

**Part 2A of Form ADV: Firm Brochure**

**Atwood Financial Planning LLC**

**Item 1 Cover Page**

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This brochure provides information about the qualifications and business practices of Atwood Financial Planning LLC. If you have any questions about the contents of this brochure, please contact Lori Atwood, CFP® at 202 415 0803 or [lori@atwoodfinancial.com](mailto:lori@atwoodfinancial.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 Atwood Financial Planning LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Our registration as an investment adviser does not imply a certain level of skill or training.

## **Item 2 Material Changes**

Lori Atwood's hourly rate has increased for new clients as of January 1, 2021, to \$240/hour. It will remain \$210/hour for any client whose Engagement Letter was signed prior to January 1, 2021, until July 1, 2021, when all of Lori Atwood's clients will be asked to pay \$240/hour.

Atwood Financial Planning LLC will begin in October 2020, offering Small Group Planning Webinars, for \$250/participant to attend 5 online sessions to discuss financial planning topics and specify a plan for each participant.

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#### **Item 4 Advisory Business**

Atwood Financial Planning LLC (“Atwood” or “AFP”) is a fee-only financial planning firm specializing in helping clients understand their cash flow and budgeting, the amounts they should have in savings for emergencies and goals, how to pay down debt, how much to save for retirement, how much TERM life insurance to have, and what estate planning documents are recommended. Atwood also works with clients on investing and portfolio planning. We recommend a general approach to investing for retirement and non-qualified savings that will then be specified in our meetings by running various scenarios and understanding each client’s risk appetite and goals.

Atwood is principally owned by Lori Atwood, CFP® and has been in business since June 30, 2017. Atwood has no assets under management and is a fee for service firm only.

Atwood does not sell any products, nor does it collect commissions from any other entity or person. Lori Atwood, CFP® and Principal of Atwood Financial Planning LLC, as well as any Associate (an investment advisor representative working with Atwood) working with Atwood has a fiduciary duty toward clients. Lori Atwood and all Associates working with Atwood have a duty to act in a manner they reasonably believe to be in the best interest of clients, and in good faith.

Atwood tailors its financial planning services to each client’s specific needs. Atwood may provide advice regarding investments related generally to index fund/ETF portfolios, government issued securities and cash/cash equivalents as well as the client’s current holdings. Atwood does not use a questionnaire or survey to assess risk tolerance of clients. Instead, recommendations are made based on specific client goals and risk appetite specified through discussions. Atwood does not advise on specific individual stocks or corporate bonds unless already held by the client.

In relation to Atwood’s general investment approach and recommendations, our Associates may recommend various broker-dealers and/or custodians to allow a client to implement the agreed plan. Atwood has no affiliation with any brokers-dealers/custodians or other service providers recommended and typically more than one broker/dealer/custodian will be recommended to give the client a choice.

Atwood does not provide any services as part of a wrap fee program.

Clients can cancel services with AFP at any time during the planning process and will only owe fees for meetings already held. AFP will charge a cancellation fee if a meeting is cancelled within 48 hours of the scheduled time.

AFP will provide Small Group Planning and Small Group Planning Participants will receive 5, hour-long, online webinar sessions with one of our Associates. Participants will go through Cash Flow, Goal-Setting, Savings and Debt, Long-term Investing and Retirement Savings in a more general

format than one-on-one planning but will be able to put their own plan together with the guidance of the Associate and support of the small group environment.

We will contact the client annually to offer a check-in meeting and update their financial plan. The hourly rate applies to all check-in meetings.

Lori Atwood, CFP® and Atwood Financial Planning LLC Associates occasionally hold educational seminars on personal financial planning and organization. Seminars are generally one-off in nature and focus on general household financial organization, saving and budgeting.

Atwood offers personal financial planning services on a subscription basis through its brand, “Fearless Finance”. Subscription-based services combine financial planning with a free platform and spending tracker mobile app that includes real-time support from one of our Associates. Please see Item 5 for fees related to this subscription-based service.

