

Item 1: Cover Page



An Exceptional Life Financial, LLC

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Form ADV Part 2A – Firm Brochure

Dated: September 27, 2022

This Brochure provides information about the qualifications and business practices of An Exceptional Life Financial, LLC, "AELF". If you have any questions about the contents of this Brochure, please contact us at (317) 941-6492. 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.

An Exceptional Life Financial, LLC is registered as an Investment Adviser with the United States Securities and Exchange Commission. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about AELF is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the firm's identification number 288742.

Item 2: Material Changes

The last annual update of this brochure was filed on March 28, 2022. The following changes have been made to this version of the Disclosure Brochure:

- We added an ADV Part 2B disclosure for James Serrano, who recently joined the firm as an Associate Financial Planner.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of An Exceptional Life Financial, LLC.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 288742.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (317) 941-6492.

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Item 4: Advisory Business

Description of Advisory Firm

An Exceptional Life Financial, LLC is (“AELF”, “Advisor” or “We”) is a limited liability company organized under the laws of and registered as an Investment Adviser with the State of Indiana. We are a holistic financial planning firm that specializes in providing personalized financial planning and investment advisory services to individuals, families, small businesses, and educational institutions.

AELF provides services on a fee-only basis, meaning that the firm does not sell commissioned products of any kind. We are not affiliated with entities that sell financial products or securities. We do not accept commissions or any referral incentives so we can completely focus on what is best for our clients.

AELF was founded in April 2017. Mychal Eagleson is the principal owner of AELF. The firm reports \$172,249,319 in discretionary and \$8,232,812 in non-discretionary assets under management as of December 31, 2021.

Types of Advisory Services

Financial Planning

We provide financial planning services on topics such as retirement planning, risk management, college savings, cash flow, debt management, work benefits, and estate and incapacity planning.

Financial planning is an evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information and analysis will be considered as they affect and are affected by the entire financial and life situation of the client. Clients purchasing this service will receive written and/or electronic reports, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives.

In general, the financial plan will address any or all of the following areas of concern. The client and advisor will work together to select the specific areas to include. These areas may include, but are not limited to, the following:

- **Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **College Savings:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to

grandchildren (if appropriate).

- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts.

We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

- **Financial Goals:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance ("self-insuring").
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

Fees pertaining to this service are outlined in Item 5 of this brochure.

CCR Section 260.235.2 Disclosure

For Clients who receive our Financial Planning services, we must state when a conflict exists between the interests of our firm and the interests of our clients.

a. No investment adviser, or an affiliate or associated person of the investment adviser, will receive commissions from the sale of insurance or real estate or will receive fees or other compensation from the sale of securities or other products or services recommended in the financial plan or otherwise *has a conflict of interest*.

b. *If the client elects to act on any of the recommendations, the client is under no obligation to affect the transaction* through the investment adviser or the associated person when such person is employed as an agent with a licensed broker-dealer or is licensed as a broker-dealer or through any associate or affiliate of such person.

Private Client Service

We provide a Private Client Service that includes a combination of the components of our Financial Planning, Investment Management and/or Annuity Management, and Tax Preparation Services, and is available to clients with \$350,000 or more in assets under management with our firm.

Investment Management Services

We are in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a client regarding the investment of his or her funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's investment plan, with an asset allocation target, and then build and manage a portfolio based on that policy and allocation target. During our data-gathering process, we determine the client's individual objectives, time horizon(s), risk tolerance, and liquidity needs. We may also review and discuss a client's prior investment history, family composition, background, and other pertinent quantitative and qualitative information.

Account supervision is guided by the stated objectives of the client (e.g., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

Advising on Held-Away Accounts

In addition to managing investment portfolios directly, we will also provide ongoing advice and supervision on held-away accounts that the client chooses to have us monitor and provide recommendations for, but cannot be transferred under our management, such as employee retirement accounts or other held-away investment accounts. This portion of the service will include:

- Selection of the appropriate investments based on the options that are available for the clients' held-away account(s).

- Ongoing monitoring and reporting on those accounts.
- Rebalancing recommendations based on their overall portfolio.

Under these arrangements, we will have informational access through an account aggregation service(s) available to our firm, and in limited instances, we may be able to obtain a limited power of attorney on held-away accounts. Based on this access to their held-away accounts, those assets will be counted toward their total assets under management for purposes of calculating the annual advisory fee for assets directly under our firm's management. Fees for advising on the held-away accounts may be paid from the managed account (or other accounts) the client has under our direct management.

