

# Stinnett Wealth Planning, LLC

Registered Investment Adviser

CRD # 329922

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## Form ADV Part 2A

### Firm Brochure

March 16, 2025

This brochure provides information about the qualifications and business practices of Stinnett Wealth Planning, LLC. Please contact Roger S. Stinnett II, Managing Member, at 213-280-1068 if you have any questions about the content of this brochure.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or any state securities administrator. Additional information about Stinnett Wealth Planning, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD ("CRD") number, which is 329922.

While the firm and its associates are registered and/or licensed within a particular jurisdiction, that registration and/or licensing itself does not imply an endorsement by any regulatory authority, nor does it imply a certain level of skill or training on the part of the firm or its associated personnel.

## **Item 2 - Material Changes**

The firm has amended its Form ADV Part 2A from the previous version dated April 24, 2024 as part of its annual updating amendment, including recent changes occurring within the last 30 days. See Item 4 disclosing an outside business activity for Roger S. Stinnett II and in his accompanying Form ADV Part 2B brochure supplement. There were no other material changes to disclose.

When the firm updates this document, it will either send a copy of its updated brochure or provide a summary of material changes to its brochure and an offer to send an electronic or hard copy form of the updated brochure. Clients are also able to download this brochure from the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or may contact our firm at 213-280-1068 to request a copy at any time.

As with all firm documents, clients and prospective clients are encouraged to review this brochure in its entirety and are encouraged to ask questions at any time prior to or throughout the engagement.

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Throughout this document Stinnett Wealth Planning, LLC may also be referred to as “the firm,” “firm,” “our,” “we” or “us.” These terms are utilized for the reader’s ease of use while reviewing the brochure and are not meant to imply the firm is larger than it is at the time of publication. The client or prospective client may be also referred to as “you,” “your,” etc., and refers to a client engagement involving a single *person* as well as two or more *persons* and may refer to natural persons and legal entities. In addition, the term “advisor” and “adviser” are used interchangeably where accuracy in identification is necessary (i.e., firm name, internet address, etc.).

Our firm maintains a business continuity and succession contingency plan that is integrated within the organization to ensure it appropriately responds to events that pose a significant disruption to its operations. A statement concerning the current plan is available under separate cover.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may be obtained by reviewing information available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 4 - Advisory Business**

### ***Description of Firm***

Stinnett Wealth Planning, LLC is a California domiciled limited liability company established in December of 2023 for general business purposes and became registered in California as an investment adviser during March of 2024. Our firm is not a subsidiary of nor controls another financial services industry entity.

Roger S. Stinnett II, CPA/PFS, CFP®, CIMA® is the firm's Managing Member and Chief Compliance Officer (supervisor). Mr. Stinnett is also the Managing Director of Wealth Planning for First Foundation Advisors, an unaffiliated registered investment advisor. While Mr. Stinnett will continue to own a controlling interest in Stinnett Wealth Planning, LLC, he will no longer be accepting clients or earning fees from Stinnett Wealth Planning while employed by FFA. Additional information about Mr. Stinnett and his background may be found at the end of this brochure in Item 19, and in his accompanying Form ADV Part 2B brochure supplement.

### ***Description of Services***

Stinnett Wealth Planning, LLC's services provide clients with advice on key financial planning topics such as cash flow and budgeting, funding a college education, retirement, risk management, estate, or tax issues, among others. The firm does not provide ongoing supervision of clients' investment accounts, nor do we sponsor or manage an investment program involving wrapped (bundled) fees. Due to the nature of our advisory services, we do not have reportable assets under management.

An initial interview is conducted with the prospective client to discuss their current situation and goals, as well as the scope of Stinnett Wealth Planning, LLC's services that may be provided. Form ADV Part 2A and 2B brochures, that include a statement involving the firm's privacy policy (see Item 11), will be provided at that time. Any material conflicts of interest will be disclosed that could be reasonably expected to impair the rendering of unbiased and objective advice, such as information found in Item 11 of this firm brochure.

If the prospective client wishes to engage Stinnett Wealth Planning, LLC for its planning services, the client must first enter into a written agreement with the firm. Thereafter, further discussion and analysis will be conducted to determine financial needs, goals, holdings, etc. Depending on the scope of the engagement, the client may be asked to provide copies of the following documents early in the process:

- wills, codicils, and trusts
- insurance policies, including information about riders, loans, and amendments
- mortgage information
- tax returns
- student loans
- divorce decree or separation agreement
- current financial specifics including W-2s, 1099s, K-1 statements, etc.
- information on current retirement plans and other benefits provided by an employer
- statements reflecting current investments in retirement and non-retirement accounts
- employment or other business agreements, and
- completed risk profile questionnaires or other forms we provide.

It is important that the client provide an adequate level of information and supporting documentation throughout the term of the engagement including but not limited to source of funds, income levels, among other information that may be necessary for the firm's services. The information and/or financial statements provided need to be accurate. Our firm may, but is not obligated to, verify the information that has been provided which will then be used in the advisory process.

### **Financial Planning**

A client's financial plan is as broad-based or narrowly focused as they desire. The incorporation of most or all listed below assessment areas allows not only a thorough analysis but also a refined focus of the client's plans so that the firm is able to assist them in reaching their goals and objectives. Each financial planning client will receive a customized written plan in printed or digital format at the end of the process tailored to their situation. Financial planning is generally considered to be an ongoing process and periodic reviews are suggested. It is the client's responsibility to monitor their financial plan and advise the firm if there is a change in their circumstances.

#### *Cash Flow Analysis and Debt Management*

A review of income and expenses may be conducted to determine the client's current surplus or deficit. Based upon the results, the firm might recommend prioritizing how any surplus should be used, or how to reduce expenses if they exceed income. In addition, advice on the prioritization of which debts to repay may be provided, based upon such factors as the debt's interest rate and any income tax ramifications. Recommendations may also be made regarding the appropriate level of cash reserves for emergencies and other financial goals. These recommendations are based upon a review of cash accounts (such as money market funds) for such reserves and may include strategies to save desired reserve amounts.

#### *Risk Management*

A risk management review includes an analysis of exposures to major risks that could have a significant adverse impact on the client's financial picture, such as premature death, disability, 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"). Stinnett Wealth Planning, LLC is not an insurance agency, nor does the firm have licensed insurance agents on staff, but we will assist clients in finding a licensed agent if they are interested in acquiring an insurance contract. The firm is not compensated for such introductions.

