LifePlan Financial Advisory Group, LLC

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Form ADV Part 2
Disclosure Brochure

Brochure dated March 19, 2020

This brochure provides information about the qualifications and business practices of LifePlan Financial Advisory Group, LLC. If you have any questions about the contents of this brochure, please contact us at (248) 299-4300. 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.

LifePlan Financial Advisory Group, LLC is a registered investment advisor with the State of Michigan. Registration of an investment advisor does not imply any level of skill or training. The oral and written communications of an advisor provide you with information about which you determine to hire or retain an advisor.

Additional information about LifePlan Financial Advisory Group, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. LifePlan Financial Advisory Group, LLC's CRD number is 131396.

Material Changes

Material Changes since the Last Update

The previous version of this Form ADV Part 2 was updated in March 29, 2019.

We have no material changes to report since our last updated version.

Annual Update

We have offered or delivered information about our qualifications and business practices to clients on an annual basis. We may also provide updated disclosure information about material changes on a more frequent basis. Any summaries of changes will include the date of our last annual update of our brochure.

Full Brochure Available

Our current brochure may be requested by contacting Keith Barr, Managing Member and Chief Compliance Officer at (248) 299-4300 or kbarr@lfg-online.com. We will provide you with a new brochure at any time without charge.

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Advisory Business

LifePlan Financial Advisory Group, LLC ("We" or "LifePlan") was founded and registered in 2004 by Keith Barr. We are a Michigan Limited Liability Company. LifePlan is currently owned and operated by Keith Barr and Catherine Gearig.

We provide investment management services, recommendation of third party asset management services and financial planning services. We may offer an initial complimentary consultation in order to provide you with an opportunity to learn about the financial advisory services we offer in order to help determine if an engagement for services is appropriate. Financial advisory services are only provided after we have executed an Investment Management or Financial Planning Agreement ("Agreement"). The terms of our engagement may be for a one-time project or ongoing services as set forth in the Agreement.

Investment Management Services

We offer investment management services, which are continuous and ongoing in nature. Based upon information you furnish, LifePlan will provide the following services:

- Discussion and data gathering of information pertaining to your current financial matters in an effort to determine your needs, goals and objectives, time horizon and risk tolerance. We may request copies of current financial statements and tax return information. It is important we have a mutual understanding of your risk tolerance and investment objectives to aid in the development of your investment strategy.

- LifePlan will develop an individualized investment strategy which includes analysis, asset allocation, recommendations, and implementation. Based upon information you provide, your strategy may include short and long-range financial and investment goals as you have requested.

- LifePlan will provide professional ongoing investment management of your portfolio assets. Internal portfolio reviews will occur on a regular basis and may be based upon individual circumstances, the discretion of LifePlan, market conditions, prior to or after significant deposits and withdrawals, or may occur as agreed upon by you and LifePlan.

- LifePlan will remain available on an ongoing basis to discuss your accounts, financial situation or investment needs. We encourage ongoing communication but request meetings with us at least annually to update important information and review your portfolio. We request that clients inform LifePlan of any financial issue that may arise which would materially affect your investment objectives and/or strategies.

We may, in certain instances, provide additional advice that is investment advisory in nature. However, we do not consider ourselves a comprehensive financial planner or provider of additional services beyond the scope of investment management services as outlined in our Agreement.

Third-Party Asset Management

We may recommend that you engage certain Third-Party Asset Managers ("TPAM") to manage all or a portion of your assets. We will provide individualized advisory services to you through the selection of a suitable TPAM. Factors considered in the selection of a TPAM include but may not be limited to:

- Management style, performance, reputation, pricing and reporting capabilities.
- Risk tolerance, investment experience, goals and objectives.
- Amount of investable assets.

In order to assist you in the selection of a TPAM, we will typically gather information from you about your financial situation, investment objectives, and reasonable restrictions that you want imposed on the management of the account.