Annuity Management Services

We offer fee-only annuities to our clients to help meet their income, preservation and liquidity needs. Fee-only annuities are an integral part of our analysis when developing comprehensive financial plans and building long-term investment strategies. Through this service we are able to provide clients access to income streams on a fee-only basis without paying commissions. We assist clients in the selection of appropriate annuity carriers, completing the carriers' applications, requests for medical records and exams, and analysis and continuous management of annuity sub-account options, in a similar manner to our Investment Management Services. Fees pertaining to this service are outlined in Item 5 of this brochure.

Tax Preparation

We provide tax preparation services for our clients to assist with the filing of federal and state returns for individuals and businesses. We may ask for an explanation or clarification of some items, but we will not audit or otherwise verify client data. The client is responsible for the completeness and accuracy of information used to prepare the returns. Our responsibility is to prepare the returns in accordance with applicable tax laws. We will utilize the services of a third-party accounting, bookkeeping, and tax preparation firm to facilitate the preparation and filing of clients' tax returns and work with them and the third-party in order to gather the necessary information as part of this service.

We may observe opportunities for tax savings that require planning or changes in the way the clients handle some transactions. While an engagement for tax preparation does not include significant tax planning services, we will share any ideas we have with clients and discuss terms for any additional work that may be required to implement those ideas, whether through one of our other services or with an outside professional.

Employee Benefit Plan Services

Our firm provides employee benefit plan services to employer plan sponsors on an ongoing basis. Generally, such services consist of assisting employer plan sponsors in establishing, monitoring and reviewing their company's participant-directed retirement plan and/or health savings account plan(s). As the needs of the plan sponsor dictate, areas of advising could include: investment options, plan structure and participant education.

In providing employee benefit plan services, our firm does not provide any advisory services with respect to the following types of assets: employer securities, real estate (excluding real estate funds and publicly traded REITS), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs (collectively, "Excluded Assets").

All retirement plan consulting services shall be in compliance with the applicable state laws regulating retirement consulting services. This applies to client accounts that are retirement or other employee

benefit plans ("Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of a Plan, and our firm accepts appointments to provide services to such accounts, our firm acknowledges its fiduciary standard within the meaning of Section 3(21) or 3(38) of ERISA as designated by the Retirement Plan Consulting Agreement with respect to the provision of services described therein. The appropriate Employer Benefits Plan Service providers will be selected upon initial consultation, based on size, demographics, and needs of the plan and may vary depending on the specifics of each engagement. Fees pertaining to this service are outlined in Item 5 of this brochure.

Educational Seminars and Speaking Engagements

We may provide seminars on an "as announced" basis for groups seeking general advice on investments and other areas of personal finance. The content of these seminars will vary depending upon the needs of the attendees. These seminars are purely educational in nature and do not involve the sale of any investment products. Information presented will not be based on any individual person's need, nor does ALEF provide individualized investment advice to attendees during these seminars. Fees pertaining to this service are outlined in Item 5 of this brochure.

Client Tailored Services and Client Imposed Restrictions

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon the client's financial plan and investment plan 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.

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below:

Financial Planning - Hourly Fee

Our rate for Financial Planning is \$275 per hour. Hours are billed in 1/10 of an hour (6-minute) increments and rounded up to the nearest 1/10 of an hour increment, and may include meeting preparation time, meeting time with clients, time to work on follow-up projects and tasks from meetings, phone calls, and email correspondence. Clients are quoted a billable hour estimate prior to engaging in financial planning services.

For engagements of three hours or less, payment of hourly fees is due immediately upon completion of the engagement or meeting.

For engagements estimated to require four or more hours, we require a deposit of twenty-five percent (25%) of the estimated financial planning fee to be paid in advance, prior to the commencement of any work. In the event of early termination by a client, any fees for hours of work that have been completed will be due, and any remaining balance, if any, will be refunded.

The fee may be negotiable, in certain cases, at the discretion of AELF. Financial planning fees may be paid by check or electronic funds transfer and clients may terminate an hourly agreement at any time by notifying Advisor promptly.