#### *Employee Benefits*

A review is conducted, and analysis is made as to whether the client, as an employee, is taking maximum advantage of their employer's benefits. Advice will also be offered on the client's employer-sponsored retirement plan, deferred compensation, stock options, along with other benefits that may be available. The firm can assess the client's ability to rollover funds, within or outside of their employer-sponsored plan, and determine the advantages or disadvantages as it relates to individual client goals.

#### *Education Planning*

Advice may include projecting the amount that will be needed to achieve post-secondary education funding goals, along with savings strategies and the "pros-and-cons" of various college savings vehicles that are available. The firm is also available to review a client's financial picture as it relates to eligibility for financial aid or the best way to contribute to other family members.

### Personal Retirement Planning

Retirement planning services typically include projections on the likelihood of achieving a financial goal(s), with financial independence usually the primary objective. For situations where projections show less than the desired results, a recommendation may include showing the impact on those projections by making changes in certain variables (i.e., working longer, saving more, spending less, taking more risk with investments). If a client is 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 retirement years.

### Social Security Strategies

A review of client's Social Security statements will be conducted, and an analysis completed, to optimize Social Security income as it relates to the client's goals. The client will be briefed regarding various Social Security income options available, and a subsequent recommendation will be made in accordance with their financial plan.

### Tax Planning Strategies

Advice may include ways to minimize current and future income taxes as a part of the overall financial planning picture. For example, recommendations may be offered as to 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 a person's situation. Our firm does not provide tax preparation or accounting services, and it is recommended that clients consult with their accountant or tax attorney. Contact information for an accountant or a tax attorney is available if a client does not have one on retainer. The firm does not receive compensation for such referrals.

### Estate Planning and Charitable Giving

The review typically includes an analysis of a client's exposure to estate taxes and their current estate plan, which may include whether they have a will, powers of attorney, trusts, and other related documents. An assessment can be made to determine ways to minimize or avoid estate taxes by implementing appropriate estate planning and charitable giving strategies. Stinnett Wealth Planning, LLC is not a law firm, and clients are encouraged to consult with an experienced attorney when they initiate, update, or complete estate planning activities. The firm may provide contact information for attorneys who specialize in estate planning (we are not compensated for these introductions).

### Investment Consultation

The investment consultation component of Stinnett Wealth Planning, LLC's financial planning engagements involve providing information about the types of investment vehicles, general investment analysis and strategy(ies), portfolio design, as well as limited assistance if a client investment account is maintained at another broker/dealer or custodian ("held-away" account). The firm's portfolio strategies and types of investments that may be recommended are further discussed in Item 8 of this brochure. Note that we do not trade within clients' accounts. Clients may place reasonable restrictions on the types of securities they would prefer in their portfolio. For example, a client may want to exclude certain securities (e.g., no foreign stocks, no local revenue bonds, etc.).

### Divorce Planning

Separation or divorce can have a major impact on a client's goals and plans. The firm will work with the client to help them gain an understanding of their unique situation and provide them with a realistic financial picture so that they are in a better situation to communicate with legal counsel, a mediator or soon to be ex-spouse. We can assist in the completion of cash flow and net worth projections, budgetary analysis, as well as help them to understand the financial consequences of a settlement.

### Business Consultation

Stinnett Wealth Planning, LLC is available to assist small businesses in a variety of ways including employee retention and retirement strategies, coordination with financial institutions, corporate attorney, or an accounting firm. We do not serve as a retirement plan fiduciary, plan adviser or plan investment manager as defined in § 3(21) of the Employee Retirement Income Security Act of 1974 (ERISA) or as an ERISA § 3(38), nor do we serve as ERISA § 3(16) plan third-party administrator (TPA).

### **Retirement Plan Advice and Rollovers**

As a registered investment adviser, Stinnett Wealth Planning, LLC is a fiduciary to every client, thus we are obligated to always act in our clients' best interest. In addition to our fiduciary status as an investment advisory firm, when the firm provides advice to retirement investors, such as advice about an employer-sponsored retirement plan, individual retirement account (IRA) or other qualified retirement plan, we may also be considered by the US Department of Labor and the Internal Revenue Service to be acting as a fiduciary under Title I of ERISA and the Internal Revenue Code. These fiduciary obligations include requirements that we disclose our services and fees, conflicts of interest, and the reasons our recommendations are in the client's best interests.<sup>1</sup> After an analysis of the client's situation and their retirement plan documents, we will consider relevant factors including but not limited to the following:

- alternatives to rolling the employer plan to an IRA, including leaving the money in an employer's retirement plan (if permitted); rolling the money to a new employer plan if available; or cashing out
- fees and expenses associated with both the employer's plan and the rollover IRA (or other alternatives such as noted above) and whether the employer currently pays for some or all of the plan's expenses
- different levels of services and investments available under the employer plan and the rollover IRA, and other alternatives
- whether the rollover is appropriate considering any additional costs and the resultant decrease in the client's return
- treatment of withdrawals under each alternative (e.g., penalties up to age 55 vs. 59½ years old)
- protection from creditors and legal judgments (unlimited vs. bankruptcy only; federal- and state-specific)
- required minimum distributions
- tax implications of rolling shares of employer stock, and
- impact of economically significant investment features such as surrender schedules and index annuity cap and participation rates (such as in an employer-sponsored § 403(b) plan account).

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<sup>1</sup> This Form ADV Part 2A firm brochure serves as our ERISA §408(b)(2) disclosure per US Department of Labor guidance.

The potentially affected client will be made aware of conflicts of interest including but not limited to whether our firm will profit from a recommendation through financial planning and/or investment management fees, and whether services we offer are already provided by or available through the client's current retirement plan, and potentially at no additional cost.

### **Outsourced Financial Planning Services**

Our firm provides financial planning services to other investment advisers (institutional clients) under a separate engagement agreement and negotiated fee schedule.

### **Item 5 - Fees and Compensation**

Forms of payment are based on the types of services being provided, term of service, etc., and will be stated in each engagement agreement. Our firm does not accept cash, money orders or similar forms of payment for its engagements. Fees are to be paid to Stinnett Wealth Planning, LLC by check or bank draft from US-based financial institutions. With the client's prior authorization, payment may also be made by credit or debit card through a qualified, unaffiliated PCI compliant<sup>2</sup> third-party processor. Payment requests for our fees will be preceded by an invoice. We do not withdraw our fee from an investment account held at a client's custodian of record. The firm's published fees are negotiable, and may be waived or discounted for an associate, their family members, and other special arrangements. The firm strives to offer fees that are fair and reasonable considering the experience of the firm and the services provided. Stinnett Wealth Planning, LLC is obligated under California statute to inform clients and prospective clients that similar services may be made available from other advisers and potentially at a lesser fee.