LifePlan currently provides the following TPAM as an option for our clients:

- Orion Portfolio Solutions, LLC – CRD # 125446

A complete description of the TPAM programs, services provided, payment structure, termination provisions and other aspects are disclosed in further detail in the following documents of the TPAM:

- ADV brochure or other applicable disclosure documents
- Disclosure documents of the portfolio manager or managers selected
- Account opening documents

A copy of these documents will be provided to anyone interested in a TPAM program.

Financial Planning Services

We develop a plan geared toward assisting you in achieving your stated goals and objectives. You may choose to implement any portion or none of the plan at your sole discretion. You are also not obligated to effect securities transactions through LifePlan.

A Financial Plan involves a review of your financial situation, goals and risk tolerance. At the beginning of the relationship we review your financial situation, identify goals, objectives, financial problems, and potential solutions. Our advice may cover any of the following topics: net worth; cash flow analysis; retirement planning; 401K review; investment planning, insurance review; tax planning; estate planning; financial goal setting; risk management; college savings or other needs as identified during our meetings with you. Our consultations may be general in nature or we may focus on particular areas of interest at your request; upon completion of the consultation the engagement is concluded.

Our financial planning services are also offered on an ongoing basis where we continuously monitor, update and manage your financial plan. Once the plan is established, we schedule a series

of meetings over the next year to meet and update the plan. The service is customized to each client.

We do not practice law or accounting. It is your responsibility to understand the need to secure the services of other professional advisors when necessary.

Assets Under Management

As of January 27, 2020, we manage approximately $120,400,000 in client assets on a discretionary basis and $9,200,000 on a discretionary basis held with Third Party Investment advisers.

Fees and Compensation

Investment Management Services Fees

We offer our services on a fee-only basis. Investment management fees are computed based upon a percentage of assets and billed quarterly and in advance of services. Investment management fees are based upon the billable balance on the last trading day of the preceding calendar quarter. Our fee schedule is described below:

Assets Under Management	Annual Percentage Rate
First $250,000	1.30%
Next $1,750,000	0.80%
Next $8,000,000	0.50%
Over $10,000,000	0.40%

LifePlan's investment management fees may be modified based upon the scope and/or complexity of services, individual circumstances, or other variables, at the discretion of LifePlan. Certain clients may be billed based on previous retired fee schedules.

The management fee is tiered. A tiered fee means the applicable rate will be applied to each applicable range of account value. For example, an account with a balance of $500,000 will be charged at an annual rate of 1.30% for the first $250,000 and 0.80% for the remaining $250,000.

You must authorize us in writing to have the Custodian pay us directly by charging your account. We provide you with statements that show the amount paid directly to us. You should review the statements and verify the calculation of our fees.

In addition to our investment management fee, client portfolios may be subject to custodial fees, transaction fees, internal expenses charged by mutual funds or exchange traded funds ("ETFs"), or other incidental charges. None of these fees are paid to or are shared with LifePlan.

Mutual funds, ETFs, and variable annuity issuers charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by us. Complete details of these internal fees and expenses are explained in the prospectus for each investment.

If you purchase mutual funds through the Custodian, you may pay a transaction fee that would not

be charged if the transactions were made directly through the mutual fund company. Also, mutual funds held in accounts at brokerage firms may pay internal fees that are different from funds held at the mutual fund company.

While you may purchase shares of mutual funds directly from the mutual fund company without a transaction fee, those investments would not be part of our advisory relationship with you. This means that they would not be included in our investment strategies, investment performance monitoring, or portfolio reallocations.

This service can be terminated within 5 days of signing the Agreement without penalty (full refund or no fees due) when Advisor's Form ADV Part 2 is not delivered at least 48 hours prior to the time of engagement. Otherwise, either of these services can be terminated at any time with a written notice. You must pay our advisory fees in advance of receiving our services. Should either one of us terminate the advisory agreement we have entered into before the end of a billing period, any unearned fees that were deducted from your account will be returned to you. The amount refunded is calculated by dividing the most recent advisory fee you paid by the total number of days in the quarter. This daily fee is then multiplied by the number of calendar days in the quarter that our agreement was in effect. This amount, which equals the amount we earned for the partial quarter, is subtracted from the total fee you paid in advance to determine your refund.

