

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page



8565 West Linebaugh Avenue
Tampa, FL 33625

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Contact Information:

Julie W. Lawrence, President

Phone: (813) 961-4930

Email: JLawrence@LawrenceFinancialPlanning.com

Website: <http://www.LawrenceFinancialPlanning.com>

This brochure provides information about the qualifications and business practices of Lawrence Financial Planning, LLC ("LFP"). If you have any questions about the contents of this brochure, please contact us at (813) 961-4930 or by email at: JLawrence@LawrenceFinancialPlanning.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.

LFP is a Registered Investment Adviser with the Securities and Exchange Commission. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about LFP is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Material Changes

The following material changes have been made since the last updated amendment dated January 10, 2020.

Material changes that were made to the Brochure are:

1. Items 1 – LFP is now registered with the Securities and Exchange Commission.
2. Item 4 – Advisory Business-Ownership change

Pursuant to SEC Rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will also provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our brochure may be requested by contacting our Chief Compliance Officer Forrest Baumhover (813) 961-4930 or Forrest@lawrencefinancialplanning.com.

Additional information about LFP is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with LFP who are registered, or are required to be registered, as investment adviser representatives of LFP.

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Item 4 Advisory Business

LFP is a fee-only financial planning firm that specializes in providing financial planning and investment advisory services to individuals and families. LFP offers a wide range of financial services. Specifically, LFP distinguishes itself from traditional investment advisory firms by providing services to meet not only your investment needs, but also your needs in the area of tax planning, estate planning, risk management, cash flow and spending, record keeping, and retirement planning. All services are tailored to your particular objectives. LFP does not sell insurance or investment products, nor does it accept commissions as a result of any product recommendations. LFP does not pay referral or finder's fees, nor does it accept such fees from other firms. As of December 31, 2020 we manage \$8,093,794 in assets on a discretionary basis and \$102,843,818 on a non-discretionary basis.

As a result of a change on April 10, 2017, to the Employment Retirement Income Security Act (ERISA), LFP acknowledges that it is a "fiduciary" when the firm's services are subject to the provisions of ERISA of 1974 as amended.

On 1 May 2020, Forrest Baumhover purchased a 50% ownership stake in LFP. LFP is owned by Julie Lawrence and Forrest Baumhover, in equal shares.

LFP provides three types of services:

1. Open Retainer: An Open Retainer provides a variety of financial planning and investment management services for a fixed fee over the course of one year. You will have four scheduled meetings during the Initial Year (see below), depending on the complexity of your individual situation, and generally one to three scheduled meetings during your Renewal Years depending upon your needs. In addition to scheduled meetings, e-mail and/or phone consultations are included at no additional charge. Services provided may include, but are not limited to tax planning, risk review, inventory of assets, analysis of financial goals, portfolio analysis, development of an asset allocation strategy, investment recommendations, retirement planning, education planning, and estate plan reviews.

Initial Year of Open Retainer

Scheduled meeting topics are listed below. LFP will schedule meetings to cover those topics relevant to you.

- | | |
|--|--------------------------------|
| - Cash flow | - Inventory of client assets |
| - Tax planning | - Record-keeping |
| - Investment review / portfolio analysis | - Retirement planning |
| - Stock options / non-qualified stock | - Goal setting |
| - Develop asset allocation strategies | - Estate planning review |
| - Risk analysis | - Education planning |
| - Analysis of employee benefits | - Retirement/pension offerings |

Renewal Years of Open Retainer

Typical scheduled meetings:

- Investment strategy
- Tax management
- Investment review, financial or retirement planning and/or financial services as requested or needed by client.

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2. Project Retainer: For Grandfathered Clients Only. This option is not available for new clients. Project Retainer services are narrower in scope compared to the Open Retainer and usually focus on investment reviews. The service includes a client consultation as well as written and/or oral recommendations resulting from such consultations. The Project Retainer does not constitute a comprehensive financial planning engagement. As such, follow-up advice and/or implementation assistance is not provided after the end of the Project Retainer agreement time-frame.