### ***Financial Planning Service Levels & Associated Fees***

Project-based planning engagements are assessed fixed fee as described below. The fee will take into consideration factors such as the complexity of the client's financial profile, the depth of services to be provided during the engagement, assets and number of accounts that comprise the overall portfolio, estimated time involved in the engagement, among others. Clients with extensive planning needs, such as ultra-high net worth clients with a host of listed and non-traditional assets, unique multi-generational estate issues, wide-ranging charitable matters, special needs households, etc., are typically engagements warranting the upper end of our fixed fee engagement. Note that the firm will not collect an advanced fee from a client of \$500 or more for a planning service that we have agreed to perform six months or more into the future.

#### **Basic Level Planning - \$2,500**

- creation of net worth statement
- asset allocation review and recommendations
- retirement cash flows projections to meet stated goals
- tax-efficient income withdrawal plan
- limited implementation; 1-2 month engagement, and
- fee is billed half up front, and half upon plan completion.

#### **Premium Level Planning - \$5,000**

- creation of net worth statement
- asset allocation review and recommendations
- retirement cash flows projections to meet stated goals

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<sup>2</sup> We do not retain debit/credit card data. For an explanation of the term "PCI," the PCI Security Standards Council, and comprehensive standards to enhance payment card data security, go to [https://www.pcisecuritystandards.org/security\\_standards/index.php](https://www.pcisecuritystandards.org/security_standards/index.php)



- estate plan review
- tax-efficient income withdrawal plan
- income tax return review and tax planning recommendations
- risk planning (i.e., insurance reviews/assessment)
- guidance on implementation; 2-3 month engagement, and
- fee is billed half up front, and half upon plan completion.

#### **Elite Level Planning - \$12,000**

- highly complex clients requiring an annual engagement
- comprehensive planning with monthly meetings (up to 12 per year)
- assistance with implementation,
- year-end tax planning and projections, and
- billed monthly in equal installments.

#### **Hourly Engagements - \$350/hour**

Hourly engagements typically involve a limited financial planning topic, such as guidance with an educational planning need. Our hourly engagements are assessed at the rate of \$350 per hour; billed in 10-minute increments, and a partial increment (e.g., three minutes) will be treated as a whole increment. Prior to entering into an hourly engagement agreement, the client will receive an estimate of the overall cost based on their requirements and the time involved. We do not require a deposit to initiate the hourly planning engagement, the entire fee is due upon advice delivery. However, an hourly engagement lasting more than one month is billed at the end of each month for time incurred. The financial planning invoice will be provided each time we assess our fee, and it will include the fee to be charged, the formula used to calculate our fee, the period covered by the fee and the fee calculation itself.

#### ***Termination of Services***

An agreement is considered entered into when all parties to the agreement have signed it. However, either party may terminate the agreement at any time by communicating the intent to terminate in writing. If a client did not receive our Form ADV Part 2 firm brochure at least 48 hours prior to entering into our firm's agreement, then that client will have the right to terminate the engagement by written notice without penalty within five business days after entering the contract. We will return any prepaid, unearned fees (if any) within 30 days of termination notice. If a client terminates a planning service after this five business-day rescission period, we will assess our hourly rate (minus any advance payment) for work completed up to the date of termination. We will provide a terminating invoice to the client that will contain the fee charged by our firm, the formula used to calculate our fee, the period covered by the fee, the fee calculation itself, and the amount of unearned fees (if any) being returned to the client.

#### ***Potential Additional Client Fees***

Any transactional or service fees (sometimes termed *brokerage fees*), IRA fees, qualified retirement plan fees, account termination fees, wire transfer fees, etc., will be borne by the account holder per their custodian of record's fee schedule. Advisory fees paid to our firm for its services are separate from any internal fees or charges a client may pay for mutual funds or exchange-traded funds (ETFs). Additional information about our fees in relationship to our "brokerage" and/or operational practices are referenced in Item 12 of this document.

## ***External Compensation***

Our firm does not charge or receive a commission or a mark-up on securities transactions, nor will the firm or an associate be paid a commission on the purchase of a securities holding that is recommended to a client. We do not receive SEC Rule 12b-1 fees (“trails”) from a mutual fund company that may be recommended to a client. Fees charged by such issuers are detailed in prospectuses or product descriptions and interested clients are encouraged to read these documents before investing. Our firm and its associates receive none of these described or similar fees or charges. Our clients retain the right to purchase recommended or similar investments through a service provider of their choice (i.e., brokers, agents, etc.).

Stinnett Wealth Planning, LLC is obligated to inform California residents that when an advisory firm provides both financial planning and portfolio management, a fee is often earned by that firm for both of those services. Our firm only assesses a financial planning fee; not an ongoing asset-management fee (nor do we provide ongoing supervision of an investment account). We will always disclose in advance how we are being compensated and if there is a conflict of interest involving any service being provided. It is also important to note that our clients are under no obligation to act on a recommendation from our firm, but if a client elects to do so they are under no obligation to complete them through a service provider we may suggest to them (e.g., accountant, attorney, etc.).

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

Our advisory fees will not be based on a share of capital gains or capital appreciation (growth) of any portion of managed funds, also known as performance-based fees. Our firm’s fees will also not be based on side-by-side management, which refers to a firm simultaneously managing accounts that do pay performance-based fees (such as a hedge fund) and those that do not.

## **Item 7 - Types of Clients**

Stinnett Wealth Planning, LLC offers its financial planning services to individuals, high net worth individuals, small businesses, and other investment advisers. We do not require minimum income, minimum asset levels or other similar preconditions for our services. The firm also serves as an outsourced financial planning consultant to other investment advisers.

