PRENTICE
FINANCIAL PLANNING, LLC

# Part 2 A & B of Form ADV: Brochure
# Item 1: Cover Page

## Prentice Financial Planning, LLC CRD # 286565


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This Part 2 A of Form ADV (Brochure) provides information about the qualifications and business practices of Prentice Financial Planning, LLC ("Prentice, PFP, us, we, our"). If you have any questions about the contents of this Brochure, please contact Andrew Prentice, President at the telephone number above or via email at andrew@prenticefp.com.

The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any State Securities Authority.

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

Please note that the use of the term "registered investment adviser" and description of Prentice does not imply a certain level of skill or training. You are encouraged to review this Brochure (and the Part 2 B Brochure Supplements on each of our employees who provide investment advice to you) for additional details.


Version date: February 14, 2023

# Item 2: Material Changes

There are no material changes in this brochure from the last annual updating amendment on 01/27/2022 of Prentice Financial Planning (PFP). Material changes relate to Prentice Financial Planning (PFP)'s policies, practices or conflicts of interests.

# Item 3: Table of Contents

# Item 4: Advisory Business

## Background Information

Andrew and Kaleigh Prentice are sole owners of the company. Prentice Financial Planning, LLC ("PFP") was registered in Washington State in August of 2017 and Oregon in September of 2017. PFP's home office is in Olympia, WA. PFP does not have branch offices.

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Prentice Financial Planning offers three types of services:

1. Investment Management
2. Advanced Financial Planning
3. Financial Plan Consulting – comprehensive or limited

Each is described below.

## Services

1. Investment Management.

Includes the identification of your personal investment goals, objectives, long-term family obligations and needs. Prentice Financial Planning, as your financial advisor, will then build a portfolio to match your goals and constantly monitor its progression. This service provides some tax efficient investing practices and we will check in at least annually to verify and update any life changes that may warrant a change to your underlying investments. Documentation results in your personal investment policy statement ("IPS").

Who

This is for the client that wants someone to help allocate and monitor their assets and typically would like their investments to align with their personal beliefs (i.e. our ESG and USCCB portfolios). Investment Management service can be combined with Financial Plan Consulting in order to receive Advanced Financial Planning.

2. Advanced Financial Planning (invested portfolios over $500,000)

Includes recommendations on an ongoing basis in practically anything you can think of regarding an individual or family's financial lives. Our goal is to be our clients Chief Financial Officer "CFO" and help provide guidance in any financial matter. We provide all of the same services as Investment Management but also provide Tax Planning, Retirement Planning, Financial Planning, Social Security Planning, Estate Planning, Risk Mitigation Planning, Educational Planning and Business Owner Planning. Too often we see good recommendations go unimplemented – our value doesn't stop at recommendations. We also implement the plan for our clients where appropriate, or help our clients implement the plan by holding their hands through the process.

Who

This is for the client that wants their entire financial picture working in unison in order to keep costs down, pay less in tax, maximize income and protect their plan against negative events. They want someone to help implement these strategies for them and stay by their side throughout the process.

3. Financial Plan Consulting

Some clients may desire to have PFP provide only financial planning services – either comprehensive or topical. The service may cover all the areas listed below or as a client may request:

- Investment management;
- Retirement planning;
- Social security planning;
- Estate planning;
- Financial planning;
- Insurance planning / risk management;
- Educational planning;
- Business owner planning;
- Tax management and planning;
- Others as may be necessary and appropriate for your situation

Who
This service is for people who want to have a financial plan, implement their plan on their own and typically just need recommendations on key financial planning topics. These clients are free to select any provider to implement the recommendations.

## Investment Philosophy

At PFP, there are five core tenets used to achieve success in investing. These include:

i. Long-term investor. Year by year investment returns result in peaks and valleys, focusing on the long term will result in overall better decision making. PFP will not try and time the markets beyond small tactical shifts.
ii. Globally diversified portfolio. "Don't put all your eggs in one basket" might be a cliché, but it is true for investing. A globally diversified portfolio enhances your risk-adjusted return.
iii. Reduce fees. With all the other factors being equal, the more PFP reduces the internal and trading fees of an investment, the more money you will keep in your pocket.
iv. Reduce taxes. By using certain techniques to reduce taxes, PFP can increase your net returns; and,
v. Behavioral coaching. The last and usually the most significant piece provided by PFP is that we help clients with behavioral coaching. The fight or flight instinct of human nature does not coincide with the investment world. It is PFP's job to guide you through the roller coaster ride of the markets and to remind you (coach you) to be patient, persevere and focus.

## Investment Process

We follow a process driven approach to building portfolios in order to ensure that academic research and not emotional biases direct their construction. We typically use mutual funds and ETFs.

1. Capital Market Assumptions – Assign all asset classes a 10 year return and risk expectation.
2. Optimize Asset Allocation – Using the Capital Market Assumptions find the mix of asset classes that give you the best risk adjusted return.
3. Portfolio Construction – Find the most appropriate securities (mutual fund, exchange traded fund, etc.) to represent each asset class.
4. Monitor and Evaluate – Constantly monitor portfolio construction and re-evaluate the capital market assumptions and asset allocation on an annual basis.

# Investing Preferences

ESG (Environmental, Social, Governance)

In trying to meet an ESG framework PFP will build a portfolio as much as possible with ESG investments but may use non-ESG investments in order to build an appropriate and diversified portfolio.

Here are some examples of how PFP assesses ESG areas:

| Environmental | Social | Governance |
| --- | --- | --- |
| Air and water pollution | Community relations | Audit committee structure |
| Biodiversity and deforestation | Customer satisfaction | Board composition |
| Climate change and carbon emissions | Employee engagement | Bribery and corruption policies |
| Energy efficiency | Gender and diversity policies | Executive compensation |
| Waste Management | Human rights | Lobbying activities |
| Water scarcity | Labor standards | Political contributions |

USCCB (United States Conference of Catholic Bishops)

In trying to meet USCCB standards PFP will use as much investments as possible that meet the following framework but with the limited options in this category may use other funds to build an appropriate and diversified portfolio.

USCCB policies cover the following areas: Protecting human life, Promoting human dignity, Enhancing the common good, Pursuing economic justice, Saving our global common home.

Disclosures related to investment management and financial planning

In order to offer Insurance products to fit within a client's plan PFP joined the membership organization DPL Financial Partners. DPL is an insurance agency that provides fee only insurance products through planners like PFP. In some cases, PFP will also use CreativeOne in order to gain access to a wider access of insurance products for our clients. These products may not always be fee only, but this will be taken into account when analyzing products.

