



**February 18, 2025**  
**FORM CRS (Customer Relationship Summary)**

Investments & Financial Planning, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and it is important for you, our client, to understand the differences. Additionally, free, and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

**What investment services and advice can you provide me?**

We offer the following investment advisory services to retail investors: **Sponsor and Manager of Wrap Fee Program; Portfolio Management Services; Financial Planning and Consulting Services; Educational Seminars/Workshops.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A, Items 4, 7, 8 and 13, and Form ADV Part 2 Appendix 1 Brochures, Items 4, 5, 6 and 9, by clicking this link <https://adviserinfo.sec.gov/firm/brochure/164333>.

**Account Monitoring:** If you open an investment account with our firm, as part of our standard service we will monitor your investments on an ongoing basis, while regular account reviews are conducted at least annually.

**Investment Authority:** We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

**Investment Offerings:** We primarily recommend mutual funds and exchange traded funds ("ETFs"). However, we provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

**Account Minimums and Requirements:** In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we will recommend terminating your account with us if we believe your account is too small to be managed by us effectively.

**Key Questions to Ask Your Financial Professional**

- **Given my financial situation, should I choose an investment advisory service? Why or Why Not?**
- **How will you choose investments to recommend to me?**
- **What is your relevant experience, including your licenses, education and other qualifications?**
- **What do these qualifications mean?**

**What fees will I pay?**

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 and Form ADV Part 2 Appendix 1 Brochures by clicking this link <https://adviserinfo.sec.gov/firm/brochure/164333>.

- **Wrap Program Fees** - Payable monthly in advance, based on the previous month's average daily balance. Fees range from 0.70% and 1.50%. Since the fees we receive are asset-based (i.e., based on the value of your account), we have an incentive to increase your account value which creates a conflict. Asset-based fees associated with a wrap fee program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets; therefore, the asset-based fee is higher than a typical asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account;
- **Asset Based Fees – Negotiable and will not exceed 1.0% of the market value of assets under our management.** Payable quarterly in arrears based on the average daily net asset value of assets on the last business day of February, May, August, and November, meaning after the advisory services have been provided. Since the fees we receive are asset-based (i.e., based on the value of your account), we have an incentive to increase your account value which creates a conflict;
- **Hourly Fees – Range between \$150 and \$300 per hour.** Hourly fees are payable in advance.

- **Fixed Fees – Range between \$1,000 and \$3,000**, while fixed fees are payable in advance or billed at periodic intervals as agreed to the advisory contract;
- Examples of the most common fees and costs that may be applicable to our clients are:
  - Account maintenance fees;
  - Trade-away fees;
  - Internal expense ratios charged by mutual funds and exchange-traded funds; and
  - Other product-level fees associated with your investments.

***You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.***

***Key Questions to Ask Your Financial Professional***

- **Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?**

**What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

***When we act as your investment adviser***, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

- ***Third-Party Payments***: Certain persons providing advice on behalf of our firm are licensed as independent insurance agents. These persons earn commission-based compensation for selling insurance products. Insurance commissions are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products based on the compensation received rather than solely based on your needs.

Refer to our Form ADV Part 2A, Item 5, 10, 12 and 14, and Form ADV Part 2 Appendix 1, Items 4 and 9, Brochures by clicking this link <https://adviserinfo.sec.gov/firm/brochure/164333> to help you understand what conflicts exist.

***Key Questions to Ask Your Financial Professional***

- **How might your conflicts of interest affect me, and how will you address them?**

**How do your financial professionals make money?**

The financial professionals servicing your account(s) are compensated through being paid a salary which is based on factors such as the amount of assets they services, the time and complexity required to meet client's needs, and the revenue the firm earns from the financial professional's advisory services or recommendations.

**Do you or your financial professionals have legal or disciplinary history?**

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple research tool.

***Key Questions to Ask Your Financial Professional***

- **As a financial professional, do you have any disciplinary history? For what type of conduct?**

You can find additional information about your investment advisory services and request a copy of the relationship summary at 859-543-8188 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/164333>.

***Key Questions to Ask Your Financial Professional***

- **Who is my primary contact person?**
- **Is he or she a representative of an investment adviser or a broker-dealer?**
- **Who can I talk to if I have concerns about how this person is treating me?**



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**Exhibit I: Material Changes to Form CRS**

Investments & Financial Planning, LLC is required to update its Form CRS when information in the Form CRS becomes materially inaccurate. There have been no material changes to this document since our last annual updating amendment.