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

### ***Methods of Analysis***

We utilize what we think is an appropriate blend of fundamental, technical, and cyclical analyses. For example, fundamental analysis may involve evaluating economic factors including interest rates, the current state of the economy, or the future growth of an industry sector. Technical and cyclical analysis may involve studying the historical patterns and trends of securities, markets, or economies to determine potential future behaviors, the estimation of price movement, and an evaluation of a transaction before entry into the market in terms of risk and profit potential. In addition to our own research, we may draw from sources that include:

- financial periodicals
- research reports from economists and other industry professionals
- company press releases and annual reports, and
- regulatory filings (i.e., prospectus, financial filings, etc.).

## ***Investment Strategies***

Our clients' assets are invested based on the individual needs and goals of each client, and in a tax-efficient manner. Through personal discussions and fact gathering with clients, we determine the client's investment risk tolerance, investment time horizon, and investment objectives. We then develop portfolios tailored for each client. Based on a client's asset allocation requirements, our firm will recommend a portfolio that more often consists of indexed mutual funds and ETFs, as well as cash or similar holdings when appropriate. The following information depicts the types of investment strategies we may employ:

### Cash Management

To preserve capital during periods of higher market risk, we may choose to use cash or cash equivalents, such as certificates of deposit (CDs),<sup>3</sup> US treasuries funds, money market funds, and even short or ultra-short duration corporate bond funds. The percentage of a portfolio's cash holdings may vary substantially based on what we believe is the prevailing risk in the market and the client's risk tolerance. For example, when market risk is considered high, all or a portion of a portfolio's equity exposure may be moved to more stable short-term fixed income instruments and cash equivalent alternatives to preserve capital.

### Modern Portfolio Theory

Modern Portfolio Theory centers around the idea of creating an efficient, or optimized, portfolio by combining various securities, asset classes, and investing styles with the goal of maximizing expected future return for each unit of expected risk. Long-term historical risk, return, and cross-asset correlation data and trends are utilized as a baseline for developing forward-looking risk and return expectations for individual investment categories or styles. These assumptions may then be adjusted to account for prevailing market or economic conditions, anticipated demographic shifts or changes in investor demand and fund flows, and shifts in perceived tail-risk probabilities to better account for current market environments. Modern Portfolio Theory influences the asset allocation approach, but it traditionally does not incorporate specific consideration for the downside risk of portfolio components and the portfolio as a whole. Greater attention is focused on the potential for "tail risk"<sup>4</sup> or "black swan" events<sup>5</sup> when constructing asset allocation portfolios. This is accomplished with scenario analysis and portfolio stress testing via a thorough and critical review of back-tested portfolio performance at various points in history, coupled with real-world observations and insights regarding any unique risk factors present in the contemporary market environment.

### Passive Management

Passive management involves investing in a portfolio intended to mirror the returns and risk characteristics of a broad-market index such as the S&P 500, NASDAQ 100, Russell 2000, etc. Various approaches are employed to achieve this result with varying levels of success. With passive strategies, the primary two factors for consideration are the strategies' success with replicating benchmark risk and return profiles, and

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<sup>3</sup> Stinnett Wealth Planning, LLC does not issue CDs or other similar instruments, and is not a financial institution, nor a member of the Federal Deposit Insurance Corporation (FDIC) or National Credit Union Association (NCUA), nor is required to be an FDIC or NCUA member. You may learn more about the FDIC or NCUA and how they serve financial institution depositors/members by going to their website at [www.fdic.gov](http://www.fdic.gov) or [www.ncua.gov](http://www.ncua.gov). Securities recommended through our advisory firm are not FDIC or NCUA/NCUSIF-insured.

<sup>4</sup> **Tail Risk** is a form of portfolio risk that arises when the possibility that an investment will move more than three standard deviations from the mean is greater than what is shown by a normal distribution.

<sup>5</sup> A **Black Swan** is an unpredictable event that is beyond what is normally expected of a situation and has potentially severe consequences. Black swan events are characterized by their extreme rarity, severe impact, and the widespread insistence they were obvious in hindsight.

the cost associated with employing the strategy. Clients more concerned with excessive fees than excess or risk-managed returns will generally prefer to invest through these types of strategies.

### ***Risk of Loss***

Our firm believes its strategies and investment recommendations are designed to produce the appropriate potential return for the given level of risk; however, there is no guarantee that a planning goal or investment objective will be achieved. Past performance is not necessarily indicative of future results. Investing in securities involves risk of loss that clients should be prepared to bear.

While the following list is not exhaustive, we provide examples of such risk in the following paragraphs, and we believe it is important that our clients review and consider each prior to investing. Note that some of the referenced risks are reflective of underlying holdings of mutual funds and ETFs.

### **Active Management**

We do not recommend active portfolio strategies; however, it is important to note that when a portfolio employs an active management strategy it may at times outperform or underperform various benchmarks. In an effort to meet or surpass those benchmarks, an active portfolio manager may require more frequent trading or "turnover." This can result in shorter holding periods, higher transactional costs and/or taxable events generally borne by the client, potentially reducing, or negating certain benefits of active asset management.

### **Catastrophic Risk**

Natural or man-made catastrophes can disrupt financial markets and impact securities prices. Examples include terrorist attacks, natural disasters, war, etc. Investment companies can use "exigent circumstances" or "force majeure" as a defense against claims of loss by investors.

### **Company Risk**

When investing in securities, such as stocks, there is always a certain level of company or industry-specific risk that is inherent in each company or issuer. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. This is also referred to as an *unsystematic risk* and can be reduced or mitigated through diversification.

### **Country/Regional Risk**

World events such as political upheaval, financial troubles, or natural disasters will adversely affect the value of securities issued in foreign countries or regions. This risk is especially high in emerging markets where securities may be substantially more volatile and less liquid than securities in more developed countries. Because an ETF may invest a large portion of its assets in securities located in any one country or region, including emerging markets, its performance may be hurt disproportionately by the poor performance of its investments in that area.

### **Currency Risk**

The risk of loss from fluctuating foreign exchange rates when a portfolio has exposure to foreign currency or in foreign currency traded investments is known as currency risk.

### **Cyclical Analysis**

Cyclical analysis (form of technical analysis) may experience risk due to an economic cycle that may not be as predictable as preferred; many fluctuations may occur between long term expansions and contractions.

The length of an economic cycle may be difficult to predict with accuracy and therefore the risk of cyclical analyses is the difficulty in predicting economic trends. Consequently, the changing value of securities is affected.