Providers of Investment Advice and Financial Planning

PFP's providers of advice are the Investment Adviser Representatives ("IARs") with PFP. These IARs work collaboratively to provide investment management and planning services to clients. Investment Management and Advanced Financial Planning accounts receive advice on some of the following securities:

- Equity and fixed income securities (individual equities, corporate debt, certificates of deposit, municipal securities, and US government securities);
- Mutual Funds (open-ended), no-load or load waived;
- Exchange Traded Funds;
- Alternative assets in the form of mutual funds and exchange traded funds (i.e., "liquid alternative securities");
- Annuities
- And other securities that are held bya client, but are not sold by PFP

Written Acknowledgement of Fiduciary Status

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

Unmanaged assets: Assets held in your account for your convenience, but not "managed" by us are "unmanaged." Unmanaged assets are not included in total account values for fee calculations, or performance calculations; they are listed (whether manually input by us or held at the qualified custodian (see Item 12 below) as a convenience for clients.

Householding of Accounts. When determining your investment goals and objectives, we will group your accounts by household. This allows us to better understand your full financial picture, including a risk tolerance survey that applies to most (if not all) of your assets under our management as one group or "household." Each account householded is identified on Schedule A of the portfolio management agreement we have with you.

Householded accounts are generally those that are located at your same physical address and under the same social security numbers. Examples include:

- Individual (sole owner)
- Joint (husband, wife, with a brother / sister or parent)
- UGMA (uniform gift to minor accounts; for children under 18 years)
- IRA or Roth IRA
- Trusts or estates,
- Tax exempt accounts other than IRAs;
- Among others

If you have questions concerning the Householding of accounts, please contact PFP.

Assets Under Management as of December 2022,

| | |
|---|---|
| Discretionary | $ 61,672,546.00 |
| Non-Discretionary | $ 0.00 |
| Total | $ 61,672,546.00 |

Assets Under Advisement as of December 2022,

| | |
|---|---|
| Total | $ 10,999,747.00 |

# Item 5: Fees and Compensation

## Investment Management and Advanced Financial Planning

Investment Management and Advanced Financial Planning charges are tiered, as indicated below. This annual charge is billed and paid quarterly in advance. Charges are pro-rated for households or accounts opened or closed during a calendar quarter for the number of days services are provided. Any deposit or withdrawal of $10,000 or greater will be pro-rated for charges or refunds during a calendar quarter. All of the households' accounts are combined together for purposes of calculating the tiered fee.

The tiered charge is as follows and is not negotiable. The initial charge will be pro-rated and calculated at the time of the next quarterly charge. These are done in the beginning of the month usually within the first 5 days in January, April, July and October. The account value is based on the value of the account at the end of the quarter. If the agreement is terminated, we earn our charge through the date of termination; all pre-paid and unearned charges are refunded to you promptly (defined as within thirty (30) days of the date of termination). Households over $500,000 receive Advanced Financial Planning at no additional fee.

1.5% on the first $850,000 and under
0.9% on the value $850,001 to $1,500,000
0.1% on any value $1,500,001 and up

For clients using the Ultra Conservative investment model the fee charge is a flat .3%. This is not negotiable, and the Ultra Conservative account will not be included to calculate the tiered fee amount. Legacy clients with a fixed amount fee will not be charged additional for an Ultra Conservative account.

## Financial Plan Consulting

Fees are charged for financial planning on a fixed fee basis. Fixed fees range from $35-$6,350 depending on the delivery of service and can be specifically viewed on our Financial Plan Consulting pricing sheet. Fees are documented in the financial planning agreement that PFP has in place with you before the service starts. PFP requires an upfront deposit of one-half (50%) of the agreed upon financial planning fee.
The balance is due with the delivery of the report and / or conclusion of the service.

Any fees charged for Financial Plan Consulting can be credited within 1 year towards Investment Management or Advanced Financial Planning.

Such fees may be in excess of the industry norm and lower fees for comparable services may be available from other sources.

Financial plans are completed within six (6) months of the client signing a contract with PFP. This assumes all the information and documents requested from you are provided in a timely manner. If not provided, the plan is presented within 6 months and delivered. PFP may assist you in the implementation of planning recommendations; however, that is solely your decision. PFP's financial planning recommendations are broadly generic; they are not limited to any product, service or vendor to fulfill the specific financial planning need.

<u>Only clients who request a separate financial plan consulting agreement receive and pay for the service.</u>

If you terminate the planning agreement with PFP prior to the completion of the plan or topic to address, any pre-paid and unearned fees are promptly refunded, if any, based on if that topic was fully delivered to the client. PFP may also invoice you for the amount over the retainer, if any, topic can be completely delivered to you at that time. Refunds of pre-paid and unearned fees are delivered within 30 days of the termination; fees due and payable over the retainer amount are due within 30 days of the date of the invoice as delivered to you. PFP will deliver work prepared or in progress to a client who terminates a planning agreement, as applicable, through the date of termination. If fees are due to PFP, the information is held until payment of the balance is received.

## Fee Payment

PFP allows clients the opportunity to pay advisory fees in the following ways:

- Direct Debit (deducted from your custodial accounts managed by PFP) subject to certain conditions;

- Pay by Check for Financial Plan Consulting (the only option available to financial plan consulting clients).

Direct Debit: Is the preferred method for you to have PFP's advisory fee for Investment Management and Advanced Financial Planning initially and quarterly thereafter deducted from your custodial account as you authorize in the agreements for these services. These are the steps that PFP follows to direct debit advisory fees, as required by Washington State.

In all instances, the Adviser will send the client a written invoice, including the fee, the formula used to calculate the fee, the fee calculation itself, the time period covered by the fee, and, if applicable, the amount of assets under management on which the fee was based. Also, the Adviser will include the name of the custodian(s) on your fee invoice. The Adviser will send these to the client concurrent with the request for payment or payment of the Adviser's advisory fees. We urge the client to compare this information with the fees listed in the account statement.

At the inception of a relationship, PFP calculates your advisory fee due and payable on a pro-rated basis, for the number of days left in a calendar quarter that our advisory services are provided to you. This is done at the next regular billing cycle. We deliver you a fee invoice, which reflects the same information listed above ( applicable to investment management and advanced financial planning direct debit fee payment, only), including the number of days in a quarter services were provided.

In addition, you receive directly from your third party independent and qualified custodian a statement (monthly or quarterly, which is mailed or emailed directly to you), which reflects all transactions, positions, income, debits and credits into or from your account, including the amount of advisory fee paid to PFP over a period.

Note: Custodians do not calculate the advisory fees due and payable, PFP calculates the fees or the fees are calculated by PFP's third party back office vendor (Orion Advisor Technology).

If you do not receive your monthly or quarterly custodial reports directly from your custodian, you can contact PFP for assistance.

Financial Plan Consulting; Pay by check: As stated above, financial plan consulting charges are substantially different from investment management and advanced financial planning charges.

Deducting a financial plan consulting charge from an account is not permitted or applicable.

Here is how your financial plan consulting charge is paid:

1. PFP and you identify in the financial plan consulting agreement your total fee due for the service
   a. 50% of the total fee is due with the execution of the financial plan consulting agreement. This leaves 50% of the total amount due at the delivery of the plan / service.
      i. A receipt of this payment is provided, which also identifies the balance due at completion.
2. The balance (50%) of the fee is due with the presentation of the plan to you (the conclusion of the financial planning service).
3. You either provide a check for the balance of the payment due (amount) with the delivery of the plan / service, or PFP invoices you for the balance of the fee due. Payment checks are due within thirty (30) days of the date of the invoice mailed or emailed to you.

