

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
March 31, 2023

Gary Keith Imus

Financial Planning First, LLC
3567 E Sunrise Dr Ste B237,
Tucson, AZ 85718

Firm Contact:
Matthew Sullivan
Chief Compliance Officer

This brochure supplement provides information about Mr. Imus that supplements our brochure. You should have received a copy of that brochure. Please contact Matthew Sullivan if you did not receive Financial Planning First's brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Imus is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #1328490.

Item 2: Educational Background & Business Experience

Gary Keith Imus

Year of Birth: 1948

Educational Background:

- 1966-1968: Washington State University; Chemistry/Business

Business Background:

- 06/2022 – Present Financial Planning First, LLC; Investment Advisor Representative
- 06/2011 – 01/2023 Imus Wilkinson Investment Management, LLC; Managing Partner
- 03/2008 – 05/2011 RBC Capital Markets Corporation; Financial Consultant
- 03/2002 – 03/2008 RBC Dain Rauscher Inc.; Financial Consultant
- 04/1997 – 03/2002 Sutro & Co. Incorporated; Other – Investment Executive

Exams, Licenses & Other Professional Designations:

- 1992: Series 65 Exam
- 1986: Series 15 Exam
- 1985: Series 3 & Series 63 Exam
- 1984: Series 7 Exam

Item 3: Disciplinary Information

Mr. Imus signed an Acceptance Waiver and Consent with the National Association of Securities Dealers, Inc. now known as FINRA. This was signed in January of 2000. Mr. Imus was fined \$17,000 for allegedly making recommendations for the purchase and sale of securities to public customers that were unsuitable for those customers in the view of the frequency of the recommended transactions and the use of margin in connection with those transactions. Mr. Imus neither admitted nor denied these allegations and consented to the fine and the entry of findings. For additional information please search CRD #1328490 at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

Mr. Imus is the owner of Agave Properties located at 1006 Harris Avenue Bellingham, WA, 98225. This is a non-investment related business that involves property management. Mr. Imus has been the owner of this business since June of 2004. Mr. Imus devotes 4 hours a month to this business and 0 hours during securities trading hours. Mr. Imus' duties include budget review, rental document execution, and payment of certain expenses.

Item 5: Additional Compensation

Mr. Imus does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Matthew Sullivan, President and Chief Compliance Officer of Financial Planning First, LLC, supervises and monitors Mr. Imus's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Matthew Sullivan if you have any questions about Mr. Imus's brochure supplement at 520-314-1301.

Item 7: Requirements for State-Registered Advisers

Mr. Imus has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding. Mr. Imus has been the subject of a bankruptcy petition in 1983. This has since been resolved.

Mr. Imus was involved in a self-regulator organization proceeding, with the National Association of Securities Dealers, Inc., in January of 2000. Please see item 3 of this brochure for more information.