPREHENSIVE FINANCIAL PLANNING, INC.

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This Disclosure Brochure provides information about the qualifications and business practices of Comprehensive Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at (405) 879-1117. 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 Comprehensive Financial Planning, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

SUMMARY OF MATERIAL CHANGES:

The last material change to this Brochure was made December 31, 2018.

The following represents changes made to the Disclosure Brochure of Comprehensive Financial Planning, Inc. since December 31, 2018. Specific changes have been made on page 5 under Advisory Business to reflect the number of securities portfolios under management from 340 to 351. The total aggregate value of these portfolios has been changed from \$114,982,536 to \$135,633,716.

This updated Disclosure Brochure is a narrative document written in plain English. It provides clients and prospects with a clear and meaningful disclosure that enables them to fully understand our advisory business and make an informed decision about retaining us.

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ADVISORY BUSINESS:

The business of Comprehensive Financial Planning, Inc. is to provide:

1. Financial planning
2. Investment services
3. Investment advice through consultations
4. Advice to clients on matters not involving securities

Comprehensive Financial Planning, Inc. offers advice and consultation concerning:

Exchange-listed securities
Securities traded over-the-counter
Foreign issuers
Warrants
Corporate debt securities (other than commercial paper)
Commercial paper
Certificates of deposit
Municipal securities
Variable life insurance
Variable annuities
Mutual fund shares
United States government securities
Options contracts on securities
Interests in partnerships investing in real estate, oil and gas interests

Comprehensive Financial Planning, Inc. provides comprehensive financial plans including Personal Income Tax and Investment Planning, Fringe Benefit Planning, Business Continuity Planning, and Estate Planning.

All persons providing investment advice through Comprehensive Financial Planning, Inc. must be a Certified Financial Planner or be currently enrolled in the curriculum to receive designation of CFP. The only Certified Financial Planner is David K. Evans and no other persons are pursuing the designation of CFP.

The owner of Comprehensive Financial Planning, Inc. is David K. Evans. The following is a synopsis of his qualifications and experience:

Date of birth: March 6, 1957

Education: Layton High School Layton, Utah 1972-75

University of Utah Salt Lake City, Utah
B.A. History/Political Science 1975-79

<u>Business:</u>	Comprehensive Financial Planning, Inc.	1990 to
	Financial Planner	Present
	Oklahoma City, OK	

David K. Evans Financial Services Financial Planner Oklahoma City, OK	1987-89
Prudential-Bache Securities Financial Planner Oklahoma City, OK	1987
Cigna IFS Financial Planner Oklahoma City, OK Dallas, TX	1982-87

David K. Evans is principally engaged in the comprehensive financial planning business. Advisor provides services and sells products other than investment advice to assist clients in meeting their financial objectives and implementing their plans.

Comprehensive Financial Planning, Inc. tailors asset allocation to each individual client by examining the following investment parameters: time horizon, need for liquidity, marketability and capital appreciation, risk tolerance, diversification and income tax consequences. Clients may impose restrictions on investing in certain securities or types of securities, initially by our inquiry, and thereafter by a client's request.

Comprehensive Financial Planning, Inc. offers investment supervisory services for a fee that represents 99% of total advisory billings. The remaining 1% of total advisory billings are from financial planning and other related services and products. At the end of 2018, Comprehensive Financial Planning, Inc. managed 340 securities portfolios with an aggregate value of \$114,982,536.

Comprehensive Financial Planning, Inc. is a corporation, incorporated in the State of Oklahoma. It is owned by David K. Evans.

FEES AND COMPENSATION:

Comprehensive Financial Planning, Inc. charges an initial fee ranging between \$1,000 and \$5,000 (hourly rate based on \$150.00 per hour) for comprehensive financial planning as described above. Fifty percent of the fee is due and payable at onset of services contracted. The balance of the fee charged is payable upon delivery of financial plan. Fees are negotiable. A refund is made available to a client if client requests termination of services within five (5) business days of effective date of contract and if services have not yet begun. To affect termination client must notify Advisor in writing.

Comprehensive Financial Planning, Inc. charges a fee for investment supervisory services. Advisor is compensated at the following standard annual rate due and payable quarterly: (1) 0.10% of the asset value of investments allocated to cash/cash equivalents (including short-term taxable and/or nontaxable mutual funds); (2) 0.25% of the asset value of

investments allocated to fixed-income mutual funds (and/or investments seeking current income); and (3) 1.00% of the asset value of investments allocated to common stock and common stock mutual funds (and/or investments seeking capital appreciation). Fees are negotiable. Investment assets include all marketable securities, investment real estate, limited partnerships, self-directed qualified retirement plans, and the cash value of variable insurance products.

The minimum fee charged is \$500 per year which includes a one-time, non-refundable setup fee of \$250 for new clients. Investment supervisory services may be terminated within five (5) business days of the effective date of contract. To affect termination client must notify Advisor in writing and deliver the \$250 setup fee with written notification of termination. Any commission received by Comprehensive Financial Planning, Inc. resulting from the purchase or sale of mutual funds or any other investment security will be credited to the client and used to offset any fees.

Comprehensive Financial Planning, Inc. recommends investments in investment company securities (i.e. mutual funds), which generally assess fees (e.g., management fees) in addition to those charged for our investment advisory services.

We generally bill clients for fees incurred. However, clients occasionally select to deduct fees from client's assets.

PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT:

Comprehensive Financial Planning, Inc. does not charge performance-based fees or side-by-side management.