The base subscription, “Smart Starter,” to Fearless Finance is offered at no charge and includes access to the mobile spending tracking app where users can link up to three accounts and can opt to receive notifications and alerts related to their spending. Subscribers to Smart Starter can also text an Associate with informational questions. If the Associate deems the question to be too complicated for a text response, the Associate can suggest meeting online for 30 minutes (\$90 per 30 minutes), this is at the discretion of the subscriber.

“First Time Adulting” – This subscription service offers all of the features of the Smart Starter base subscription in addition to a Cash Flow, Balance Sheet and Retirement Contributions inventory in a thirty-minute session with an Associate. The Associate will look for areas where the Subscriber can save money or spend less in their Cash Flow as well as a recommendation on how much to save each month. Associate will assess weak areas in the Subscriber’s balance sheet such as the need to increase cash reserves or pay off consumer debt. Associate will also provide recommendations on the percentage of contribution a subscriber should make to his/her retirement plan.

“Leveling Up” – This subscription service offers all of the features of the First Time Adulting subscription and additionally provides a full hour of time with an Associate per year instead of 30 minutes. In that one hour of time per year, subscribers will receive the Cash Flow, Balance Sheet and Retirement Contribution inventory as described in First Time Adulting (30 minutes with an Associate), and either a general investment portfolio inventory focused on asset allocation, fees paid for investment services and investment strategy. Alternatively, the user can discuss a financial planning topic of his/her choice or split the remaining 30 minutes over several short calls with specific questions over the course of the year-long subscription.

## **Item 5 Fees and Compensation**

Atwood Financial Planning LLC is a fee only advisory firm. Fees are charged by the hour at a rate of \$240/hour for Lori Atwood, CFP® and \$185-\$200/hour for all other Associates of Atwood

Financial Planning. Our Associates will charge by the quarter hour (i.e., 1.25 hours or 1.5 hours if our meeting goes over).

Fees are charged only for time spent in the presence of the adviser, either in person or by phone/internet. The hourly fee applies to all check-in meetings. Email questions, or short calls with specific questions that do not require follow-up notes or analysis, are not charged. Fees are non-negotiable.

Clients are expected to pay at the end of a meeting or can be billed. Atwood has no assets under management and therefore cannot deduct fees from clients' assets or accounts. Fees for direct financial planning services are charged in arrears and therefore there are no refunds available for unused fees.

**Fearless Finance Subscription fees and cancellations:** Fearless Finance's basic platform is free, and users will be able to connect up to 3 accounts. Clients of AFP are permitted to link an unlimited number of accounts on the app for the first 3 months at no additional costs. Subscribers outside of our client-base or clients wishing to continue their subscription after the initial 3-month trial, who want to connect more than three accounts will be charged \$1.99/month per additional account and can cancel or switch to the basic offering at any time.

**"First Time Adulting"** - Subscribers pay \$7.99/month. First Time Adulting subscribers commit to \$7.99/month for one year or \$90/year. Subscribers to First Time Adulting can cancel at the end of one year. Subscribers can also purchase time with a Registered Investment Advisor for \$90/half hour at the discretion of the subscriber. Due to the value received with these subscription services, no refunds are provided for early termination.

**"Leveling Up"** - Subscribers pay \$14.99/month. Leveling Up subscribers commit to \$14.99/month for one year or \$175/year. Subscribers can also purchase time with a Registered Investment Advisor for \$90/half hour at the discretion of the subscriber. Leveling Up subscribers commit to \$14.99/month for one year and can cancel at the end of one year. Due to the value received with these subscription services, no refunds are provided for early termination.

Participants in Atwood Financial Planning LLC's Small Group Planning will be charged \$250/participant for 5, hour-long, online sessions. Participants will be asked to pay prior to the first meeting and will not be charged any additional fees for Small Group planning thereafter. If a participant cannot attend a session of the Small Group Planning, he/she will be offered the recording of the class and can email specific questions to the Group Leader. There will be no refunds provided for early termination. If the client chooses to become a one-on-one client with AFP the client would be subject to fees as described in the first paragraph of this section.