Third Party Asset Management Fees

Third Party Asset Management (TPAM) services are offered on a fee-only basis. Fees are assessed by the TPAM who in turn will pay a portion of the fee to LifePlan for services provided. The amount and timing of these fees varies depending on the TPAM. The client will receive a written disclosure statement containing the TPAM ADV Part 2A, a Solicitor Disclosure Statement detailing the exact fees we are paid and a copy of the TPAM's privacy notice. Additionally, you will sign a client agreement with the TPAM and us that discloses the TPAM's fee and how frequently it is collected. The TPAM we recommend will not directly charge clients a higher fee than they would have charged without us introducing the client to them.

With Orion Portfolio Solutions, LLC, our fee is separate which means we do not share in Orion Portfolio Solutions, LLC's fee. Our annual assets under management fee is based the following schedule:

Assets Under Management	Advisory Fee
First $250,000	1.30%
Next $1,750,000	0.80%
Next $8,000,000	0.50%
Over $10,000,000	0.40%

Our fee is withdrawn by Orion Portfolio Solutions, LLC at the same time its fees are deducted. The client will receive Orion Portfolio Solutions, LLC's ADV Part 2A detailing its fee and when it is withdrawn. Certain clients may be billed based on previous retired fee schedules.

Mutual fund companies and ETFs charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by the TPAM. Complete details of these

internal fees and expenses are explained in the prospectus for each investment.

This service can be terminated within 5 days of signing the Agreement without penalty (full refund or no fees due) when Advisor's Form ADV Part 2 is not delivered at least 48 hours prior to the time of engagement. Otherwise, either of these services can be terminated at any time with a written notice.

Financial Planning

Financial planning fees are offered at an hourly rate or fixed fee rate. Our hourly rate is $250. Administrative support services are billed at the hourly rate of $75. For larger projects, a fixed fee rate may be proposed that is dependent upon the complexity of services and agreed upon at the time of engagement. We require a minimum financial planning project fee of $750. We collect the fees upfront unless otherwise negotiated by the client and us.

Our ongoing financial planning service is a fixed fee that is charged on a quarterly or semi-annual basis in advance. A one-time upfront fee may be charged. The fee is dependent on the complexity of the client's situation. The fee will be re-evaluated annually and may be revised based on individual or special circumstances, scope of services or complexity, or other factors determined at our discretion. The fee is negotiable based on the complexity of your individual situation.

Our services can be terminated within 5 days of signing the Agreement without penalty (full refund or no fees due) when Advisor's Form ADV Part 2 is not delivered at least 48 hours prior to the time of engagement. Otherwise, either of these services can be terminated at any time with a written notice. Clients are only billed for time incurred by us until receipt of the notice of termination. If a portion of the fees were prepaid, we will promptly refund any unearned fees due back to the client. Alternatively, Financial Planning Services terminate automatically upon the delivery of the agreed upon services.

Performance-Based Fees and Side-By-Side Management

LifePlan does not charge fees based on performance.

Types of Clients

We provide advisory services primarily to individuals and families, including their trusts, estates and retirement accounts. As a condition for starting and maintaining an advisory relationship, we generally require a minimum portfolio size. However, at our sole discretion, we may accept clients with smaller portfolios based upon certain factors including anticipated future earning capacity, anticipated future additional assets, account composition, related accounts, and pre-existing client relationships. We may consider the portfolios of your family members to determine if your portfolio meets the minimum size requirement.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

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

Fundamental analysis is a technique that attempts to determine a security's value by focusing on underlying factors that affect a company's *actual* business and its future prospects. The analysis is performed on historical and present data. On a broader scope, one can perform fundamental analysis on industries or the economy as a whole. The term refers to the analysis of the economic well-being of a financial entity as opposed to only its price movements. The risk associated with fundamental analysis is that despite that appearance that a security is undervalued, it may not rise in value as predicted.

Technical Analysis is a method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. The risk associated with technical analysis is that there is no broad consensus among technical traders on the best method of identifying future price movements.