Financial Planning - Annual Engagement

Our minimum rate for an annual engagement for financial planning is \$3,000, plus a non-refundable \$600 upfront fee for new clients. The upfront portion of the Financial Planning fee is for Client onboarding, data gathering, and setting the basis for the financial planning relationship. Financial planning annual engagements include twelve (15) total hours of financial planning, typically broken down as three (3) meetings per year that range from one to two (1-2 hours each) and the remaining time for meeting preparation and work on follow-up projects and tasks from meetings; such as preparing analysis and recommendations, assistance with implementation of recommendations, collaboration with other professionals, and communication with clients outside of meetings. Work hours and meeting time beyond fifteen (15) for the year are billed at a rate of \$200 per hour, and are due immediately upon completion of the engagement or meeting for which they are billed. Routine phone calls and email correspondence of 2/10 of an hour are generally excluded from the fifteen (15) total hours; however, if these require more time, each will be billed at a rate of \$200 per hour.

The fee may be negotiable and may be paid on either a quarterly or monthly basis, as agreed upon between the client and AELF. In certain cases, and at the discretion of AELF, and clients may terminate an annual engagement at the end of any calendar month by notifying Advisor promptly. If Client's upfront fee has been spread out to be paid monthly over twelve (12) months, termination prior to twelve (12) months will result in the remaining upfront fee to become due immediately. Since fees are paid in arrears, no refund will be required upon termination of the service. AELF will not bill an amount above \$500 more than 6 months in advance.

Financial Planning - Fixed Fee

Financial Planning may be offered on a fixed fee basis for certain, projects of a limited scope. The fixed fee will be agreed upon before the start of any work. The fixed fee can range between \$500 - \$6,000 depending on the complexity and needs of the client. The fee is negotiable. If a fixed fee program is chosen, 25% of the fee will be due upfront and the remainder is due at completion of work; however, AELF will not bill an amount above \$500 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer or check.

Upon termination, the refund will be calculated as follows: Initial Deposit (25% of total fee) minus hours worked prior to termination x \$275 (hourly rate) = Refund Amount.

Private Client Services

Our standard Private Client Service fee is based on the market value of the assets under management/assets under advisement and is calculated as follows. There is an investable asset minimum of \$350,000 to be eligible for Private Client Services.

Account Value	Annual Fee
\$0 - \$999,999	1.20%
\$1,000,000 - \$1,999,999	1.10%
\$2,000,000 - \$2,999,000	1.00%
\$3,000,000 - \$3,999,999	0.90%
\$4,000,000 - \$4,999,999	0.80%
\$5,000,000 and Above	Negotiable

The annual fee may be negotiable and is paid in arrears on a monthly basis on the 15th of the following month or in advance on the first day of the calendar quarter. The fee is a tiered fee and is calculated by

assessing the percentage rates using the predefined levels of assets as shown in the above chart and applying the fee to the average daily balance as of the last day of the previous month or quarter. If the average daily balance is not available, the ending account value from the previous month or quarter will be used; or if those are unavailable, the ending account balance from the most reliable past date recorded will be used. No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Advisory fees are directly debited from client accounts, or the client may choose to pay by check. Specific instructions for how accounts are debited is recorded on Schedule B of Client's agreement. For fee paid in advance, accounts initiated or terminated during a calendar month will be charged a pro-rated fee based on the amount of time remaining in the billing period. For fees paid in arrears, no rebate will be needed upon termination of the account. An account may be terminated with written notice at least 30 calendar days in advance.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions).

Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Investment Management Services

Our standard advisory fee is based on the market value of the assets under management and assets under advisement and is calculated as follows:

Account Value	Annual Fee
\$0 - \$499,999	1.00%
\$500,000 - \$999,999	0.95%
\$1,000,000 - \$1,499,000	0.90%
\$1,500,000 - \$1,999,999	0.85%
\$2,000,000 and Above	0.80%

The annual fee may be negotiable and is paid in arrears on a monthly basis on the 15th of the following month or in advance on the first day of the calendar quarter. The fee is a tiered fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart and applying the fee to the average daily balance as of the last day of the previous month or quarter. If the average daily balance is not available, the ending account value from the previous month or quarter will be used; or if those are unavailable, the ending account balance from the most reliable past date recorded will be used. No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Advisory fees are directly debited from client accounts, or the client may choose to pay by check. Specific instructions for how accounts are debited is recorded on Schedule B of Client's agreement. For fee paid in advance, accounts initiated or terminated during a calendar month will be charged a pro-rated fee based on the amount of time remaining in the billing period. For fees paid in arrears, no rebate will be needed upon termination of the account. An account may be terminated with written notice at least 30 calendar days in advance.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions).

Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Annuity Management Services

Our standard Annuity Planning Service fee is based on the market value of the assets under management and is calculated as follows:

Account Value	Annual Fee
\$0 - \$499,999	1.00%
\$500,000 - \$999,999	0.95%
\$1,000,000 - \$1,499,000	0.90%
\$1,500,000 - \$1,999,999	0.85%
\$2,000,000 and Above	0.80%

The annual fee may be negotiable and is paid in arrears on a monthly basis on the 15th of the following month or in advance on the first day of the calendar quarter. The fee is a tiered fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart and applying the fee to the average daily balance as of the last day of the previous month or quarter. If the average daily balance is not available, the ending account value from the previous month or quarter will be used; or if those are unavailable, the ending account balance from the most reliable past date recorded will be used. No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Advisory fees are directly debited from client accounts, or the client may choose to pay by check. Specific instructions for how accounts are debited is recorded on Schedule B of Client's agreement. For fee paid in advance, accounts initiated or terminated during a calendar month will be charged a pro-rated fee based on the amount of time remaining in the billing period. For fees paid in arrears, no rebate will be needed upon termination of the account. An account may be terminated with written notice at least 30 calendar days in advance.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions).

Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Tax Preparation

The fees for tax preparation will be determined based on the complexity of the return and quality of recordkeeping, with a range of \$300-\$1,000. The fees may be negotiable in certain cases, will be agreed upon at the start of the engagement, and are due at the completion of the engagement. Clients are not required to utilize any third-party products or services that we may recommend and can receive similar services from other professionals at a similar or lower cost. Since fees are paid in arrears, no refund will be needed upon termination of this service.

Employee Benefit Plan Services

AELF will be compensated for Employee Benefit Plan services according to a flat annual fee of \$2,000-\$5,000 for retirement plans with less than \$500,000 of plan assets, or based on the value of plan assets for retirement plans with more than \$500,000 in plan assets, not to exceed an annual fee of 1.00% of plan assets. This does not include fees to other parties, such as recordkeepers, custodians, or third-party-administrators. Fees for this service are either paid directly by the plan sponsor or deducted directly from the plan assets by the custodian on a quarterly basis, when AELF's fee is remitted.

Due to the complex nature and unique specifics of employee benefit plans, we provide a custom quote for each individual engagement. Generally, this annual fee ranges from 0.30%-1.00% and is based on the total assets of the plan(s) and the specific services being provided to the plan sponsor and/or plan participants. Prior to entering into an employee benefit plan services engagement, Advisor and Client will define the specifics of the arrangement and come to a mutual agreement on the fees that will be paid to AELF.

Educational Seminars/Speaking Engagements

Seminars

Seminars are offered to organizations and the public on a variety of financial topics. Fees range from no-charge to \$3,000 per seminar or free to \$300 per participant. Half of the fees are due prior to the engagement, and the other half are to be paid the day of, no later than the conclusion of the Seminar. The fee range is based on the content, amount of research conducted, number of hours of preparation needed, and the number of attendees. In the event of inclement weather or a flight cancellation, the Speaker shall make all reasonable attempts to make alternative travel arrangements to arrive in time for the presentation. If travel proves impossible, or the event is otherwise cancelled, the Speaker's fee is waived, but the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred.

In the event that the Client decides to cancel or change the date of the event for any reason besides weather or similar unforeseen causes, the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred, and will provide payment for 50% of the Speaker's fee if the cancellation occurs within 30 days of the event. In the event that the Speaker must cancel due to health or similar unforeseen circumstances, the Speaker will make all attempts to find a reasonable alternative engagement date and will absorb any incremental additional costs for obtaining alternative travel arrangements. If an alternative date cannot be obtained, the Client will not be responsible for any travel costs already incurred by the Speaker or any portion of the Speaker's fee.

Speaking Engagements

Several of the Financial Planners of Adviser are available for public speaking. Generally, fees for speaking engagements range from free to \$3,000 plus travel expenses, depending on sponsor, date, location, and program requested. For all speaking engagements, 50% of the balance is due prior to the event and the remaining balance due the day of, no later than the conclusion of the speech, unless otherwise agreed. The fee range is based on the content, amount of research conducted, number of hours of preparation needed, and the number of attendees. The content is based on topics that are currently relevant in the financial planning environment.