## General Information on Advisory Services and Charges

1. Valuations: For securities that trade on an exchange or are actively traded, your custodian will provide account values for performance and fee calculation purposes. PFP does not value liquid securities. Your custodian provides all valuations as you may have selected, please see Item 12.

2. For securities that are illiquid, or are not held by your designated custodian, non-traded real estate investment trusts (REITS), annuities and similar securities, the issuer of those securities provides valuations to each client (as the owner of the security) and / or to PFP. Those valuations are then input into our portfolio accounting system (maintained for PFP by Orion Advisor Technology, a third party) for inclusion on your periodic reports. If the issuer does not provide an updated value, the valuation on your account reports provided by PFP are carried at the amount you initially invested for reporting purposes. This carried value does not change until such time that the issuer of the security provides a statement or an updated valuation to its investors.

For non-traded REITS and other private, illiquid securities, there may be material variances between a reported value and the liquidation or cash value of these securities. PFP does not charge for those non-traded REITS that clients purchased prior to becoming a client of PFP.

- Please note that these non-traded REITs are private securities. Non-traded REITs are illiquid, invest in real estate and although they are suitable for your account and account assets, they are not easily converted into cash nor are they always valued in an independent marketplace. In addition, non-traded REITs are not held by or suitable for every client. When redemptions are requested, interests are redeemed at the valuation as determined by the issuer (or underwriter) of the non-traded REIT.
- PFP, when we believe it is appropriate, may recommend the sale, liquidation or continued holding of a non-traded REIT.

3. This Form ADV Part 2 AB is required (pursuant to WAC 460-24A-145) to be provided at least 48 hours prior to entering into an agreement with PFP. If not done so, a client has the right to terminate the contract with PFP without penalty within five (5) business days after entering into the contract with PFP.

4. PFP does not charge fees of $500 per client, six (6) months in advance.

5. The fees charged by PFP may be higher than normally charged in the industry and that similar services may be offered by another investment adviser at a lower fee. In addition, all services provided by PFP

are available from other investment advisers at fees that can be lower than those charged by Prentice Financial Planning.

6. Termination of an Agreement: Investment Management, Advanced Financial Planning or Financial Plan Consulting may terminate by either party delivering written notice to the other. As you pay your fees to us in advance, if you terminate an agreement PFP earns the fees through the date of termination (the date the written notice is received by the other party). All transactions placed on your behalf can settle; however, we will take no further action on your behalf after the date of termination.

   We will then pro-rate the pre-paid and unearned advisory fees for the number of days left in the calendar quarter. This fee refund will then be returned to you via check promptly, within thirty (30) days of the date of termination.

   If you terminate a group of accounts as part of a household, we will return a single check. The invoice included with the check will list all closed accounts and the pro-rated refund calculations and the total amount returned.

7. Services provided to employees, family members and friends of the firm: We provide the same or similar services at reduced fees or no fee to our employees, members of their family and friends of employees. Lower fees than those disclosed above are not available to our general clients.

8. Legacy Clients: Certain PFP clients have engaged with Andrew Prentice and team over the past several years. As a result, the fee schedules provided to these clients, are grandfathered (or accepted) when moving to PFP and may vary from the fee schedule disclosed above here in Item 5.

9. Accounts subject to ERISA (the Employee Retirement Income and Securities Act) and regulations under the Internal Revenue Code (applicable to Individual Retirement Accounts): We are a fiduciary to all our clients including those subject to ERISA and the Internal Revenue Code (IRAs). As a result, we are subject to specific duties and obligations under ERISA and the Code that includes, among other things, restrictions concerning certain forms of compensation we may receive from third parties (not applicable), prohibited transactions and class exemptions, among others.

Additional Compensation / Fees: The fees you pay to us for our portfolio management, and financial planning do not include the following. These fees or charges are borne by you (PFP does not participate directly or indirectly in any of the costs you pay):

- Brokerage commissions
- Transaction fees
- Other related costs and expenses, and
- Charges imposed by custodians, brokers, third party investment advisers or other third parties, including but not limited to:
  - Advisory fees and administrative fees charged by Mutual Funds (MF), Exchange Traded Funds (ETFs)
  - Custodial fees, if any
  - Deferred sales charges (on MF or annuities)
  - Transfer taxes
  - Wire transfer and electronic fund processing fees
  - Commissions or markups / mark-downs on security transactions

See Item 12 (Brokerage Practices) for additional information on “other costs” you may incur.

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

We do not charge any of our clients so called performance-based fees. So-called performance-based fees are based upon the capital appreciation of your account or invested assets. PFP's advisory fees are only as described in this Brochure.

# Item 7: Types of Clients and Account Requirements

PFP provides advisory services to the following types / categories of clients:

- Individuals and High Net Worth Individuals
- Trusts, Estates or Charitable Organizations
- Pension and Profit-Sharing Plans
- Corporations, Limited Liability Companies and/or other types of business organizations,

PFP requires a $500,000 minimum of investable assets or clients who are actively contributing. PFP may also service friends and family who do not meet these criteria.

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

PFP uses, to the extent possible, fundamental and value analysis; techniques used to help estimate long term market returns. As both fundamental and value analysis have inherent limitations, it makes sense for PFP to take a more balanced approach when evaluating assets. As a long-term investor, and a tax sensitive investment adviser, PFP also purchases securities for the long and for the short term (when harvesting tax losses), among other strategies. Another factor, but not an overriding factor, is whether selected mutual funds and ETFs are available from your custodian on a no transaction fee basis. Not paying transaction fees is a positive for account performance, however, no representation can be made that PFP will utilize only these available mutual funds and ETFs, and the list may change overtime.

Investing Preferences: Please see Item 4. These securities are assessed in a similar way to PFP's assessment of all

securities used for client accounts. These are screened further to ensure they meet the criteria for the specific preference. As a result, risk characteristics may change on these portfolio assets.

Assets that can be used across all of our models include the following:

**Equities:**

- U.S. Large cap
- U.S. Mid cap
- U.S. Small cap
- Developed international
- Emerging markets
- Growth and Value
- Microcap

**Fixed Income:**

- Short, intermediate and long-term maturities
- Government bonds (U.S.)
- Municipals
- Investment grade corporate bonds
- High yield bonds
- Developed and emerging markets
- Asset backed securities
- Structured notes
- Treasury inflation protected securities

**Liquid Alternatives:**

- Managed futures
- Commodities
- REITs
- Global macro
- Arbitrage
- Event Driven

**Annuities:**

- Fixed index (FIA)
- Variable
- Single premium immediate (SPIA)
- Multi year guaranteed (MYGA)

**Sources of information used in the evaluation of securities to utilize in client accounts include:**

- Financial journals
- Research materials provided by third parties
- Shareholder reports
- Annual reports, prospectus, and filings with the Securities and Exchange Commission
- Company press releases

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Intermediate term trading** (securities are held at least 30 days but less than 1 year) can involve more risk than long term trading in that active management requires more monitoring and solid market timing.