Cyclical Analysis is a method of evaluating business or economic cycles. The broad economy or its segments have been shown to move in cycles. The cyclical analyst looks for those cycles in which to invest. The risk associated with cyclical analysis is that the cycles vary and shifts in the cycles may not be immediately identified.

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

Investment Strategies

LifePlan's investment management strategy takes an asset allocation approach based on Modern Portfolio Theory ("MPT"). MPT has shown that asset allocation (the mix of different asset classes such as stocks, bonds, international, real estate etc…) is the primary driver of investment returns. We create portfolios by structuring the asset allocation with appropriate risk/return characteristics based on our client's goals and objectives. The portfolio is implemented using money managers for each asset class within the target allocation. We will typically use mutual funds that offer broad diversification within an asset class along with the specialized expertise a professional manager can offer. We screen funds and their managers by applying a quantitative and qualitative review. We sometimes use other security types as appropriate including fee-based fixed annuities, individual stocks, bonds, CD's, ETF's and privately traded securities, such as Real Estate Investment Trusts and Limited Partnerships.

Risk of Investment Loss

All investment strategies carry the risk of loss and there is no guarantee that any investment strategy will meet its objective. LifePlan's approach keeps the risk of loss in mind. Depending on the types of securities clients are invested in, they may face the following investment risks:

- Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

- Market Risk: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- Inflation Risk: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- Currency Risk: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- Reinvestment Risk: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- Business Risk: These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- Fixed Income Risks: Portfolios that invest in fixed income securities are subject to several general risks, including interest rate risk, credit risk, and market risk, which could reduce the yield that an investor receives from his or her portfolio. These risks may occur from fluctuations in interest rates, a change to an issuer's individual situation or industry, or events in the financial markets.
- Small/Mid Cap Risk: Stocks of small or emerging companies may have less liquidity than those of larger, established companies and may be subject to greater price volatility and risk than the overall stock market.
- Diversification Risk: Investments that are concentrated in one or few industries or sectors may involve more risk than more diversified investments, including the potential for greater volatility.

Disciplinary Information

LifePlan is required to disclose whether there are legal or disciplinary events that are material to a client's or prospective client's evaluation of its advisory business or the integrity of its management. There are specific legal and disciplinary events that LifePlan must presume are material for this Item. If the advisory firm or a management person has been involved in of these events, LifePlan must disclose it under this Item for ten years following the date of the event unless (1) the event was resolved in LifePlan's or the management person's favor, or was reversed, suspended or vacated, or (2) the event is not material. LifePlan has determined that the firm has nothing to disclose under the aforementioned standard.

Other Financial Industry Activities and Affiliations

Registration as a Broker/Dealer or Broker/Dealer Representative

LifePlan is not registered as a Broker/Dealer. None of LifePlan's advisors are Broker/Dealer Representatives and therefore, do not receive commissions on investment product sales.

Registration Relationships Material to this Advisory Business

Our representatives have no registration relationships material to this advisory business.

Selection of Other Advisors or Managers

As described in Advisory Services above, we are a party to written agreements with Orion Portoflio Solutions, LLC, where we provide investment management services by utilizing their TPAM programs. We receive compensation pursuant to these agreements for providing investment management services as disclosed in the Fees and Compensation section of this brochure.

Code of Ethics; Participation or Interest in Client Transactions and Personal Trading

We have adopted a Code of Ethics ("Code") to address the securities-related conduct of our advisory representatives and employees. The Code includes our policies and procedures developed to protect your interests in relation to the following:

- Duty at all times to place your interests ahead of ours.
- All personal securities transactions of our advisory representatives and employees are to be conducted in a manner consistent with the Code and avoid any actual or potential conflict of interest, or any abuse of an advisory representative's or employee's position of trust and responsibility.
- Advisory representatives may not take inappropriate advantage of their positions.
- Information concerning the identity of your security holdings and financial circumstances are confidential.
- Independence in the investment decision-making process is paramount.

We will provide a copy of the Code to you or any prospective client upon request.

Our advisory representatives and employees are permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account(s). The personal securities transactions by advisory representatives and employees may raise potential conflicts of interest when they trade in a security that is owned by you or considered for purchase or sale for you.