In the event of inclement weather or a flight cancellation, the Speaker shall make all reasonable attempts to make alternative travel arrangements to arrive in time for the presentation. If travel proves impossible, or the event is otherwise cancelled, the Speaker's fee is waived, but the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred. In the event that the Client decides to cancel or change the date of the event for any reason besides weather or similar unforeseen causes, the Client will still be responsible for reimbursement of any non-refundable travel expenses

already incurred, and will provide payment for 50% of the Speaker's fee if the cancellation occurs within 30 days of the event. In the event that the Speaker must cancel due to health or similar unforeseen circumstances, the Speaker will make all attempts to find a reasonable alternative engagement date and will absorb any incremental additional costs for obtaining alternative travel arrangements. If an alternative date cannot be obtained, the Client will not be responsible for any travel costs already incurred by the Speaker or any portion of the Speaker's fee.

Other Types of Fees and Expenses

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions). We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

CCR Section 260.238(j) Disclosure

Please note, lower fees for comparable services may be available from other sources.

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

We do not offer performance-based fees.

Item 7: Types of Clients

We provide financial planning and investment advisory services to individuals, high net-worth individuals, pension and profit sharing plans, and corporations or other businesses. For clients who work with us on a financial planning basis, we do not have a minimum account size requirement. For clients who only work with us on investment management or annuity management, we have a minimum assets under management requirement of \$100,000, unless an exception is made by the firm's Chief Compliance Officer.

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

When clients have us complete an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, our primary methods of investment analysis are fundamental, technical, cyclical and charting analysis.

Fundamental analysis involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and

expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

Technical analysis involves using chart patterns, momentum, volume, and relative strength in an effort to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.

Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may under perform other trading methods when fundamental factors dominate price moves within a given market.

Cyclical analysis is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic/business cycles may not be predictable and may have many fluctuations between long term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

Charting analysis involves the gathering and processing of price and volume information for a particular security. This price and volume information is analyzed using mathematical equations. The resulting data is then applied to graphing charts, which is used to predict future price movements based on price patterns and trends. Charts may not accurately predict future price movements. Current prices of securities may not reflect all information about the security and day-to-day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy.

Passive & Active Investment Management

We primarily practice a combination of passive and active investment management. Investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve a desired relationship between correlation, risk and return. Funds that capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build portfolios are typically exchange traded funds (ETFs) and mutual funds that use active or passive strategies.

Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

Active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark. Academic research indicates most active managers underperform the market.

Material Risks Involved

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

Strategy Risk: The Advisor's investment strategies and/or investment techniques may not work as intended.

Small and Medium Cap Company Risk: Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio.

Turnover Risk: At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

Limited markets: Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable, or find buyers at any price.

Concentration Risk: Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

Legal or Legislative Risk: Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

Inflation: Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Common stocks may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

Corporate Bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on such factors as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

Municipal Bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

Options and other derivatives carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

Exchange Traded Funds prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

Investment Companies Risk. When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Advisor has no control over the risks taken by the underlying funds in which clients invest.

Item 9: Disciplinary Information

Criminal or Civil Actions

AELF and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

AELF and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

AELF and its management have not been involved in legal or disciplinary events that are material to a client's or prospective client's evaluation of AELF or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

No AELF employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No AELF employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

AELF does not have any related parties. As a result, we do not have a relationship with any related parties.

AELF only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

Disclosure of Material Conflicts

All material conflicts of interest under CCR Section 260.238(k) are disclosed regarding AELF, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each client. Our clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory clients. A summary of the Code of Ethics' Principles is outlined below.

- 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 the CFP® certification.
- Ensure the timely and understandable disclosure of relevant information that is accurate, complete, and objective.
- Be responsible when determining the value of our services and our form of compensation; taking into consideration the time, skill, experience, and special circumstances involved in providing our services.
- Know the limits of our expertise, and refer our clients to colleagues and/or other professionals in connection with issues beyond our knowledge and skills.