**Short term trading** risks include liquidity, economic stability and inflation, in addition to the long term trading risks listed above. Frequent trading, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

<u>Risk of Loss</u>

Investing in securities involves risk of loss that you should be prepared to bear. While the stock market may increase, and your account(s) could result in appreciation, it is also possible that the stock market may decrease, and your account(s) could suffer a loss of invested assets.

It is important that you understand the risks associated with investing in the stock or bond markets. It is also important that your assets be properly diversified and invested consistent with your stated goals, objectives and risk tolerances.

**Annuities** are retirement products for those who may have the ability to pay a premium now and want to guarantee they receive certain payments or a return on investment in the future. Annuities are contracts issued by a life insurance company designed to meet requirement or other long-term goals. An annuity is not a life insurance policy. Variable annuities are designed to be long term investments, to meet retirement and other long-range goals. Variable annuities are not suitable for meeting short-term goals because substantial taxes and insurance company charges may apply if you withdraw your money early. Variable annuities also involve investment risks, just as mutual funds do. PFP in most circumstances will utilize annuities designed for use by registered investment advisers to be fee-only.

**Fixed Income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This includes corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general the fixed income market is volatile, and fixed income securities carry significant interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting, but these bonds still carry a risk of losing share price value. Risks of investing in foreign fixed income securities also include the general risks inherent in non-U.S. investing.

**Commodities** are tangible assets used to manufacture and produce goods or services. Commodity prices are affected by different risk factors, such as disease, storage capacity, supply, demand, delivery constraints and weather. Because of those risk factors, even a well-diversified investment in commodities can be uncertain.

**Real Estate funds (including REITs)** face several kinds of risk that are inherent in the real estate sector, which historically has experienced significant fluctuations and cycles in performance. Revenues and cash flows may be adversely affected by: changes in local real estate market conditions due to changes in national or local economic conditions or changes in local property market characteristics; competition from other properties offering the same or similar services; changes in interest rates and in the state of the debt and equity credit markets; the ongoing need for capital improvements; changes in real estate tax rates and other operating expenses; adverse changes in governmental rules and fiscal policies; adverse changes in zoning laws; the impact of present or future environmental legislation and compliance with environmental laws.

Cash Balances: PFP may, as portfolio manager over your assets, place transactions for your account cash balances in the following securities:

- Federal Deposit Insurance Corporation (FDIC) Insured Certificates of Deposit
- High-grade commercial paper and/or
- US Government-backed debt instruments

Ultimately, PFP tries to achieve the highest return on your cash balances through relatively low-risk conservative investments. If you have any questions, please contact PFP. PFP does not guarantee that your investment goals or objectives will be reached or any level of performance or success.

# Item 9: Disciplinary Information

PFP is required to disclose whether there are legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. There are many specific legal and disciplinary events that we must presume are material for this item.

There are no events or information to disclose on PFP or our employees.

# Item 10: Other Financial Industry Activities and Affiliations

Other financial industry activities and affiliations are conflicts of interest (between the financial interests of PFP and our employees when compared to your interests). However, as fiduciaries to PFP's clients, PFP is obligated to disclose all potential and actual conflicts of interest. Here (and throughout this Brochure), we provide a summary of potential and actual conflicts of interest associated with PFP and our employees.

Andrew Prentice is a:

One Third Member of PTS Holdings, LLC from November 2016 to present (no clients are solicited to invest in this entity). PTS Holdings currently owns the building where PFP is located.

Kaleigh Ruth Prentice & Andrew Prentice are owners of a residential rental property at: 5033 Viewridge DR.

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

PFP permits our employees and their family members to purchase, sell or hold the same securities we recommend to you. The uses of the same securities are potential conflicts of interest between our own interests and yours. Simply, we follow our own advice.

PFP has implemented, as required by WA State rules and regulations, policies, procedures and controls to monitor this trading activity and the conflict of interest that activity creates. We combine these requirements into PFP's Code of Ethics ("Code"), part of our Policies and Procedures (PP). Under the Code, our goal is to ensure that our employees:

- Operate with your (client's) best interest in mind. We do this by placing your interests before our own interest or the interest of any employee (or employee beneficial ownership account). Employee / family accounts are defined in our Code as "beneficial ownership accounts."
- Act in an honest, fair and equitable manner, not just, because the regulations and our fiduciary status say so, but because it is good business.

Under our Code, all reportable transactions and brokerage accounts are required to be disclosed and reported by employees when hired by PFP, quarterly and annually thereafter. The Code also:

- Limits the size, frequency and number of gifts (given or received) to or from third parties that are not clients (service providers, vendors or similar persons).
- Provides guidance regarding Insider Trading Prohibitions. PFP and its employees are prohibited from communicating, taking any action for themselves or any client, when PFP is in possession of material, non-public information about the issuer of a security. If PFP has non-public information:
  - Restrictions are implemented by Compliance (or operations) and the reason for the restriction may not be generally known.
  - Restrictions are generally a "black list" of the security which means no transactions, advice or discussion of the security may be made or communicated until such time PFP can confirm the information is available to the investing public
- Requires pre-approval of all private placements (private equity, hedge funds, etc.) by the employee or their immediate family members, approval or denial is by our CCO.
- Prohibits the following:
  - Investing by PFP employees or family members in new issues of securities
- Requires pre-approval of political contributions.
- Does not require:

- o Pre-clearance of personal transactions
- o Holding periods for personal transactions

As PFP follows our own advice, client and employee transactions may be aggregated together. If PFP is purchasing or selling an equity security, closed-end fund or ETF traded on an exchange, all participating Accounts (clients and employees) will receive an average price if multiple executions occur. If partial fills are completed, but not enough to cover all accounts included in the block, client accounts are first filled, all employees thereafter.

This disclosure is a summary of our Code; if you would like a complete copy of our Code, please request a copy by contacting PFP at the phone number or email address on the cover of this brochure.

# Item 12: Brokerage Practices

Discretionary Portfolio Management Services

As indicated in Item 4, as your investment manager, you provide PFP with investment discretion in the written agreement we have with you. This allows us to determine the securities and the placement of funds to buy, sell or hold in your accounts.

Regarding the placement of your account transactions, PFP does not have brokerage discretionary authority. Although we recommend a broker custodian to you, we do not choose a broker or custodian for you or negotiate commissions on a transaction-by-transaction basis. To receive our portfolio management services, PFP requires you to use the recommended third-party qualified custodian for all your account assets under our management. We also require you to direct PFP to place all your transactions at this selected broker custodian, i.e., “directed brokerage.” The selection of and direction of transactions to the broker custodian is documented in the agreement in place with you. Under directed brokerage, all transactions for your accounts are placed directly at your designated custodian, the designated custodian and directed broker.