We have adopted policies and procedures that are intended to address these conflicts of interest. These policies and procedures require our advisory representatives and employees to act in your best interest, prohibit favoring one client over another, and provide for the review of transactions to discover and correct any same-day trades that result in an advisory representative or employee receiving a better price than a client.

Advisory representatives and employees must follow our procedures when purchasing or selling the same securities purchased or sold for you.

Brokerage Practices

We will recommend a broker-dealer/financial institution (Custodian), such as Fidelity Investments to assist us in servicing your accounts. We are independently owned and operated and not affiliated with a Custodian. Our use of a Custodian is, however, a beneficial business arrangement for us and for the Custodian. Information regarding the benefits of this relationship are described below.

In recommending a Custodian responsible for executing transactions for your portfolios, we consider at a minimum the Custodian's existing relationship with us, financial strength, reputation, reporting and execution capabilities, pricing, and types and quality of research.

The determining factor in the selection of a Custodian to execute transactions for your accounts is not the lowest possible transaction cost, but whether a Custodian can provide what is in our view the best qualitative execution for your account.

A Custodian provides us with access to its institutional trading and custody services, which includes brokerage, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

We are not required to affect a minimum volume of transactions or maintain a minimum dollar amount of client assets to receive these services.

A Custodian does not charge separately for holding our clients' accounts but may be compensated by you through other transaction-related fees associated with the securities transactions it executes for your accounts.

A Custodian may also make available to us other products and services that benefit us but may not benefit you directly. Some of these products and services assist us in managing and administering our client accounts. These include software and other technology that provide access to account data (such as trade confirmations, account statements, and access to an electronic communication network for client order entry and account information); facilitate trade execution (including access to a trading desk serving advisory participants exclusively and access to block trading); provide research, pricing information and other market data; facilitate payment of our fees from client accounts; and assist with back-office functions, record keeping and client reporting; and receipt of compliance publications.

A Custodian or mutual fund family may also make available to us other services intended to help us manage and further develop our business. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing.

A Custodian may also make available or arrange for these types of services to be provided to us by independent third parties. A Custodian may discount or waive the fees it would otherwise charge for some of the services it makes available to us. It may also pay all or a part of the fees of a third party providing these services to us. Thus, we receive economic benefits as a result of our relationship with the Custodian, because we do not have to produce or purchase the products and services listed above.

We receive certain economic benefits when choosing a Custodian (access to technology, research, business development resources, conferences, etc). These benefits vary depending on the Custodian we recommend and therefore may pose a conflict of interest. Our recommendation of a specific Custodian may be based in part on the economic benefit to us and not solely on the nature, cost or quality of custody and brokerage services provided to you and our other clients. We nonetheless strive to act in your best interest at all times.

Commissions and other fees for transactions executed through the Custodian may be higher than commissions and other fees available if you use another Custodian firm to execute transactions and maintain custody of your account. We believe, however, that the overall level of services and support provided to our clients by the Custodian will outweigh the benefit of possibly lower transactions cost which may be available under other brokerage arrangements.

Many of the services described above may be used to benefit all or a substantial number of our accounts, including accounts not maintained at or through the Custodian. We do not attempt to allocate these benefits to specific clients.

For Third Party Asset Manager (TPAM) accounts, the TPAM will select the custodian. LifePlan has no role or authority in the selection of the custodian for these accounts. Please see the TPAM Form ADV for more information.

Review of Accounts

Investment Management Services, including accounts held by a Third-Party Asset Manager (TPAM), involve frequent internal review of the underlying assets of your portfolio. Internal reviews may occur daily, weekly, quarterly or the frequency may depend upon the types of underlying portfolio investments, your stated expectations, or at our discretion. We will contact you at least annually or more often as we agree upon, to review your financial situation and investment objectives. You will be expected to notify us of any changes in your financial situation, investment objectives, or account restrictions.

Ongoing financial planning services are reviewed at least quarterly. We schedule a series of meetings over the course of a year to meet with you and update your financial plan. Financial Plan and Consulting services are single engagement services and conclude upon the delivery of the service; we conduct reviews upon request by entering into a new agreement.