#### Emerging Markets Securities Risks

Investments in emerging markets securities are considered speculative and subject to heightened risks in addition to the general risks of investing in foreign securities. Unlike more established markets, emerging markets may have governments that are less stable, markets that are less liquid, and economies that are less developed. In addition, the securities markets of emerging market countries may consist of companies with smaller market capitalizations and may suffer periods of relative illiquidity; significant price volatility; restrictions on foreign investment; and possible restrictions on repatriation of investment income and capital. Furthermore, foreign investors may be required to register the proceeds of sales, and future economic or political crises could lead to price controls, forced mergers, expropriation or confiscatory taxation, seizure, nationalization, or creation of government monopolies.

#### Equity (Stock) Risk

Common stocks are susceptible to general stock market fluctuations and to volatile increases or decreases in value as market confidence in and perceptions of their issuers change. If an investor held common stock or common stock equivalents of any given issuer, they may be exposed to greater risk than if they held preferred stocks and debt obligations of the issuer.

Preferred stocks can be affected by interest rate and liquidity risks (described in adjacent paragraphs). Also note that their dividend payment is not guaranteed; some are subject to a call provision, meaning the issuer can redeem its preferred shares on demand, and usually when interest rates have fallen.

#### ETF Risks

ETF risks include risks due to their underlying securities (e.g., stocks, bonds, etc.), and can be affected by risks such as market, currency, credit, political, interest rate, etc., that are described in adjacent paragraphs. The liquidity of the underlying stocks in the index can affect "ETF liquidity." Liquidity risk can result from an insufficient number of "active participants" performing their duties as intermediaries and liquidity providers in the ETF market. "Spread risk" may also occur, which is the difference between the bid and the ask price of a security. Since ETF transactions are priced throughout the day and are traded on the exchanges like stocks, widening spreads may occur and have impact on certain portfolios or transactions. As with any security, if the ETF "fails," the investor may lose their gains and invested principal. ETFs can carry additional expenses based on their share of operating expenses and certain brokerage fees. Indexed ETFs have the potential to be affected by "active risk;" a deviation from its stated index. We do not suggest the use of leveraged and/or inverse ETFs due to their inherent heightened risk.

#### Failure to Implement

Our planning clients are free to accept or reject any recommendation that we make. While no advisory firm can guarantee future performance, no plan can succeed if it is not implemented. Clients who choose not to take the steps recommended in their plan may face an increased risk that their stated goals and objectives will not be achieved.

### Financial Risk

Excessive borrowing to finance a business operation increases profitability risk because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

### Fixed Income Risks

Various forms of fixed income instruments, such as bonds, money market or bond funds/ETFs may be affected by various forms of risk, including:

- Call Risk - During periods of falling interest rates, issuers of callable bonds may call (redeem) securities with higher coupons or interest rates before their maturity dates. The owner of the bond would then lose any potential price appreciation above the bond's call price and would be forced to reinvest the unanticipated proceeds at lower interest rates, resulting in a decline in the owner's income. Call risk is generally low for short-term bonds, moderate for intermediate-term bonds, high for long-term bonds, and high for high-yield bonds.
- Credit Risk - The potential risk that an issuer would be unable to pay scheduled interest or repay principal at maturity, sometimes referred to as "default risk." Credit risk may also occur when an issuer's ability to make payments of principal and interest when due is interrupted. Bondholders are creditors of an issuer and have priority over assets before equity holders (e.g., stockholders) when receiving a payout from liquidation or restructuring. When defaults occur due to bankruptcy, the type of bond held will determine seniority of payment.
- Interest Rate Risk - The risk that the value of the fixed income holding will decrease because of an increase in interest rates. The longer the maturity of the bond, the more sensitive its value is to changes in interest rates. Bond prices and interest rate changes are inversely correlated.
- Prepayment Risk - The prepayment risk is the premature return of principal on a fixed-income security. When principal is returned early on a security, future interest payments will not be paid on that part of the principal. The owner of the security would lose any price appreciation above the principal and be forced to reinvest the unanticipated proceeds possibly at lower interest rates, resulting in a decline of dividends, income, and returns. The risk of prepayment is most prevalent in fixed-income securities such as callable bonds and mortgage-backed securities.
- Reinvestment Risk - With declining interest rates, investors may have to reinvest interest income or principal at a lower rate.
- State Government and Municipal Securities Risk - State government and municipal securities are subject to various risks based on factors such as economic and regulatory developments, changes or proposed changes in the federal and state tax structure, deregulation, court rulings and other factors. Repayment of state and municipal securities depends on the ability of the issuer or project backing such securities to generate taxes or revenues. There is also a risk that the interest on an otherwise tax-exempt municipal security may be subject to federal income tax. Unfavorable developments in any economic sector may have far-reaching ramifications on the overall state and municipal market.
- US Government Securities Risk - US government securities are subject to varying interest rates and inflation risks. Not all US government securities are backed by the full faith and credit of the US government. Certain securities issued by agencies and instrumentalities of the US government are

only insured or guaranteed by the issuing agency or instrumentality, which must rely on its own resources to repay the debt. As a result, there is a risk these entities will default on a financial obligation.

### Foreign Securities Risk

Investments in securities of foreign companies (including direct investments as well as investments through American Depositary Receipts – *aka.* ADRs) can be more volatile than investments in US-based companies. Diplomatic, political, or economic developments, including nationalization or appropriation, could affect investments in foreign companies. Foreign securities markets generally have less trading volume and less liquidity than US markets. In addition, the value of securities denominated in foreign currencies, and of dividends from these securities, can change significantly when foreign currencies strengthen or weaken relative to the US dollar. Financial statements of foreign issuers are governed by different accounting, auditing, and financial reporting standards than the financial statements of US issuers and may be less transparent and uniform than in the United States. Thus, there may be less information publicly available about foreign issuers than about most US issuers. Transaction costs generally are higher than those in the US and expenses for custodial arrangements of foreign securities may be somewhat greater than typical expenses for custodial arrangements of similar US securities. Some foreign governments levy withholding taxes against dividend and interest income. Although in some countries a portion of these taxes are recoverable, the non-recovered portion will reduce the income received from the securities comprising an account's portfolio. These risks may be heightened with respect to emerging market countries since political turmoil and rapid changes in economic conditions are more likely to occur in these countries.

### Fundamental Analysis

The challenge involving fundamental analyses is that information obtained may be incorrect; the analysis may not provide an accurate estimate of earnings, which may be the basis for a security's value. If a security's price adjusts rapidly to new information, a fundamental analysis may result in unfavorable performance.