Due to directed brokerage, PFP is unable to seek out other brokers or dealers for account transactions, or to negotiate commissions or transaction costs. The result is that you may pay higher prices or higher (or lower) commission costs through directed brokerage when compared to investment advisers who have the discretionary authority to select the broker and negotiate commission on a transaction-by-transaction basis. As a result, best execution may not be achieved.

Note that not all investment advisers require directed brokerage arrangements.

PFP recommends TD Ameritrade and will use Security Benefit and Mass Mutual Ascend for fixed index annuities in some clients allocations.

PFP recommends TD Ameritrade due to our industry knowledge, experience and other factors, including name recognition and their industry status as a top tier broker / custodian serving registered investment advisers like PFP. Although PFP recommends TD Ameritrade, the selection of a recommended broker / custodian is your sole decision. When you select TD Ameritrade as your broker / custodian, you have evaluated, and selected TD Ameritrade based upon criteria specific to you and your needs. Once selected, PFP will assist you in the opening of an account or accounts with the custodian.

Note: PFP is not affiliated, directly or indirectly with TD Ameritrade. We are separate and independent companies.

Due to the type of securities we primarily (but not exclusively) use in client accounts, we believe that even with our requirement of directed brokerage, your account transactions will achieve best execution. TD Ameritrade has that obligation for all accounts they hold as a service provider to PFP (and other investment advisers).

> Please note that best execution is not a defined term. It is comprised of many factors, which equate the best overall execution of a transaction (price, commission, timing, etc.) based on the then current facts and circumstances.

TD Ameritrade Inc. sponsors the TD Ameritrade Institutional Program, of which PFP is a participant. TDA is a registered broker dealer and registered investment adviser with the US Securities and Exchange Commission; and a broker dealer registered with the Financial Industry Regulatory Authority (FINRA); a member of the Securities Investors Protection Corporation (SIPC); and, a member of the National Futures Association (NFA).

TD Ameritrade provides investment advisers (and their clients) like PFP services and other benefits as part of the broker / custodian's institutional program.

Of importance to our clients (and us as portfolio managers) is the availability of some ETFs and / or mutual funds on a "no transaction fee" basis at TD Ameritrade. This means that for certain mutual funds and all ETFs, TD Ameritrade does not charge you a commission or transaction fee for the purchase or sale of these securities or institutional shares of mutual funds (which otherwise would not be available to you for "no transaction fee"). PFP's goal is to utilize these no transaction fee mutual funds and ETFs, as we are able and as appropriate for your accounts under our management.

PFP also receives benefits from TD Ameritrade through PFP's participation in the program. Please see Item 14 disclosures. We evaluated TD Ameritrade and determined that this recommended broker / custodians provides an excellent blend of services, commission costs, and other benefits that are beneficial to you and to us. Our review and assessment of the recommended broker / custodian included, but were not limited to:

- Commission charges, execution, clearance and settlement of transactions
- Ability to block trade
- Reputation and financial strength
- Free custody services to our clients
- A number of no-transaction fee funds (mutual funds and all ETFs)
- Access to institutional shares of mutual funds at no load or load waived shares
- Duplicate confirmations and statements
- Dedicated trading desks / electronic trading
- Operational support (typically back office related services), and
- Guidance and seminars on technology, compliance, business management and operations,
- Others

Trading Activity: When we place a transaction for your account at TD Ameritrade there is a commission charged unless the mutual fund is one of the "no transaction" funds available to us on the platform. Commissions apply to bonds or other securities and you pay the transaction charges, if any.

Block Trading: When we are purchasing or selling the same security for multiple clients at the same time, we may, but are not obligated to, aggregate (block) the same transactions of multiple clients at the same time.

Andrew Prentice is PFP's primary portfolio manager. As a result, Andrew or his designee places all portfolio transactions for client accounts. Depending on many variables (new clients, cash additions or withdrawals from accounts, etc.), PFP's use of block trading varies.

As indicated above (see Code of Ethics disclosure) we may include employee (or employee beneficial ownership accounts) in the block with those of clients. In most transactions, we can obtain (or sell) the full block of securities we are trying to purchase or sell. If multiple transactions occur during a trading day, TD Ameritrade will average price those transactions. Each participating account will receive the average price for the number of shares represented by the account in the block trade. If we do not receive the full amount of securities initially requested in a block, we exclude employee and related accounts, and allocate the amount purchased on a pro-rated basis across all participating accounts.

Block trading allows us the ability to increase the size of orders, thus allowing us and TDA the opportunity to negotiate the price of the security, to execute the transaction at a price more advantageous than placing all the transactions individually.

Confirmations and Statements:

Confirmations: You receive directly from TD Ameritrade a confirmation of each executed transaction placed by PFP, as your registered investment adviser. These confirmations are provided directly to you via US Postal Service or electronic, as you may elect. Trades and accounts are reconciled daily (as applicable) by Orion, our back-office vendor.

Statements: You also receive a monthly custodial report directly from TDA on all your accounts we manage. This report will reflect all current positions, all transactions, including debits and credits, made to your account during the period, including the initial and quarterly advisory charges paid to PFP through your authorization of the direct debiting of the account(s) we manage.

Prohibited Brokerage Activity: Due to the nature of our business and portfolio management services, the following are prohibited brokerage activities:

- Receipt of commission compensation (direct or indirect) from security transactions, we place on your behalf at TD Ameritrade.
- Client directed brokerage to any broker or dealer, other than TD Ameritrade
- Soft dollar credits or transactions from TD Ameritrade
- Directing brokerage for client referrals
- Cross, agency cross or principal transactions

For Clients subject to ERISA: In selecting and directing us to place all transactions for your account at TD Ameritrade, you have independently evaluated TD Ameritrade and, as the plan fiduciaries, have determined that the selection and directed brokerage to TD Ameritrade is in the best interests of the Plan and the Plan's participants.

You have also evaluated and will continue to evaluate the brokerage and execution services (including the commissions or transaction charges) to ensure they are reasonable considering the services provided to the Plan and its Participants.

Trade Errors: PFP has fiduciary responsibilities related to the correction of trade errors. If PFP creates the error, our policy is to make the client whole; meaning that you will not suffer an economic loss due to our error. We have policies and procedures related to the identification, documentation and correction of errors. If a third party caused or created the error the third party is responsible for the correction of the error and making your account(s) whole.

We endeavor to catch all errors before settlement; typically, errors are corrected by a simple cancel of the error trade and re-entry of the trade as it should have been placed. Examples of trade errors include (but are not limited to) the following:

- Are not legally authorized for an account i.e., the trade violates a client-imposed restriction, or a trade is in an unmanaged asset, etc.
- Are prohibited by investment policy or style
- Are prohibited by the investment management agreement
- Include an incorrect security or transaction (buy v. sell or vice versa)
- Block trades that are incorrectly allocated

# Item 13: Review of Accounts

Investment Management and Advanced Financial Planning

Daily/Monthly:

We monitor alerts placed on every fund to inform us of changes. This includes evaluating each fund against its peers/benchmark to verify that it is performing as expected.