Item 5 Fees and Compensation

Open Retainer

Open Retainer: First year \$8,000 - \$40,000

Fees are based on a formula which includes various factors reflecting the complexity of the Client's financial status. Fees are calculated annually and payable quarterly, in advance.

Project Retainer (FOR EXISTING GRANDFATHERED CLIENTS ONLY)

Initial/additional Projects: \$1,500 - \$2,000

Project services are provided on a flat fee basis. Fees are paid one-half at the beginning of the engagement and the remainder due upon completion of the client meeting.

LFP is a fee-only financial advisory firm and does not sell investment or insurance products. All fees are paid, as described above, directly by you. Either you or LFP may terminate an engagement, without penalty, at any time with 30 days written notice. LFP also reserves the right to terminate an agreement with a client, without penalty, at any time with 30 days written notice.

If you have made an advance payment, the **unearned** portion of the payment will be refunded; meaning after any completed work has been accounted for. You are under no obligation to implement any advice given to you.

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

LFP does not charge any performance-based fees.

Item 7 Types of Clients

Most of our clients have a net worth between \$1.5 million and \$10 million and a household income of \$100,000 to \$500,000. We have a variety of clients including widows, divorcees, physicians, and busy professionals who want help with organizing their finances and making financial decisions. We have no minimum net-worth or asset requirements to be a client.

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

In determining investment recommendations, LFP will utilize public information obtained through Morningstar as well as other public research. Moreover, LFP approaches investment portfolio analysis and implementation based on internal factors such as your tax situation, overall risk tolerance, current financial situation, and your personal goals. After identifying these items, your portfolio will be structured around your individual needs, while minimizing negative effects of external factors, such as interest rates, market performance, and the economy as a whole.

In general, LFP recommends no-load mutual funds (i.e., mutual funds that are sold without a commission or sales charge), exchange-traded funds (ETFs), certificates of deposit, money market accounts, and individual bonds (corporate, agency, and municipal). However, in the course of providing investment advice, LFP may address issues related to other types of assets that you may already own. Any other products that may be deemed appropriate for you will be discussed, based upon your goals, needs and objectives.

Investing in securities involves risk of loss. The inherent risks associated with any investment recommended by LFP will be thoroughly reviewed and discussed with you, keeping your goals, needs, and objectives at the forefront. This will help ensure you fully understand your investments and make sure that you are properly prepared to bear any associated risks.

Item 9 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 LFP or the integrity of LFP's management. LFP and its employees have not been disciplined by any governing authority, including any regulatory agency, CFP Board of Standards, the Better Business Bureau, or any industry association of which we are members.

Item 10 Other Financial Industry Activities and Affiliations

LFP is a member of the Alliance of Comprehensive Planners (ACP). This non-profit organization provides training and support through an alliance of fee-only comprehensive financial advisors working with middle-income clients. As a member of the ACP, LFP has the right to use proprietary products and systems designed by the ACP. ACP provides advisors with ongoing training in the form of conferences and services produced by collaborative efforts of this group of fee-only financial advisors.

LFP is registered with the National Association of Personal Financial Advisors (NAPFA). Since 1983, the National Association of Personal Financial Advisors (NAPFA) has been promoting client-centered comprehensive financial planning. Fee-Only compensation indicates that an advisor never accepts commissions or compensation of any kind related to the products he or she recommends. NAPFA-Registered Financial Advisors maintain the highest standards of proficiency in the industry.

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Item 10 continued: From time to time, LFP provides personal financial counseling services on a pro-bono basis to people in need. Occasionally, our advisors are speakers at various not-for-profit group meetings.

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

LFP seeks to avoid material conflicts of interest. Accordingly, neither LFP nor its investment adviser representatives nor its team members receive any third party direct monetary compensation (i.e., commissions, 12b-1 fees, or other fees) from brokerage firms (custodians) or mutual fund companies.