### Inflation Risk

Also called *purchasing power risk*, is the chance that the cash flows from an investment will not be worth as much in the future because of changes in purchasing power due to inflation.

### Legal or Legislative Risk

Legislative changes or court rulings may adversely impact the value of individual investments, market sectors, or the overall market.

### Liquidity Risk

Liquidity risk is the inability to readily buy or sell an investment for a price close to the true underlying value of the asset due to a lack of buyers or sellers. While certain types of fixed income are generally liquid (e.g., bonds), there are risks which may occur such as when an issue trading in any given period does not readily support buys and sells at an efficient price. Conversely, when trading volume is high, there is also a risk of not being able to purchase a particular issue at the desired price.

### Macroeconomic Risk

Macroeconomic risk derives from the behavior of industries and governments and the relationships between them rather than from individual companies. It concerns fiscal and monetary policies, trade and

investment flows and political developments on a national and international scale. Business cycles, depressions, inflation, unemployment, interest rates, valuations, prices, and import/export volumes are all unpredictable and can lower or destroy investment portfolios. Central banks and governments often resort to inflationary policies and excessive fiat currency issuance through borrowing and printing. These macroeconomic maneuvers may possibly support or increase the nominal value of investment assets short term but lead to inflation and asset bubbles and later “crashes.”

### Market Risk

This is also called systematic risk. In cases where markets are under extreme duress, many securities lose their ability to provide diversification benefits.

### Money Market Funds

A money market fund is managed to maintain a stable net asset value (NAV) of \$1 per share, the value of the fund may fluctuate, and you could lose money (termed “breaking the buck”). Money market funds are a type of mutual fund investing in high-quality, short-term debt securities, pay dividends that generally reflect short-term interest rates and seek to maintain a stable NAV per share (typically \$1). An investment in a money market mutual fund is typically not insured or guaranteed by the Federal Deposit Insurance Corporation, National Credit Union Association, or any governmental agency.

### Mutual Funds

As with ETFs, the risk of owning a mutual fund is reflected in their underlying security(ies). Mutual funds are affected by risks such as market, interest rate, currency, credit, political, active risk, etc., as described in adjacent paragraphs. It is important to note that even “conservative” funds, such as a money market fund or fixed income fund, can and have lost their value below the principal amount invested. Mutual funds typically carry additional expenses based on their share of operating expenses and trading (brokerage) fees, which may result in the potential duplication of certain fees paid by the investor. Indexed mutual funds can also be adversely affected by “QDI ratios” that are described below. There are essentially nine main types of mutual fund shares classes, as well as sub-classes for some of these. Some mutual funds are sold through brokerage firms and assess a commission (“load) in addition to their underlying fees earlier noted, while others are offered through investment advisers, retirement plans and other institutions. “No load” funds are also available to the public through brokerage firms, and they usually incur trading (brokerage) fees. If a client chooses to purchase a mutual fund on their own through a broker/dealer, they should consider the trading fees, internal operating costs, as well as potential commissions they pay through that executing broker or dealer. Our advisory firm and its personnel are not associated with a broker/dealer and are not compensated by a “loaded” fund.

### Operational Risk

The potential for loss resulting from inadequate or failed internal processes, systems, actions of people, or external events. Many industries institute policies and procedures to respond and initiate alternative or supporting operations following a significant business disruption, while others do not. The level of operational risk and appropriate response are not uniform in definition, requirement, or measurement, including within the financial services sector.

### Passive Management

If a portfolio employs a passive, efficient markets approach (e.g., Modern Portfolio Theory), there is a risk of generating lower-than-expected returns due to its broad diversification when compared to a portfolio more narrowly focused.



### Political Risk

The risk of financial and market loss because of political decisions or disruptions in a particular country; also known as "geopolitical risk."

### Qualified Dividend Income Ratios

While ETFs and mutual funds are known for their potential tax-efficiency and higher "qualified dividend income" (QDI) percentages, there are asset classes within these investment vehicles or holding periods that do not benefit. Shorter holding periods, as well as commodities and currencies (possible underlying holding of an ETF or mutual fund), may be considered "non-qualified" under certain tax code provisions. We will consider a holding's QDI when tax-efficiency is an important aspect of the client's portfolio.

### Regulatory Risk

The risk of having the "license to operate" withdrawn or suspended by a regulator or having conditions or rule interpretations applied (retrospectively or prospectively) that adversely impact the economic value of a firm or an investment.

### Research Data

When research and analyses are based on commercially available software, rating services, general market and financial information, or due diligence reviews, a firm is relying on the accuracy and validity of the information or capabilities provided by selected vendors, rating services, market data, and the issuers themselves. While our firm makes every effort to determine the accuracy of the information received, we cannot predict the outcome of events or actions taken or not taken, or the validity of all information researched or provided which may or may not affect the advice on or investment management of an account.

### Sequence of Return Risk

The risk of receiving lower or negative returns due to early withdrawals from an investment account.

### Settlement Risk

Also called *delivery risk*. The risk that one party will fail to deliver the terms of an investment contract with another party (contra-party) at the time of settlement. Settlement risk can be a risk associated with default, along with any timing differences in a settlement between the two parties.

### Small- and Mid-Capitalization Company Risk

The small- and mid-capitalization companies in which an account may invest may be more vulnerable to adverse business or economic events than larger, more established companies. Investments in these small- and mid-sized companies may pose additional risks, including liquidity risk, because these companies tend to have limited product lines, markets, and financial resources, and may depend upon a relatively small management group. Small- and mid-cap stocks, therefore, may be more volatile than those of larger companies. These securities may be traded over the counter or listed "off-exchange."

### Sociopolitical Risk

The risk of instability in a region due to war, terrorism, pandemics, etc., might affect investment markets.

### Technical Analysis

The risk of investing based on technical analysis is that it may not consistently predict a future price movement and the current price of a security may reflect all known information. Further, a particular change in the market price of a security may follow a random pattern and may not be as predictable as desired. This may occur due to analyst bias or misinterpretation, a sector analysis error, late recognition of a trend, etc.

### **Item 9 - Disciplinary Information**

Neither the firm nor its management has been involved in any criminal or civil action in a domestic, foreign, or military jurisdiction, an administrative enforcement action, or self-regulatory organization proceeding that would reflect poorly upon our offering advisory business or its integrity.