Monthly:

We analyze the portfolio to see if cash needs to be invested or more cash needs to be generated. For Clients who take regular distributions we will generally use a bucket strategy in order to minimize the negative effects of liquidations to generate cash.

Monthly:

We will evaluate if any tax loss harvesting is appropriate and purchase a substitute fund for at least 30 days to avoid any wash sale rules. In the ESG or USCCB portfolio, funds that do not meet the criteria may be purchased in order to satisfy the 30-day holding period. A properly executed tax loss harvesting strategy will reduce taxes, therefore netting a better overall return.

Monthly:

We will evaluate if there are any irrational market behaviors that produce opportunities and may make a tactical change to the strategic weightings of up to 10%.

Quarterly:

The portfolio will be analyzed, and asset classes will be rebalanced within an acceptable range of the current strategic weighting.

Annually:

We will analyze and reposition strategic weightings of the portfolio to align with long term market forecasts.

Annually:

At each review we will evaluate your Investment Policy Statement for accuracy and updates needed due to life events. We will contact you to inquire/confirm data previously provided.

Financial Planning (comprehensive or limited): Reviews are not applicable unless you contract with us to review a comprehensive plan or recommendations related to limited services.

## Reports

Portfolio Management: We provide reports/standard statements to clients on a quarterly basis. These quarterly statements are posted to a secure portal and a client is emailed a link / notice that the report is available for review, printing or download. Reports are generated by Orion, our back-office service provider.

Reports include all accounts associated with the household, performance for various time periods, holdings of each account and an invoice for direct debit payments.

PFP's quarterly statements supplement the reports you receive directly from your designated custodian.

Typically, a PFP client will receive monthly (but not less than quarterly) custodial reports directly from the custodian. These reports are also available to PFP, electronically for PFP's review.

Note: We do not assume responsibility for the accuracy of information provided by the qualified custodian, although we monitor custodian reports and holdings within client's account(s). Clients are requested to contact PFP or your custodian / broker as soon as possible if you do not receive custodial statements directly.

You may also note differences between custodial statements and those prepared by Orion, the back-office vendor used by PFP. These can be due to pricing differences, transaction dates, interest due or payable, etc.

# Item 14: Client Referrals and Other Compensation

Client Referrals: None, not applicable. PFP does not pay any party for the introduction (directly or indirectly) for client referrals. We also do not direct brokerage transactions in exchange for client referrals.

Additional Compensation: As disclosed under Item 12; TD Ameritrade (a third party, qualified broker custodian) provides PFP as a participant in their advisory program certain economic benefits that we do not have to pay for. There is no expected volume of trading activity or other requirements for us (or any other adviser) to receive these benefits.

None of these products, services or other benefits is considered soft dollars under the safe harbor of Section 28e of the Exchange Act. PFP does not contract for or negotiate the provision of these services; they are provided to all investment advisers who participate in these broker/custodial programs.

Product Wholesalers: PFP uses mutual funds and ETFs created and managed by third party broker dealers / investment advisers. These firms have sales and service representatives ("wholesalers") located regionally across the country. These firms assist PFP and other investment advisers in the growth of business. This is through mutual fund / ETF information, portfolio construction ideas / optimization, among others. In addition, these wholesalers and their firms provide economic assistance to PFP through the underwriting of client events. While this compensation is a potential conflict of interest, PFP is not required to hold or commit certain asset sizes to the wholesaler's mutual funds or ETFs. We maintain our objectivity in selecting securities to use with clients. The wholesalers who provide economic support are required by their companies (and PFP) to attend events where they provide economic assistance.

# Item 15: Custody

Technical Custody: Direct debiting of advisory fees

When you authorize PFP to have advisory fees directly debited from your brokerage account, this authorization is constructive custody of a client's funds. As a result (and as described under Item 5), we deliver an invoice to you of the fee calculation and the actual debit amount we request from your custodian.

We also remind you to review the statement and ensure you receive, directly from your custodian a monthly or quarterly report on your account showing all debits and credits including our fee payment. We encourage you to raise any questions with us about the custody, safety or security of your account assets.

Standing Letters of Authorization (SLOA)

Pursuant to SEC and State of Washington interpretations, SLOAs are now determined to be "custody" and subject to compliance with custody requirements. The SEC's guidance to SEC registered investment advisers and those whom are state registered differ from Washington State's determination of what is custody. For WA State registered and domiciled investment advisers like PFP, Securities Act Policy Statement 23 governs the custody requirement for SLOAs through the reference of three regulatory custody requirements in WA State: WAC 460-24A – 060(1); 460-24A-105 and 460-24A-170(1).

- 060(1) requires the adviser to file with the director an audited balance sheet at the end of the adviser's fiscal year end (unless exempt). In conformity with generally accepted accounting principal and audited in accordance with generally accepted auditing standards by an independent CPA; accompanied by an audit opinion of the accountant on the balance sheet;
- 105 requires advisers to identify "yes" to custody on Form ADV Part 1 and maintain custody with a qualified custodian (which PFP, does, i.e., with TD Ameritrade), have the qualified custodian send account statements to all clients, so each client knows the custodian of their account assets; and,
- 170(1) required that advisers with custody have higher financial requirements, a $35,000 net worth minimum.

PFP has concluded that PFP has custody of client funds or securities due to existing SLOAs for which the amount to be transferred is not specified by the client. In those cases, PFP identifies the amount to be paid on the client's behalf under an existing SLOA. PFP is exempt from or in compliance with the following:

- Exempt from: Filing an audited balance sheet, although a balance sheet in accordance with generally accepted accounting principles (GAAP) must be filed after each fiscal year end to WA State;
- Complies with: The safekeeping requirements of client funds and securities (independent, third party qualified custodian (e.g., TD Ameritrade, or a mutual fund complex / custodian);
- Exempt from: Having a surprise annual inspection by a public accounting firm as the client's custodian sends statements directly to each client;
- Complies with: The retention of a minimum net worth of $35,000; and,
- Complies with the eight (8) requirements of Policy Statement 23:

1. The client provides instructions, in writing to the qualified custodian with the client's signature, the third party's name and address or account number at a custodian where the transfer is directed;
2. The client authorizes PFP in writing, on PFP or the custodian's form to direct transfers to the third party either from time to time or on a specified schedule;
3. The client's custodian performs appropriate verification of the instruction and provides a transfer of funds notice to the client promptly after each transfer;
4. The client can designate or change the identity of the third party, the address or other information of the third party within the client's instructions;
5. PFP has no authority or ability to designate or change the identity of the third party, the address or any other information in the client's instructions to the custodian;
6. PFP maintains records that the third party is not a related person of the adviser located at the same

address of the adviser;

7. The client's qualified custodian sends the client, in writing confirmation of the initial notice of the instruction and annual notices reconfirming the instruction and, new to WA State only,
8. The Adviser indicates in Item 9 of Form ADV Part 1 (custody) and explaining the arrangements in Schedule D to Part 1 of form ADV, the Miscellaneous section and in Item 15 of Part 2 of the ADV (this section you are now reading), the following:
    a. Both the amount and number of clients included in Item 9 of Part 1 solely due to SLOAs
    b. A statement that attests that PFP follows each requirement and conditions listed above. <u>PFP does comply with these provisions.</u>

## Item 16: Investment Discretion

As indicated under Item 4 above, we have investment discretionary authority over all managed accounts – when this authority is provided to us through the written agreement, we have with you.