Reviews also consider investment restrictions requested by individual clients, investment time horizons, liquidity needs, tax considerations and other circumstances unique to each client.

Keith A. Barr, CFP® CLU, ChFC, Managing Member and Advisory Representative, Catherine S. Gearig, CFP® Managing Member and Advisory Representative handle all client reviews and primary client contacts.

Client Referrals and Other Compensation

LifePlan does not compensate anyone outside of the firm for the referral of new clients.

We may receive certain economic benefits as a result of our participation in a Custodian's institutional program. Those benefits are described in detail in the preceding section entitled "Brokerage Practices."

Custody

LifePlan does not take custody of client assets. Instead, client assets are held with an outside Custodian, such as Fidelity Investments. However, the client will be asked to authorize LifePlan with the ability to deduct fees directly from the client's account. This authorization will be to deduct the management fee only. When deducting the management fee from Florida accounts, LifePlan sends a billing statement (invoice) to the client and the client's custodian that indicates the total management fee to be withdrawn, the time period the management fee covers, and how it was calculated. The client may terminate the fee deduction authorization at any time.

The Custodian that holds your investment account will provide regular statements on a monthly or quarterly basis. We urge you to carefully review these statements. You should verify that the transactions in your account are consistent with your investment goals and the objectives for your account. Any discrepancies should be addressed immediately with your advisory representative or our Chief Compliance Officer.

Investment Discretion

Investment Management Services

LifePlan will have discretionary trading authority to execute securities transactions in Client portfolio, to include the securities to be bought and sold, and the amount of securities to be bought and sold, consistent with the mutually agreed upon investment strategy. LifePlan will never have full power of attorney nor have authority to withdraw or take custody of Client funds or securities other than the ability to deduct investment management fees via Client Custodian, with Client authorization.

Third Party Asset Management

LifePlan will have discretionary authority to make determinations as to the hiring and firing of unaffiliated TPAM's and/or investment strategies within the Program, consistent with the mutually agreed upon investment strategy. LifePlan will never have full power of attorney nor have authority to withdraw or take custody of Client funds or securities other than the ability to deduct investment management fees via Client Custodian, with Client authorization.

Voting Client Securities

We do not take any action or give any advice with respect to voting of proxies solicited by or with respect to the issuers of securities in which your accounts may be invested. In addition, we do not take any action or give any advice with respect to any securities held in any accounts that are named in or subject to class action lawsuits. We will, however, forward to you any information received by us regarding proxies and class action legal matters involving any securities held in your accounts. They come from the custodian.

Financial Information

LifePlan does not require or solicit prepayment of more than $500 in fees per Client, six months or more in advance. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you and we have not been the subject of a bankruptcy proceeding.

LifePlan Financial Advisory Group, LLC

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Form ADV Part 2

Brochure Supplement

Brochure Supplement dated March 19, 2020

This brochure supplement provides information about Keith Barr and Catherine Gearig that supplements the LifePlan Financial Advisory Group, LLC brochure. You should have received a copy of that brochure. Please contact Keith Barr, Managing Member and Chief Compliance Officer, if you did not receive LifePlan Financial Advisory Group, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Keith Barr and Catherine Gearig is available on the SEC's website at www.adviserinfo.sec.gov.

Management Personnel

Keith A. Barr, Financial Advisor

Keith Barr is a Managing Member and Chief Compliance Officer of LifePlan Financial Advisory Group, LLC, a firm established as a Registered Investment Advisor in 2004.

Year of birth: 1969

Education:

- Grand Valley State University, Allendale, MI
  Bachelor of Arts, Accounting, 1992
- Walsh College, Troy, MI
  Further Studies, Attended for the Master of Science in Financial Services, 1994 – 1995

Professional Designations:

- Certified Financial Planner™ (CFP®)
- Chartered Life Underwriter (CLU)
- Chartered Financial Consultant (ChFC)

Catherine S. Gearig, Financial Advisor

Catherine Gearig is a Managing Member of LifePlan Financial Advisory Group, LLC, and has been a Financial Advisor since the firm was established as a Registered Investment Advisor in 2004.