### **Item 10 - Other Financial Industry Activities and Affiliations**

Stinnett Wealth Planning, LLC and its management are not registered nor have an application pending to register as a Financial Industry Regulatory Authority (FINRA) or National Futures Association (NFA) member firm or associated person of such a firm. The firm is not required to be registered with such entities, nor do they supervise our firm, its activities, or our associates. Neither the firm nor its management is or has a material relationship with any of the following types of entities:

- accounting firm or accountant
- another financial planning firm, sub-adviser, or third-party investment manager (nor do we refer, select, or utilize their services)
- bank, credit union or thrift institution, or their separately identifiable department or division
- insurance company or insurance agency
- lawyer or law firm
- pension consultants external to our firm
- real estate broker, dealer, or adviser
- sponsor or syndicator of limited partnerships
- trust company, and
- issuer of a security, to include investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund).

Roger S. Stinnett II is a Certified Public Accountant (CPA) but does not serve in an accountant or tax preparer role, nor does he provide bill payment, payroll, or trustee services (i.e., he does not have signatory authority on a client account).

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

Stinnett Wealth Planning, LLC is a fiduciary. We will act in the utmost good faith, performing in a manner believed to be in the best interest of its clients. Our firm believes that business methodologies, ethics rules, and adopted policies are designed to eliminate or at least minimize material conflicts of interest and to appropriately manage any material conflicts of interest that may remain. There is no set of rules that can possibly anticipate or relieve all material conflicts of interest. The firm will disclose to its advisory clients any material conflict of interest relating to the firm, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

### ***Code of Ethics***

We have adopted a Code of Ethics that establishes policies for ethical conduct for our personnel. Our firm accepts the obligation not only to comply with all applicable laws and regulations but also to act in an ethical and professionally responsible manner in all professional services and activities. Firm policies include prohibitions against insider trading, circulation of industry rumors, and certain political contributions, among others. We periodically review and amend our Code of Ethics to ensure that they remain current, and we require firm personnel to annually attest to their understanding of and adherence to the firm's Code of Ethics. A copy of the firm's Code of Ethics is made available to any client or prospective client upon request.

### **AICPA CPA/PFS Code of Professional Conduct**

Firm associates that are Certified Public Accountants (CPA) and Personal Financial Specialists (PFS) adhere to the American Institute of Certified Public Accountants' (AICPA) *Code of Professional Conduct* which you may find at [www.aicpa.org](http://www.aicpa.org).

### **CFP® Principles**

Firm associates that are CERTIFIED FINANCIAL PLANNER™ Practitioners also adhere to the Certified Financial Planner Board of Standards, Inc.'s Code of Ethics & Professional Responsibility which you may find at [www.cfp.net](http://www.cfp.net).

### ***Privacy Policy Statement***

We respect the privacy of all clients and prospective clients (collectively termed "customers" per federal guidelines), both past and present. It is recognized that clients have entrusted our firm with non-public personal information, and it is important that both access persons and customers are aware of our firm policy concerning what may be done with that information.

The firm collects personal information about customers from the following sources:

- information provided to us to complete their financial plan
- information provided via engagement agreements and other documents completed in connection with initiating the engagement
- information customers provide verbally, and
- information received from service providers, such as custodians, about client transactions.

We may disclose non-public personal information about a client to unaffiliated third parties in certain circumstances. For example, for us to provide financial planning services, we may disclose personal information in limited circumstances to various service providers, such as an accountant or attorney. Otherwise, we do not disclose non-public personal information about our clients to anyone, except in the following circumstances:

- when required to provide services our clients have requested
- when our clients have specifically authorized us to do so in writing
- when required during a firm assessment (i.e., independent audit), and
- when permitted or required by law (i.e., periodic regulatory examination).

If it is necessary to share client non-public personal information with an unaffiliated third party, we will inform affected clients and ask permission granted via a signed statement. Unless this “opt-in” statement is signed, we will not share client non-public information with an unaffiliated third party.

To ensure security and confidentiality, we maintain physical, electronic, and procedural safeguards to protect the privacy of client information. Within our firm, we restrict access to client information to staff that need to know that information.

All personnel and our service providers understand that everything handled in our office is confidential and they are instructed to not discuss a client’s information or situation with someone else unless they are specifically authorized in writing by the client to do so. This includes, for example, providing information to a family member.

### ***Firm Recommendations and Conflicts of Interest***

Neither the firm nor its associates are authorized to recommend to a client, or effect a transaction for a client, involving any security in which the firm or a “related person” (associates, their immediate family members, etc.) has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Stinnett Wealth Planning, LLC and its associates are prohibited from borrowing from or lending to a client unless the client is an approved financial lending institution (e.g., bank, broker/dealer, etc.).

The firm does not trade for its own account (principal trading); however, firm-related persons may buy or sell securities in their personal account that are the same as, similar to, or different from, those recommended to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time will the firm or its related person(s) receive preferential treatment over a client. The firm mitigates this conflict by ensuring that there are policies and procedures in place to ensure that the firm or a related person does not receive preferential treatment over a client. In order to reduce or eliminate certain conflicts of interest involving personal trading (e.g., trading ahead of client recommendations or trades, “cherry picking,” trading on insider information, etc.), firm policy requires that we restrict or prohibit certain related parties’ transactions. Any exceptions must be approved in writing by our Chief Compliance Officer, and personal trading accounts are reviewed on a quarterly or more frequent basis. Please refer to Item 6 of accompanying Form ADV Part 2B brochure supplements for further details.

### **Item 12 - Brokerage Practices**

We urge our clients to have their accounts maintained at a qualified custodian (generally a broker/dealer, futures commission merchant, national bank, or trust company) that is frequently reviewed for its capabilities to serve in that capacity by their respective industry regulatory authority. Stinnett Wealth Planning, LLC is not a custodian or broker/dealer, there is not an affiliate that is a custodian or broker/dealer, nor does a custodian or broker/dealer supervise our firm, its associates, or our activities. Our firm does not provide referrals to or receive referrals from a broker/dealer or custodian, nor would client referrals ever be a factor in our firm’s recommendation of a broker/dealer or custodian.

Our advisory firm prohibits the receipt of cash or “non-cash” compensation, and we will not “pay up” to receive services from a provider, such as a custodian or broker/dealer. All compensation paid to our advisory firm is paid directly by our clients as noted in Item 5.

In light of the nature of our firm's advisory services, it is believed "best execution" review obligations with regard to client transactions are not required under current industry guidelines.