<u>Un-Managed Assets</u>: At a client's request (and as a convenience), we may include certain un-managed assets solely for reporting purposes. These so-called un-managed assets are securities that may or may not be held at your designated custodian. They may be held in certificate form or at the issuer of the security or at another custodian. These securities are often, but not exclusively, "manual input securities" or the information is obtained from various sources and are not managed by PFP. This means that these "un-managed" assets <u>are not</u>:

- Included for fee calculation purposes
- Included for performance of the account and in reporting, and are not guaranteed by PFP to reflect the actual or current liquidation values

## Item 17: Voting Client Securities

We do not and will not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. If proxies are sent to PFP in error, they are sent to you and we ask the party who sent them to mail them directly to you in the future. Clients may call, write or email us to discuss questions they may have about proxy votes or other solicitations. For Clients subject to ERISA:

> PFP does not vote proxies unless the plan and trust documents delegate such authority to another fiduciary (e.g., PFP). However, to do so, PFP requires copies of and updates to plan and trust documents which delegate the authority to another fiduciary, and a copy of the ERISA proxy voting guidelines.
>
> As PFP does not vote proxies, PFP does not have proxy voting guidelines. As a result, proxy vote decisions are based solely on the Plan's Proxy Vote Guidelines, which ensure votes are cast in the best interest of the Plan and its participants.

## Item 18: Financial Information

For financial planning, PFP does not require nor do we solicit prepayment of more than $500 in fees per client, six (6) months or more in advance. Therefore, we have not included a balance sheet for our most recent fiscal year.

# Item 19: Requirements for State-Registered Investment Advisers

A: Each of the principal members / owners of PFP are on Schedule A of Form ADV Part 1 and both have a Part 2 B Brochure supplement attached.

B: Please see Item 10 for information on other businesses involved in by Mr. Prentice.

C: Performance based fees are not used by PFP.

D 1 and 2: PFP and no person associated with the firm have been subject to any arbitration claim, period or those that exceed $2,500.00. PFP and no person associated with the firm have been subject to or liable in a civil, self-regulatory organization or administrative proceeding related to investments, fraud, theft, bribery, dishonest or unethical practices as indicated on Form ADV Part 2A instructions.

E: None, no relationships with issuers of securities.

# Part 2 B of Form ADV: Brochure Supplement - Prentice

## Item 1: Cover Page

Andrew Thomas Prentice (CRD# 5011928)
Prentice Financial Planning, LLC

2407 Pacific Avenue, Suite A
Olympia, WA 98501

360-754-0490

www.prenticefp.com

This brochure supplement provides information about Andrew Prentice that supplements our Part 2 A, Firm Brochure. You should have received a copy of the Firm Brochure as we “attach” these Part 2 B’s together. Please contact Andrew Prentice, Chief Compliance Officer, if you did not receive the Part 2 A brochure, or if you have any questions about the contents of this supplement.

Additional information about Andrew Prentice is available on the SEC’s website at www.adviserinfo.sec.gov.

PRENTICE FINANCIAL PLANNING, LLC

## Item 2: Educational Background and Business Experience

Name: Andrew Thomas Prentice (CRD# 5011928)
Year of Birth: 1983
Formal Education after High School:

Saint Martin's College, B.A., Business Administration 2005
Certified Financial Planner (CFP[1]), 05/2012

Business Background for Previous Five Years:

| | |
|---|---|
| Prentice Financial Planning, LLC | |
| Owner | 08/2015 to Present |
| IA Representative | 08/2017 to present |
| | |
| PTS Holdings, LLC | 11/2016 to Present |
| One-Third Member | |
| (Entity that owns the building where PFP is located) | |
| | |
| Insurance Agent, Life, Health, Disability | 05/2006 to 11/2019 |
| (Appointed with various insurance companies) | |
| | |
| Olympia High School | 08/2013 to 11/2018 |
| Assistant Boy's Cross-Country Coach | |
| | |
| Columbia River Advisors, LLC | 07/2012 to 11/2017 |
| IA Representative | |
| | |
| Minority Owner | 07/2012 to10/2016 |
| Bliss Investments, LLC (holding company) | |
| | |
| Linsco Private Ledger (LPL) | |
| Registered Representative, IA Representative | 08/2006 to 07/2012 |
| Administrative Associate | 05/2005 to 08/2006 |

Licensing/Exams:

NASD / FINRA Series 7, 8/2006
NASD / FINRA Series 66, 10/2006

## Item 3: Disciplinary Information

None for Mr. Prentice

## Item 4: Other Business Activities

Andrew Prentice is one third member of PTS Holdings, LLC which currently owns the building where PFP is located.

Andrew Prentice is the landlord for Viewridge Rental.

## Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Andrew Prentice does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through PFP.

## Item 6: Supervision

Andrew Prentice is the supervisor of PFP's advisory services provided to all clients. As a result, Andrew and Kaleigh Prentice supervise themselves. Andrew and Kaleigh Prentice own and are Members of Prentice Financial Planning, LLC (a Washington State LLC). If you would like additional information on our supervisory structure, please contact Andrew Prentice at via email at andrew@prenticefp.com.

[1] CFP® Professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. The CFP Certification is a voluntary certification. It is recognized in the United States and many other countries for its: 1) High standard of professional education; 2) Stringent code of conduct and standards of practice; and 3) Ethical requirements that govern professional engagements with clients. To attain the right to use the CFP marks, an individual must satisfactorily fulfill the following requirements: Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). Examination – Pass the comprehensive CFP Certification Examination. The examination, administered in 10 hours over a two-day period, Experience – Complete at least three years of full-time financial planning-related experience. Ethics – Agree to be bound by the CFP Board's Standards of Professional Conduct. Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP marks; Continuing Education – Complete 30 hours of continuing education hours every two years Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. CFP professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP certification.

# Part 2 B of Form ADV: Brochure Supplement – K Prentice

## Item 1: Cover Page

Kaleigh Ruth Prentice (CRD# 5434979)
Prentice Financial Planning LLC

2407 Pacific Avenue, Suite A
Olympia, WA 98501

360-754-0490

www.prenticefp.com

This brochure supplement provides information about Kaleigh Prentice that supplements our Part 2 A, Firm Brochure. You should have received a copy of the Firm Brochure as we "attach" these Part 2 B's together. Please contact Andrew Prentice, Chief Compliance Officer, if you did not receive the Part 2 A brochure, or if you have any questions about the contents of this supplement.