TYPES OF CLIENTS:

These services are available to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, and corporations or business entities other than those listed above.

METHODS OF ANALYSIS, INVESTMENT STRATEGY AND RISK OF LOSS:

1. Fundamental
2. Technical

The main sources of information used by Comprehensive Financial Planning, Inc. are: financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

The investment strategies used to implement any advice given to clients include long term purchases (securities held at least a year) and short term purchases (securities sold within a year). The client will determine the level of risk he desires. The primary strategy of

Comprehensive Financial Planning, Inc. is preservation of capital weighed against return available.

Investing in securities involves two distinct risks: the risk of principal loss and the risk of principal volatility that a client should be prepared to bear. Investments in future contracts and options (puts and calls) are subject to a total loss of principal. The risk of principal volatility is the probability of loss of some principal or an adverse rate of return if one has to sell at an inappropriate time.

DISCIPLINARY INFORMATION:

Neither Comprehensive Financial Planning, Inc. nor David K. Evans has ever been involved in a legal or disciplinary event.

OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS:

Comprehensive Financial Planning, Inc. has arrangements that are material to its advisory business or its clients with a related entity which is a: broker-dealer, insurance company or agency, or pension consultant.

Advisor is not a registered representative of any broker-dealer. However, in many instances Advisor will recommend that clients hold securities at Charles Schwab & Co. No compensation arrangement exists between Advisor and this firm.

Comprehensive Financial Planning, Inc. recommends the use of Charles Schwab & Co. for execution of advisory client securities transactions, particularly with regard to individual securities (stocks and bonds) transactions.

Schwab has a competitive pricing structure for individual securities transactions and allows for the purchase or sale of mutual funds on a no-transaction fee basis. Schwab also provides Comprehensive Financial Planning, Inc. the ability to trade securities on behalf of its clients on-line, provides daily valuations of clients' accounts, and duplicate account statements monthly.

In circumstances where a mutual fund is not available through Schwab on a no-transaction fee basis, Comprehensive Financial Planning, Inc. recommends the purchase and sale of such mutual fund at either (1) a discounted rate through Schwab, or (2) from the investment company directly (e.g., Vanguard).

Advisor is licensed with General American Life Insurance Company and Metropolitan Life Insurance Company. As necessity dictates, Advisor will add to or terminate licensing arrangements with regard to life insurance carriers.

Advisor confers with Retirement, LLC, an actuary, when giving qualified plan advice (non-investment). No compensation arrangement exists between

the Advisor and this firm. Advisor reserves the right to confer with any actuary with regard to the desirability of a qualified plan.

CODE OF ETHICS, PARTICIPATION OR INTERESTS IN CLIENT TRANSACTIONS AND PERSONAL TRADING:

Comprehensive Financial Planning, Inc. does not buy or sell for itself securities that it also recommends to clients. Principals may invest in what they recommend to clients but not to a degree that would influence the price. Purchases made by the Advisor for his own personal or family-related account will not be done in such a manner as to adversely effect a client's position or purchase with regard to the security in question. Most securities purchased by Advisor are open-end mutual funds.

BROKERAGE PRACTICES:

Comprehensive Financial Planning, Inc.'s relationship with Charles Schwab & Co. does not include research and other soft dollar benefits, client referrals or directed brokerage.

REVIEW OF ACCOUNTS:

Comprehensive Financial Planning, Inc. reviews accounts as frequently as required and as promised to the client but no less frequently than annually. Reviews are done by Advisor exclusively and usually performed within the context of comprehensive financial planning. A written quarterly report detailing current asset allocation and activity is provided to each client.

CLIENT REFERRALS AND OTHER COMPENSATION:

Comprehensive Financial Planning, Inc. compensates employees for client referrals (prospects) to the firm. If a referral engages Comprehensive Financial Planning, Inc. to provide financial planning or investment supervisory services, the referring employee is compensated a percentage of the revenues brought into the firm. A small referral fee is paid to an employee who specializes in marketing our services to the public for an initial fact-finding appointment.

CUSTODY:

We do not take custody of a client's funds.

INVESTMENT DISCRETION:

Comprehensive Financial Planning, Inc. nor any person associated with it has or accepts discretionary authority for any client accounts. Through account agreements with Charles Schwab, Comprehensive Financial Planning, Inc. is given "trading authorization" which permits the investment advisor to give instructions for securities transactions allowing Schwab to rely on such instructions without Schwab first obtaining client approval. This has been interpreted as "discretionary authority". Comprehensive Financial Planning, Inc. has a policy of asking a client for permission (approval) before executing a security transaction, *without exception*, regardless of the implied discretionary authority given to Comprehensive Financial Planning, Inc. by way of an account agreement.

VOTING CLIENT SECURITIES:

Comprehensive Financial Planning, Inc. does not accept authority to vote a client's securities.

FINANCIAL INFORMATION:

Comprehensive Financial Planning, Inc. does not accept prepayment of fees for investment supervisory services.

I/We, _____,
certify that I/we have received this disclosure brochure from
Comprehensive Financial Planning, Inc. this _____ day of
_____, 20_____.

TO: Comprehensive Financial Planning, Inc.
2919 United Founders Blvd.
Oklahoma City, OK 73112

I/We, _____,

certify that I/we have received a "Disclosure Brochure" of
Comprehensive Financial Planning, Inc. this _____ day of
_____, 20_____.