Atwood Financial Planning LLC charges a fee for returned checks of \$12 and a cancellation fee of a half hour (30 minutes) of meeting time if a client cancels an appointment within 48 hours of the scheduled time. For example, if the planner's fee is \$185/hour, the client will be charged \$92.50, for a cancellation within 48 hours of a scheduled meeting.

There are no other fees clients will be expected to pay in connection to AFP's advisory services. Atwood does not perform any brokerage services (please see Item 12), and therefore a client will not incur any brokerage fees from Atwood related to Atwood services.

Fees associated with AFP's educational seminars and workshops are based on the institution sponsoring the seminar/workshop and differ from Engagement to Engagement.

Lower fees for comparable services may be available from other sources. Atwood nor any of its supervised persons accept compensation for the sale of securities or other investment products.

Fearless Finance's app is free and users can connect up to 3 accounts for free as well. Subscribers who want to connect more than three accounts will be charged \$1.99/month per additional account and can cancel or switch to the basic offering at any time.

### **Item 6 Performance-Based Fees and Side-By-Side Management**

Atwood Financial Planning LLC does not have Performance-Based Fees of any kind, nor does it provide Side-by-Side Management.

### **Item 7 Types of Clients**

Atwood Financial Planning LLC works only with individual households, or small businesses with fewer than 100 employees. Atwood does not manage assets, and therefore has no minimum account size or assets under management for a client.

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

When asked for investment advice, AFP recommends only securities in the form of index funds and/or ETFs that are based on index funds, government issued securities or cash equivalent securities. Atwood Financial Planning LLC will also advise on existing assets already held by the client. Atwood Financial Planning LLC does not assess a client's specific tolerance for risk with a questionnaire when making recommendations for investments, instead recommendations are based on discussions with the client. Specific recommendations for asset allocation between equities and fixed income (including cash equivalents) depend on the client's time horizon for use of the funds, client goals, and the client's specific requirements/risk tolerance, which are assessed by discussion with the client.

Although index funds are diversified, there is still investment risk. The investment strategy Atwood follows for all clients aims to reduce risk by recommending minimal, if any trading, and investment in low-cost index fund securities. However, all investments and securities carry risk, and Atwood acknowledges those risks here.

A client should be prepared to bear the risk of possible loss. It is possible your account can experience a loss due to a stock market decline. It is important that clients understand this overall risk and invest to the extent the client can bear the risk. Clients should also be appropriately diversified, and we will assist the client to do so. Certain material risks relevant to AFP's index fund-based investment recommendations are set forth below:

**Index Fund Risk:** There is a risk that an index fund's underlying securities do not correspond exactly to its benchmark index. As such, it may underperform its benchmark index.

**Exchange Traded Fund Risk:** Index fund ETFs could become illiquid for a period if trading is halted. ETF share prices may, at times, also be more volatile than the underlying index the ETF is based upon.

**Political Risk:** An overall market, and thus the index funds associated with that market, could decline due to political changes and/or instability in a country or region.

Atwood does not make currency, derivative, or corporate bond securities recommendations.

## **Item 9 Disciplinary Information**

There are no disciplinary or legal events material to a client or prospective client's evaluation of Atwood Financial Planning LLC.

## **Item 10 Other Financial Industry Activities and Affiliations**

AFP nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer nor is the firm or any of its management persons registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

Atwood Financial Planning LLC does not select other advisors for its clients.

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

According to the Investment Advisers Act of 1940, an investment advisor is considered a fiduciary and has a fiduciary duty to clients. Atwood has established a Code of Ethics to comply with the requirements of Section 204(A)-1 of the Investment Advisers Act of 1940 that reflects fiduciary obligations and those of its supervised persons and requires compliance with federal securities



laws. AFP's Code of Ethics covers all individuals that are classified as "supervised persons". All employees, officers, directors, and investment advisor representatives are classified as supervised persons. AFP requires its supervised persons to consistently act in their clients' best interests in all advisory activities. AFP imposes certain requirements on its affiliates and supervised persons to ensure that they meet the firm's fiduciary responsibilities to their clients. The standard of conduct required is higher than ordinarily required and encountered in commercial business.

