

Clear Perspectives Financial Planning, LLC

Firm Brochure

This brochure provides information about the qualifications and business practices of Clear Perspectives Financial Planning, LLC. If you have any questions about the contents of this brochure, please contact us at (513) 469-8400 or by email at: Tim@cpplan.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 Clear Perspectives Financial Planning, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. Clear Perspectives Financial Planning, LLC's CRD number is: 146588

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Registration does not imply a certain level of skill or training.

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Item 2: Material Changes

The founders of Clear Perspectives Financial Planning, LLC made a decision this year to expand the ownership of the firm to additional members. The firm remains 100% employee owned and now has 5 owners: Carol A. Hoffman, Timothy A. Grout, Deborah L. Thocker, Robert W. Bartlett , and Katherine M. McNerney.

Clear Perspectives added an additional advisor, Ryan Gorman, to the firm in 2020.

Clear Perspectives no longer provides financial planning on a purely project/hourly basis. Financial Planning is incorporated into the comprehensive services that we provide to all our clients along with investment management.

Material changes relate to Clear Perspectives Financial Planning, LLC's policies, practices or conflicts of interests only.

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Item 4: Advisory Business

A. Description of the Advisory Firm

This firm has been in business since February 2008, and the principal owners are Carol Hoffman, Timothy Grout, Deborah Thocker, Katherine McNerney and Robert Bartlett.

B. Types of Advisory Services

Clear Perspectives Financial Planning, LLC (hereinafter "CPFP") offers the following services to advisory clients:

Investment Supervisory Services

CPFP offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. CPFP creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client's specific situation. Investment Supervisory Services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

CPFP evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. CPFP will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client, and transactions are executed within a range defined in the IPS.

Financial Planning

Financial plans and financial planning may include, but are not limited to: investment planning; insurance; tax concerns; retirement planning; college planning; and debt/credit planning.

Services Limited to Specific Types of Investments

CPFP limits its investment advice and/or money management to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, REITs, insurance products including annuities, government securities. CPFP may use other securities as well to help diversify a portfolio when applicable.

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C. Client Tailored Services and Client Imposed Restrictions

CPFP offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent CPFP from properly servicing the client account, or if the restrictions would require CPFP to deviate from its standard suite of services, CPFP reserves the right to end the relationship.

D. Wrap Fee Programs

CPFP does not participate in any wrap fee programs.

E. Amounts Under Management

CPFP has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$229,208,263.00	\$0.00	December 2019

Item 5: Fees and Compensation

A. Fee Schedule

Investment Supervisory Services Fees

Total Assets Under Management	Annual Fee
\$1- \$500,000	1.00%
\$500,000-\$2,000,000	0.85%
\$2,000,000-\$4,000,000	0.60%
>\$4,000,000	0.50%

CPFP calculates investment supervisory fees using a blended percentage based upon the tiered fee schedule in the table above. These fees are nonnegotiable and the final fee schedule will be outlined in paragraph six of the Investment Advisory Agreement. Fees are calculated on the average daily balance of the managed assets for the period. Fees are paid quarterly in arrears, and clients may terminate their contracts with written notice. Because fees are charged in arrears, no refund policy is necessary. Clients may terminate their accounts without penalty within 5 business days of signing the advisory contract. Advisory fees are withdrawn directly from the client's accounts with client written authorization.

The fees charged to clients whose assets have been managed by Clear Perspectives Financial Planning, LLC prior to April 2011 may differ from the rates above.

CPFP performs investment advisory services for various clients. CPFP may give advice and take action in the performance of its duties with respect to any of its other clients which may differ with the advice given or action taken with respect to another client.

CPFP will not be required to take any action or render any advice with respect to the voting of proxies solicited by or with respect to the issuers of securities in which assets may be invested from time to time except as may be directed by the client and except as may be otherwise required by law.

B. Payment of Fees

Payment of Investment Supervisory Fees

Advisory fees are withdrawn directly from the client's accounts with client written authorization. Fees are paid quarterly in arrears.

Advisory fees may be invoiced and billed directly to the client with payments due within 30 days of receiving the invoice. Clients may select the method in which they are billed.

Payment of Financial Planning Fees

Fees for financial planning services are included in the Investment Supervisory Fees for assets managed over \$250,000.

C. Clients Are Responsible For Third Party Fees

Clients are responsible for the payment of all third party fees (i.e. brokerage fees, custodian fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by CPFP. Please see Item 12 of this brochure regarding broker/custodian.

D. Prepayment of Fees

CPFP does not collect fees in advance.

E. Outside Compensation For the Sale of Securities to Clients

Neither CPFP nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or services fees from the sale of mutual funds.

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

CPFP does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7: Types of Clients

CPFP generally provides investment advice and/or management supervisory services to the following Types of Clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals

There is an account minimum of \$250,000 that applies to clients that receive full financial planning services. This minimum may be waived by the investment advisor, based on the needs of the client and the complexity of the situation.

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

A. Methods of Analysis and Investment Strategies

Methods of Analysis

CPFP's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

Charting analysis involves the use of patterns in performance charts. CPFP uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

Technical analysis involves the analysis of past market data; primarily price and volume.

Cyclical analysis involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

Investment Strategies

CPFP uses Long Term Trading and Shorter Term Tactical Strategies.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

B. Material Risks Involved

Methods of Analysis

Charting analysis strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in solely using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

Technical analysis attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

Cyclical analysis assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles they are trying to take advantage of.