However, some additional services and non-direct monetary or other forms of compensation may be offered and provided to LFP as a result of its relationships with custodian(s) and/or providers of mutual fund products. For example, LFP's investment advisors and employees may be invited to attend educational conferences and/or entertainment events sponsored by such brokerage firms or custodians or mutual fund companies. LFP believes that the services and benefits actually provided to it by brokerage firms (custodians) and mutual fund providers do not materially affect the investment management recommendations made to clients of LFP. However, in the interest of full disclosure of any potential conflicts of interest, we discuss the possible conflicts herein.

Although LFP believes that its business methodologies, ethics rules, and adopted policies are appropriate to eliminate, or at least minimize, potential material conflicts of interest, and to appropriately manage any material conflicts of interest that may remain, clients should be aware that no set of rules can possibly anticipate or relieve all potential material conflicts of interest.

Our Code of Ethics

LFP follows the Certified Financial Planner Code of Ethics, to which all our investment advisor representatives and employees are bound to adhere. Our Code of Ethics states:

LFP and its investment advisor representatives and employees shall always:

- Act with honesty, integrity, competence, and diligence.
- Act in the client's best interests.
- Exercise due care.
- Avoid or disclose and manage conflicts of interest.
- Maintain the confidentiality and protect the privacy of client information.
- Act in a manner that reflects positively on the financial planning profession and CFP® certification.

Privacy

Lawrence Financial Planning respects the personal financial privacy of all our clients and customers. It is important to realize that we understand our clients have entrusted us with private personal financial information, and it is important to us that all employees, officers and clients of our Firm know our policy concerning what we do with that information.

Privacy (continued):

The types of personal information we collect, and share depend on the product or service you have with us. This information can include:

- Information you provide in the subscription documents and other forms (including name, address, social security number, date of birth, income and other financial-related information); and
- Data about your transactions with us (such as the types of investments you have made and your account status).

All financial companies need to share clients' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their clients' personal information; the reasons Lawrence Financial Planning chooses to share; and whether you can limit this sharing.

For our everyday business purposes—to process your transactions, maintain your accounts (for example we may share with our third-party service providers that perform services on our behalf or on your behalf, such as accountants, attorneys, consultants, clearing and custodial firms, and technology companies, respond to court orders and legal investigations, or report to credit bureaus.

To safeguard your personal information from unauthorized access and use, we maintain physical, procedural and electronic safeguards. These include computer safeguards such as passwords, secured files and buildings.

Our employees are advised about LFP's need to respect the confidentiality of each client's non-public personal information. We train our employees on their responsibilities.

We require third parties that assist in providing our services to you to protect the personal information they receive. This includes contractual language in our third-party agreements.

We provide a copy of our Privacy Policy to all prospects, upon request to existing clients, and annually to all clients. We will provide a revised policy to existing clients if the changes materially change the previous Privacy Policy.

Participation or Interest in Client Transactions and Personal Trading

LFP does not participate in securities in which it has a material financial interest. LFP and its related persons, as a matter of policy, do not recommend to clients, or buy or sell for client accounts, securities in which the firm or its related persons has a material financial interest. Individuals associated with our firm may buy or sell securities for their personal accounts identical or different than those recommended to clients. However, it is the expressed policy of our firm that no person employed by the firm shall prefer his or her own interest to that of an advisory client nor make personal investment decisions based on investment decisions of advisory clients.

To supervise compliance with the Code of Ethics, our firm requires that anyone associated with this advisory practice and who possesses access to advisory recommendations (before or at the time they are entered into) ("access persons") to provide annual securities holding reports and quarterly transaction reports to LFP's owner or his designee. We also require

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Privacy (continued): access persons to receive advance approval from LFP's owner or his designee prior to investing in any initial public offerings or private placements, and with regard to trading of certain individual securities.