- Not exploit any relationship or responsibility that has been entrusted to us.
- Employ and provide clients information on the Prudent Practices® when serving as an investment fiduciary and/or advising other investment fiduciaries.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide of copy of its Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, advisor to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its “related persons” may buy or sell securities similar to, or different from, those we recommend to clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates’ transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Trading Securities At/Around the Same Time as Client’s Securities

From time to time, our firm or its “related persons” may buy or sell securities for themselves at or around the same time as clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

An Exceptional Life Financial, LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

1. Research and Other Soft-Dollar Benefits

We currently receive soft dollar benefits by nature of our relationships with Fidelity Institutional and TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC.

2. Brokerage for Client Referrals

We receive 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

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most

favorable execution of client transaction and this may cost clients money over using a lower-cost custodian.

The Custodians and Brokers We Use:

Fidelity Institutional

AELF participates in Fidelity's institutional customer program and may recommend Fidelity Institutional to clients for custody and brokerage services. There is no direct link between AELF's participation in the program and the investment advice it gives to its clients, although AELF receives economic benefits through its participation in the program that are typically not available to Fidelity's retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving AELF participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to AELF by third party vendors. Fidelity Institutional may also have paid for business consulting and professional services received by AELF's related persons. Some of the products and services made available by Fidelity Institutional through the program may benefit AELF but may not benefit its client accounts. These products or services may assist AELF in managing and administering client accounts, including accounts not maintained at Fidelity Institutional. Other services made available by Fidelity Institutional are intended to help AELF manage and further develop its business enterprise. The benefits received by AELF or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to Fidelity Institutional. As part of its fiduciary duties to clients, AELF endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by AELF or its related persons in and of itself creates a potential conflict of interest and may indirectly influence AELF's choice of Fidelity Institutional for custody and brokerage services.

TD Ameritrade Institutional

AELF participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade Institutional to clients for custody and brokerage services. There is no direct link between AELF's participation in the program and the investment advice it gives to its clients, although AELF receives economic benefits through its participation in the program that are typically not available to TD Ameritrade's retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving AELF participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to AELF by third party vendors. TD Ameritrade Institutional may also have paid for business consulting and professional services received by AELF's related persons. Some of the products and services made available by TD Ameritrade Institutional through the program may benefit AELF but may not benefit its client accounts. These products or services may assist AELF in managing and administering client accounts, including accounts not maintained at TD Ameritrade Institutional. Other services made available by TD Ameritrade Institutional are intended to help AELF manage and further develop its business enterprise. The benefits received by AELF or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade Institutional. As part of its fiduciary duties to clients, AELF endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by AELF or its

related persons in and of itself creates a potential conflict of interest and may indirectly influence AELF's choice of TD Ameritrade Institutional for custody and brokerage services.

Aggregating (Block) Trading for Multiple Client Accounts

Generally, we combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

Item 13: Review of Accounts

Client accounts with the Investment Management service, Annuity Management service, and Private Client services will be reviewed regularly, on at least a semi-annual basis, by their assigned Investment Advisor and at least annually by the firm's Chief Compliance Officer.

The account is reviewed with regards to the client's investment policies and risk tolerance levels. Events that may trigger a special review would be unusual performance, addition or deletions of client-imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

Clients will receive trade confirmations from the custodian(s)/broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

AELF will provide electronic and/or written reports to Investment Management services, Annuity Management services, and Private Client services clients on at least an annual basis. We urge clients to compare these reports against the account statements they receive from their custodian.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for client referrals.

We receive a non-economic benefit from Fidelity Institutional and TD Ameritrade Institutional in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Fidelity Institutional and TD Ameritrade Institutional. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices). The availability to us of Fidelity Institutional's and TD Ameritrade Institutional's products and services are not based on us giving particular investment advice, such as buying particular securities for our clients.

Item 15: Custody

AELF does not accept custody of client funds except in the instance of withdrawing client fees.

For client accounts in which AELF directly debits their advisory fee:

1. AELF will send a copy of its invoice to the custodian at the same time that it sends the client a copy.
2. The custodian will send at least quarterly statements to the client showing all disbursements for the account, including the amount of the advisory fee.
3. The client will provide written authorization to AELF, permitting them to be paid directly for their accounts held by the custodian.

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

Item 16: Investment Discretion

For those client accounts where we provide investment advisory services, we maintain discretion over client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the client.

Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

Item 18: Financial Information

Registered Investment Advisors are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.