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

PRENTICE
FINANCIAL PLANNING, LLC

## Item 2: Educational Background and Business Experience

Name: Kaleigh Ruth Prentice (CRD# 5434979)
Year of Birth: 1986
Formal Education after High School:

Saint Martin's University, B.A., Business Administration, 2008

Business Background for Previous Five Years:

| | |
|---|---|
| Prentice Financial Planning LLC | |
| Owner and employee | 08/2015 to Present |
| Investment Adviser Representative (IAR) | 02/2019 to Present |
| | |
| Columbia River Advisors, LLC | 07/2012 to 11/2017 |
| Para Planner | |
| | |
| United Planners Financial Services | 01/2013 to 07/2013 |
| Registered Representative | |
| | |
| Bliss Investment Group | 09/2007 to 07/2012 |
| Client Service Specialist | |
| | |
| Linsco Private Ledger (LPL) | |
| Registered Administrative Associate | 11/2008 to 07/2012 |
| Administrative Associate | 09/2007 to 11/2008 |
| | |
| Insurance Agent, Life, Health, Disability | 06/2009 to 11/2019 |
| (Appointed directly with various insurance companies) | |

Licensing/Exams:

NASD / FINRA Series 7, 06/2008
NASD / FINRA Series 66, 11/2008
FINRA Series 65, 02/14/2019

## Item 3: Disciplinary Information

None for Kaleigh

## Item 4: Other Business Activities

Kaleigh Prentice is  the landlord for 5033 Viewridge Dr. rental property.

## Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Kaleigh Prentice does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through PFP.

## Item 6: Supervision

Kaleigh is supervised by Andrew Prentice as the supervisor of PFP's advisory services provided to all clients. As a result, Andrew and Kaleigh Prentice supervise themselves. Andrew and Kaleigh Prentice own and are Members of Prentice Financial Planning LLC (a Washington State LLC). If you would like additional information on our supervisory structure, please contact Andrew Prentice at via email at andrew@prenticefp.com.

# Part 2 B of Form ADV: Brochure Supplement – S Spencer

## Item 1: Cover Page

Scott Joseph Spencer (CRD# 6676280)
Prentice Financial Planning LLC

2407 Pacific Avenue, Suite A
Olympia, WA 98501

360-754-0490

www.prenticefp.com

This brochure supplement provides information about Scott Spencer that supplements our Part 2 A, Firm Brochure. You should have received a copy of the Firm Brochure as we "attach" these Part 2 B's together. Please contact Andrew Prentice, Chief Compliance Officer, if you did not receive the Part 2 A brochure, or if you have any questions about the contents of this supplement.

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

PRENTICE FINANCIAL PLANNING, LLC

## Item 2: Educational Background and Business Experience

Name: Scott Joseph Spencer (CRD# 6676280)
Year of Birth: 1978
Formal Education after High School:

University of Stevens Point, 1997, 2000-2001, no degree
University of Milwaukee, 2001, no degree
Fox Valley Technical College, 2015-2016
University of Maryland Global Campus, 2019-2021 Bachelors of Science, Finance

Business Background for Previous Five Years:

| | |
|---|---|
| Prentice Financial Planning LLC<br>IA Representative | 09/2018 to Present |
| Unemployed | 06/2018 to 09/2018 |
| Swaston Wealth Management, LLC<br>IA Representative | 02/2018 to 06/2018 |
| SII Investments, Inc.<br>Internal Technology Solutions Team | 09/2016 to 11/2017 |
| Fox River Capital<br>IA Representative | 06/2016 to 08/2016 |
| Bults Quality Bake Shop<br>Production Manager | 06/2010 to 06/2016 |

Licensing/Exams:

NASD / FINRA Series 65, 6/15/2016

## Item 3: Disciplinary Information

None for Scott

## Item 4: Other Business Activities

None

## Item 5: Additional Compensation

Scott does not engage in any additional compensation or other businesses.

## Item 6: Supervision

Scott is supervised by Andrew Prentice as the supervisor of PFP's advisory services provided to all clients. As a result, Andrew supervises all IARs and staff, along with Kaleigh Prentice, as co members of Prentice Financial Planning, LLC. If you would like additional information on our supervisory structure, please contact Andrew Prentice at via email at andrew@prenticefp.com.

Privacy Disclose (See Next Page)

# Prentice Financial Planning, LLC

2407 Pacific Ave. SE Suite A, Olympia, WA 98501

(360) 754-0490 – andrew@prenticefp.com

**PRIVACY POLICY**

Investment advisers are required by law to inform their clients of their policies regarding privacy of client information. We are bound by professional standards of confidentiality that are even more stringent than those required by law. Federal law gives the customer the right to limit some but not all sharing of personal information. It also requires us to tell you how we collect, share, and protect your personal information.

**TYPES OF NONPUBLIC PERSONAL INFORMATION (NPI) WE COLLECT**

We collect nonpublic personal information about you that is either provided to us by you or obtained by us with your authorization. This can include but is not limited to your Social Security Number, Date of Birth, Banking Information, Financial Account Numbers and/or Balances, Sources of Income, and Credit Card Numbers or Information. When you are no longer our customer, we may continue to share your information only as described in this notice.

**PARTIES TO WHOM WE DISCLOSE INFORMATION**

All Investment Advisers may need to share personal information to run their everyday business. In the section below, we list the reasons that we may share your personal information:

- For everyday business purposes – such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus;
- For our marketing – to offer our products and services to you;
- For joint marketing with other financial companies;
- For our affiliates' everyday business purposes – information about your transactions and experiences and information about your creditworthiness; or
- For affiliates and non-affiliates to market to you.

If you are a new customer we may begin sharing your information on the day you sign our agreement. When you are no longer our customer, we may continue to share your information as described in this notice. However, you can contact us at any time to limit our sharing.

**PROTECTING THE CONFIDENTIALITY OF CURRENT AND FORMER CLIENT'S INFORMATION**

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law, including computer safeguards and secured files and building.

**THE RIGHT TO LIMIT SHARING – OPTING OUT AND OPTING IN**

Federal law allows you the right to limit the sharing of your NPI by "opting-out" of the following: sharing for non-affiliates' everyday business purposes – information about your creditworthiness; or sharing with affiliates or non-affiliates who use your information to market to you. State laws and individual companies may give you additional rights to limit sharing. Please notify us immediately if you choose to opt out of these types of sharing.

State law gives you additional rights to limit sharing. Under state law, we may not share non-public personal information about you with non-affiliates except service providers or for joint marketing unless you first give us written permission ("opting-in"). If you do not give us permission to share your information, then we are prohibited from sharing this information with non-affiliates.

***I give you permission to share my non-public personal information with non-affiliates.***

______________________________________

*Signature of Client(s)*

**DEFINITIONS:** Affiliates – companies related by common ownership or control. They can be financial and non-financial companies; Non-affiliates – companies not related by common ownership or control. They can be financial and non-financial companies; Joint marketing – a formal agreement between non-affiliated financial companies that together market financial products or services to you; Service provider – a person or company who assists our firm in administering, processing, or servicing a client's account.

***Please call if you have any questions. Your privacy, our professional ethics, and the ability to provide you with quality financial services are very important to us.***