LFP further prohibits the use of material non-public information and protecting the confidentiality of client information. We require that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to disciplinary action.

Item 12 Brokerage Practices

LFP may use its discretion in recommending a broker-dealer. You are not obligated to effect transactions through any broker-dealer recommended by LFP. In recommending broker-dealers, LFP will generally seek "best execution." In recommending a broker-dealer, LFP will comply with its fiduciary duty and the Securities Exchange Act of 1934 to obtain best execution. Factors considered include, but are not limited to, the broker-dealer's facilities, costs, reliability and financial responsibility, the ability of the broker-dealer to effect transactions, and the research and related brokerage services provided to you and/or LFP.

LFP maintains an institutional account at Charles Schwab for the convenience of their clients. However, clients may choose where they would like to custody their accounts.

Recommending a broker dealer can create a conflict of interest. Accordingly, LFP has established the following restrictions in order to ensure its fiduciary responsibilities:

1. A Director, officer, associated person, or employee of LFP shall not buy or sell securities for his personal portfolio where his decision is substantially derived, in whole or in part, by reason of his employment unless the information is also available to the investing public or reasonable inquiry. No person of LFP shall prefer his or her own interest over that of yours, as the advisory Client.
2. LFP maintains a list of all securities holdings for itself and anyone associated with its advisory practice with access to advisory recommendations. These holdings are reviewed on a regular basis by an appropriate officer of LFP.
3. LFP emphasizes your unrestricted right to decline to implement any advice rendered.
4. LFP emphasizes your unrestricted right to select and choose any broker or dealer, and/or insurance company you wish; and
5. LFP requires that all associated individuals act in accordance with all applicable federal and state regulations governing registered investment advisory practices.

Item 13 Review of Accounts

Julie Lawrence, Partner, is responsible for regularly reviewing and reassessing financial recommendations made to our retainer clients. (Note: Project clients do not receive ongoing reviews and recommendations, but initiate contact with LFP if they would like a review.)

Triggering factors include significant changes in your financial condition, changes in the fundamentals of the companies or entities issuing securities, price fluctuations and significant economic or industry developments.

Clients with brokerage account(s) receive monthly statement(s) and regular transaction confirmation notices directly from their custodian. LFP may provide ad hoc report(s) during regular scheduled investment meetings.

Item 14 Client Referrals and Other Compensation

LFP is a fee-only financial planning firm and does not sell insurance or investment products, nor does it accept commissions as a result of any product recommendations. LFP does not pay referral or finder's fees, nor does it accept such fees from other firms.

LFP may receive non-cash benefits from Charles Schwab Institutional which may include discounts on investment research, educational materials, and software. It is LFP's policy to restrict non-cash (soft-dollar) compensation to products and services that enhance their ability to render quality services to their clients.

Item 15 Custody

You should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains your investment assets. LFP urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

On occasion clients may have a standing letter of authorization (SLOA) on file authorizing LFP to transfer assets from their Schwab accounts to an outside account, usually a charity. The SLOA includes instructions to Schwab in writing, the clients' signature(s), the third party's name and address (and/or account number), where the transfer is to be directed and the client authorizes us in writing to direct transfers to the third party, including a date and an amount. Schwab verifies the instruction via signature review and the client may terminate or change the instruction at any time. LFP does not have the authority to designate or change the identity of, or any information about the third party.

Item 16 Investment Discretion

At your request, LFP may execute the sale and/or purchase of investments where authorized to do so by you on a non-discretionary basis. Non-discretionary refers to the requirement to obtain your express permission and approval, via a written limited power of attorney, prior to initiating any investment actions.

On a case by case basis, LFP may provide discretionary services when a client is unable to authorize investment actions.

Item 17 Voting *Client* Securities

As a matter of firm policy and practice, LFP does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. LFP does not provide advice to clients regarding the voting of proxies.

Item 18 Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about LFP's financial condition. LFP has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.