AFP and its principal, Lori Atwood, CFP® and its Associates have no direct, indirect, or related interest to any securities either may recommend.

AFP has a Code of Ethics, and it contains policies regarding several key areas:

- Standards of Conduct and Compliance with Laws, Rules and Regulations;
- Protection of Material Non-Public Information and Confidential Information;
- Personal Securities Trading;
- Gifts;
- Communications with the Public;
- Outside Business Activities;
- Disclosures of Conflicts of Interest and Undue Influence;
- Exceptions from Compliance;
- Compliance Certification;
- Failure to Comply and Reporting Violations;
- Recordkeeping; and
- Initial and Annual Certification of Receipt of and Compliance with the Firm's Code of Ethics.

Atwood's Code of Ethics will be provided to any client or prospective client upon request, free of charge.

## **Item 12 Brokerage Practices**

Atwood manages no client funds and makes no trades. Therefore, AFP has no broker-dealer relationships. AFP does not receive any research, prospective clients, commissions or any other form of compensation or "soft" compensation from any broker-dealer or any other entity.

When/if Atwood recommends brokerage houses for clients, it does so with a view toward recommending brokerages with the lowest fees available and responsive customer service. No other criteria is used by Atwood to determine recommendations for brokerage houses, therefore generally, discount broker/dealers are recommended, such as, but not limited to, Vanguard, Charles Schwab, Fidelity. In a case where a client already has a preferred broker/dealer or

custodian, Atwood will recommend index funds, ETFs, government issued securities or cash/cash equivalents offered by the broker/dealer or custodian of the client's choice.

Atwood may recommend a brokerage firm or other firm that can sell recommended index funds, ETF or government issued securities, manage, or be custodian of a client's assets. Atwood and its principal (Lori Atwood, CFP®) and its Associates do not collect any commissions or compensation either directly or indirectly for making such recommendations. Atwood has no affiliation with any brokers or other service providers recommended and typically more than one broker will be recommended to give the client a choice.

### **Item 13 Review of Accounts**

If AFP has been asked to make investment recommendations for a client, the recommendations will be reviewed annually with the client at his/her annual "check-in" appointment to review all aspects of the financial plan.

Atwood recommends a long-term investment strategy based on a client's years until retirement and client risk appetite based on discussion. We discuss risk appetite, goals and time horizon at every annual check-in. Because the recommendations we provide are long-term and do not require frequent changes, would not have cause to adjust investment recommendations except based on a change in time horizon or a risk appetite change. Therefore, Atwood would only adjust, if necessary, on an annual basis.

Atwood does not provide reports to clients on a regular basis. The client receives a summary email after each meeting summarizing recommendations and items discussed in that meeting. There is no review conducted on a regular basis of client financial plans other than at an annual "check-in" meeting. The client is contacted for an annual check-in each year. The client can choose not to meet for a check-in, but that is the client's choice. The client can also ask to meet more frequently than annually, if desired. Most check-in meetings are annual, but some clients request semi-annual or quarterly check-in meetings. Annual check-in meetings are conducted by the client's advisor at Atwood Financial.

### **Item 14 Client Referrals and Other Compensation**

Atwood Financial Planning LLC does not compensate any other person for client referrals nor is Atwood compensated by any third party for client referrals.

### **Item 15 Custody**

Atwood does not act as custodian for any client funds or assets.

**Item 16 Investment Discretion**

Atwood does not trade client accounts and therefore never has discretionary authority over any client funds or securities.

**Item 17 Voting Client Securities**

Atwood Financial Planning LLC does not have any authority to vote client securities. A client will receive their proxies or other solicitations for voting or any other shareholder related action through their custodian or transfer agent. Atwood does not make recommendations regarding shareholder voting or any other shareholder activities.

**Item 18 Financial Information**

Atwood Financial Planning LLC does not require or solicit prepayment of fees, does not have discretionary authority and has not been the subject of bankruptcy over the preceding ten-year period. Therefore, it does not provide its balance sheet.

Due to the unforeseen circumstances as a result of Covid-19, we have applied for and received a PPP loan in order to ensure our ability to retain our highly skilled employees.