Year of birth: 1963

Education:

- Oakland University, Rochester Hills, MI
  Certificate Program in Financial Planning, 2006
- Oakland University, Rochester Hills, MI
  Masters of Business Administration, 1994
- Michigan State University, Lansing, MI
  Bachelor of Science, Mechanical Engineering, 1986

Professional Designations:

- Certified Financial Planner™ (CFP®)
- Certified Exit Planning Advisor™ (CEPA®)

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Keith Barr and Catherine Gearig have no information applicable to this item.

Other Business Activities

Keith Barr and Catherine Gearig do not have any investment related other business activities to report.

Catherine Gearig is on the board as a grant administrator of Impact 100 Metro Detroit. She spends less than 5% of her time on this non-investment related activity.

Additional Compensation

None of LifePlan's advisors receive any additional compensation related to the advisory services provided to you.

Supervision

LifePlan's advisors are supervised by Keith Barr, Managing Member and Chief Compliance Officer.

Advisors are required to adhere to LifePlan's processes and procedures as described in our firm's Code of Ethics. The advice that advisors give is monitored by or through the following compliance reviews:

- Review of relevant account opening documentation when the relationship is established.
- Daily review of account transactions.
- Annual oversight so the advisor is aware of the client's current financial situation, objectives, and individual investment needs.
- Review of client correspondence on an as needed basis.

Professional Designations

Certified Financial Planner™ (CFP®) - The CFP® certification is a voluntary certification. It is recognized in the United States and a number of other countries for its high standard of professional education, stringent code of conduct and standards of practice, and ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university. CFP® Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances.
- Experience – Complete at least three years of full-time financial planning-related experience.
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field.

Chartered Financial Consultant® (ChFC®) - The ChFC® designation program focuses on the comprehensive financial planning process as an organized way to collect and analyze information on a client's total financial situation; to identify and establish specific financial goals; and to formulate, implement, and monitor a comprehensive plan to achieve those goals.

The ChFC® program provides financial planners and others in the financial services industry with in-depth knowledge of the skills needed to perform comprehensive financial planning for their clients.

Candidates must pass a two hour, 100 question examinations for the following seven required courses and two elective courses to earn the ChFC® designation:

Required Courses

- Financial Planning: Process and Environment
- Fundamentals of Insurance Planning
- Income Taxation
- Planning for Retirement Needs
- Investments
- Fundamentals of Estate Planning
- Financial Planning Applications

Elective Courses

- The Financial System in the Economy
- Estate Planning Applications
- Financial Decisions for Retirement

Each designee must complete 30 hours of continuing education every two years.

The Chartered Life Underwriter® (CLU) – The CLU designation is a professional credential for persons involved in the protection, accumulation, preservation, and distribution of the economic values of human life.

The CLU program provides insights into the life insurance business, its importance to the economy, its operation and distribution systems, and its resurging importance for safe and secure investments.

Candidates must pass a two hour, 100 question examination for the following five required courses and three elective courses to earn the designation:

Required Courses

- Fundamentals of Insurance Planning

- Individual Life Insurance
- Life Insurance Law
- Fundamentals of Estate Planning
- Planning for Business Owners and Professionals

Elective Courses

- Financial Planning: Process and Environment
- Individual Health Insurance
- Income Taxation
- Group Benefits
- Planning for Retirement Needs
- Investments
- Estate Planning Applications

Each designee must complete 30 hours of continuing education every two years.

Certified Exit Planning Adviser® (CEPA®) – The CEPA designation program is based on the Valuation Acceleration Methodology™, an exit planning management system that clearly communicates a process and uses the five stages of value maturity to ensure a successful transition.

The CEPA program provides professional advisors with an innovative learning experience and performance-enhancing products, tools, and research that will advance their skills and exit planning practice.

Participants must successfully complete the CEPA program and pass the closed book proctored exam to receive the Certified Exit Planning Advisor/ CEPA credential.

Each designee must complete 40 hours of continuing education every 3 years.