Investment Strategies

Long Term Trading is designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

C. Risks of Specific Securities Utilized

CPFP generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business or the integrity of our management.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Neither CPFP nor its representatives are registered as a broker/dealer or as representatives of a broker/dealer.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither CPFP nor its representatives are registered as a FCM, CPO, or CTA.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

Neither CPFP nor its representatives have any material relationships to this advisory firm that would present a possible conflict of interest.

D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections

CPFP does not utilize nor select other advisers or third-party managers. All assets are managed by CPFP management.

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

A. Code of Ethics

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Clients or prospective clients may request a copy of our Code of Ethics from management.

B. Recommendations Involving Material Financial Interests

CPFP does not recommend that clients buy or sell any security in which a related person to CPFP or CPFP have a material financial interest.

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C. Investing Personal Money in the Same Securities as Clients

From time to time, representatives of CPFP may buy or sell securities for themselves that they also recommend to clients. CPFP will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

D. Trading Securities At/Around the Same Time as Clients' Securities

From time to time, representatives of CPFP may buy or sell securities for themselves at or around the same time as clients. CPFP will trade client's non-mutual funds and non-ETF securities before they trade their own. CPFP will always act in the best interest of the client.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

Custodians/broker-dealers will be recommended based on CPFP's duty to seek "best execution", which is the obligation to seek to execute securities transactions for a Client on terms that are the most favorable to the Client under the circumstances. CPFP will examine multiple factors, including transaction fees, access to mutual funds, and availability of ETFs. The client will not necessarily pay the lowest commission or commission equivalent, and CPFP may also consider the market expertise and research access provided by the payment of commissions, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers to aid in the research efforts of CPFP.

TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC is recommended based on its relatively low transaction fees and access to mutual funds and ETFs. CPFP will never charge a premium or commission on transactions, beyond the actual cost imposed by the custodian.

1. Research and Other Soft-Dollar Benefits

CPFP receives research, products, or other services from its broker/dealer or another third-party in connection with client securities transactions ("soft dollar benefits"). There is no minimum client number or dollar number that CPFP must meet in order to receive fee research from the custodian or broker/dealer. There is no incentive for CPFP to direct clients to this particular broker-dealer over other broker-dealers who offer the same services. However, because this firm does not have to produce or pay for services or products it has an incentive to choose a custodian that provides those services based on its interests rather than the clients' interests. The first consideration when recommending broker/dealers to clients is best execution. CPFP

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always acts in the best interest of the client. Clients should be aware that CPFP's acceptance of soft dollar benefits may result in higher commissions charged to the client.

2. *Brokerage for Client Referrals*

CPFP receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. *Clients Directing Which Broker/Dealer/Custodian to Use*

CPFP recommends that clients establish brokerage accounts with TD Ameritrade Institutional, a FINRA registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Although our firm may recommend that clients establish accounts at TD Ameritrade, it is the client's decision. CPFP is independently owned and operated and not affiliated with TD Ameritrade. As part of an ongoing improvement effort, CPFP regularly evaluates other broker-dealers/custodians to ensure that we continue to provide our clients with the best overall value. CPFP will manage accounts at other broker-dealer/custodians if the client's retirement funds are required to be retained at that custodian by the employer's retirement plan. This may cost clients money due to higher transaction costs, brokerage commissions, and reduced fund availability in employer directed accounts.

B. Aggregating (Block) Trading for Multiple Client Accounts

CPFP maintains the ability to 'block trade' purchases across accounts when it may benefit clients. We do not believe that any client is disadvantaged due to the best execution practices of our custodian.

Item 13: Reviews of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

Client accounts are reviewed at least quarterly by Carol Hoffman and/or Timothy Grout. They are instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at CPFP are assigned to these reviewers.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Carol Hoffman and/or Timothy Grout. There is only one level of review and that is the total review conducted to create the financial plan.

B. Factors That Will Trigger a Non-Periodic Review of Client Accounts

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

C. Content and Frequency of Regular Reports Provided to Clients

Each client will receive an electronic or written report detailing the client's account at least quarterly. This report will come from the custodian and additional reports are available online or by request.

Clients are offered at least one financial plan concerning their financial situation. Additional reports are provided upon request.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)

CPFP does not receive any economic benefit, directly or indirectly from any third party for advice rendered to CPFP clients.

B. Compensation to Non -Advisory Personnel for Client Referrals

CPFP thanks existing clients that refer new business to the firm with a token gift of appreciation valued at \$50.

Item 15: Custody

Client's accounts are held at the Custodian. Clients will receive account statements from the custodian and should carefully review those statements. CPFP custody of client accounts is limited to the direct deduction of fees from client accounts.

Custody is also disclosed in Form ADV because CPFP has authority to transfer money from client account(s), which constitutes a standing letter of authorization (SLOA). Accordingly, CPFP will follow the safeguards specified by the SEC rather than undergo an annual audit.

Item 16: Investment Discretion

For those client accounts where CPFP provides ongoing supervision, CPFP maintains limited power of attorney over client accounts with respect to securities to be bought and sold and

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amount of securities to be bought and sold. All buying and selling of securities is explained to clients in detail before an advisory relationship has commenced. The Investment Advisory Contract established with each client outlines the discretionary authority for trading and clients will execute a limited power of attorney in connection with granting trading authority for the custodian and/or adviser.

Item 17: Voting Client Securities (Proxy Voting)

CPFP will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

A. Balance Sheet

CPFP does not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither CPFP nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

C. Bankruptcy Petitions in Previous Ten Years

CPFP has not been the subject of a bankruptcy petition in the last ten years.