Due to the nature of our services, we cannot require or engage in directed brokerage involving client accounts. Clients are free to use any service provider (e.g., broker/dealer) to execute their transactions and they are responsible for negotiating any terms or arrangements for their account. Our firm will not be obligated to conduct due diligence of the client's selected service provider, seek better execution services or prices from any provider, or aggregate client transactions for trade execution. Since client transactions are completed at a service provider of the client's choice, they may potentially pay more for transactions or experience wider price spreads.

We are not engaged for ongoing portfolio management, nor do we serve an account on a discretionary basis. We are therefore unable to aggregate ("batch") trades on behalf of client accounts. Since transactions may be completed independently at a service provider of the client's choice, they may potentially pay more for their transactions or experience wider price spreads than those accounts where trades have been aggregated.

### **Item 13 - Review of Accounts**

#### ***Scheduled Reviews***

We encourage periodic reviews of our clients' plans, and we recommend that they occur at least once a year. Reviews will be conducted by Roger S. Stinnett II (Managing Member and Chief Compliance Officer) and typically involve analysis and possible revision of the previous financial plan or investment allocation. Copies of revised written plans generated from these review sessions are provided in printed or digital format upon client request.

We do not manage or supervise clients' investment accounts; subsequently, there should not be an expectation from a client that our firm is regularly reviewing/supervising their investment portfolio(s).

#### ***Interim Reviews***

Clients should contact our firm to schedule an interim review of their financial plan when they anticipate or have experienced changes in their financial situation, such as changes in employment or marital status, receiving an inheritance, the birth of a new child, etc.

As a reminder, Stinnett Wealth Planning, LLC is not engaged to provide ongoing supervision of an investment portfolio. If there are events that impact a specific holding, a client's view of an investment's merits, or news related to the macroeconomic climate affecting a sector or holding within that sector, each client is encouraged to meet with our firm to conduct a review and perhaps suggest the addition or elimination of a holding. Account cash levels above or below what may be deemed appropriate for the investment environment, given the client's stated tolerance for risk and investment objectives, may also warrant the client asking us to conduct a review. However, there should never be an expectation from a client that our firm is regularly reviewing their specific portfolio and automatically making adjustments.

Interim reviews are conducted by Mr. Stinnett at the rate agreed upon as noted in the client's engagement agreement. A copy of a revised financial plan or asset allocation report in printed or digital format will be provided.

## ***Client Reports***

We do not create investment performance reports. Clients are reminded to carefully review and compare account statements provided to them by their custodian of record with any report they have received from any source containing investment performance information.

## **Item 14 - Client Referrals and Other Compensation**

If we receive or offer an introduction to a client, we do not pay or earn a referral fee, nor are there established *quid pro quo* arrangements. Each client retains the right to accept or deny such referral or subsequent services.

## **Item 15 - Custody**

Client assets will be maintained by an unaffiliated, qualified custodian. Assets are not held by our firm or any associate of our firm. In keeping with this policy involving our client funds or securities, our firm:

- restricts the firm or an associate from serving as trustee or having general power of attorney over a client account
- does not accept or forward client securities (e.g., stock or bond certificates) delivered to our firm
- prohibits an associate from having a client's bank or investment account user identification, password, or other similar log-in information
- does not retain client credit card or debit card data
- prohibits the use of standing letters of authorization or similar document involving a client account
- will never create an account statement for a client, nor serve as the sole recipient of a client account statement
- will not collect advance fees of \$500 or more for services that are to be performed six months or more into the future, and
- prohibits associates from having authority to withdraw securities or cash assets from a client account.

Account custodians provide client's investment account transaction confirmations and account statements, which include debits and credits for each period. Statements should be provided on at least a quarterly basis or as transactions occur within the account.

We want to remind our clients that if they receive a report from any source that includes investment performance information, they are urged to carefully review and compare the report with their account statements that they have received directly from their custodian of record.

## **Item 16 - Investment Discretion**

Our clients must execute trades in their investment accounts on a self-directed basis. We do not have trading authority within a client account.

## **Item 17 - Voting Client Securities**

Clients periodically receive proxies or other similar solicitations sent directly from the custodian of record or transfer agent. If our firm receives a duplicate copy, we do not forward these or any similar correspondence relating to the voting of clients' securities, class action litigation, or other corporate actions.

Our firm does not vote proxies on behalf of its clients. We do not offer guidance on how to vote proxies, nor will we offer guidance involving any claim or potential claim in any bankruptcy proceeding, class action securities litigation, or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise, or monitor class action or other litigation involving client assets. We will answer limited questions during a scheduled meeting with respect to what a proxy voting request or other corporate matter may be and how to reach the issuer or the issuer's legal representative.

Each account holder of record maintains responsibility for directing the manner in which proxies solicited by issuers of securities that are beneficially owned by them shall be voted, as well as making all other elections relative to mergers, acquisitions, tender offers or other legal matters or events pertaining to holdings. Clients should consider contacting the issuer or their legal counsel involving specific questions they may have with respect to a particular proxy solicitation or corporate action.

### **Item 18 - Financial Information**

Our advisory firm will not take custody of client assets. We do not have the type of account authority to have such control.

Engagements with our firm do not require that we collect an advance fee from a client of \$500 or more for our advisory services that we have agreed to perform six months or more into the future.

Neither our firm nor its management serve as general partner for a partnership or trustee for a trust in which the firm's advisory clients are either partners of the partnership or beneficiaries of the trust.

Our firm and its management do not have a financial condition likely to impair our ability to meet commitments to clients, nor has the firm and our management been the subject of a bankruptcy petition or other material reportable financial event.

Due to the nature of our firm's advisory services and operational practices, an audited balance sheet for the firm is not required nor included in this brochure.

### **Item 19 - Requirements for State-Registered Advisers**

Principal Executives and Management Persons - Roger S. Stinnett II. Please see Item 4 of this brochure and the cover page (Item 1) of his accompanying Form ADV Part 2B brochure supplement.

Firm Management Other Business Activities - There are none.

Performance-Based Fees - Please see Item 6 of this firm brochure and Item 5 of the accompanying Form ADV Part 2B brochure supplement for Mr. Stinnett. Neither Stinnett Wealth Planning, LLC nor its management is compensated based on performance-based fees. It is perceived that performance-based compensation may create an incentive for an adviser to recommend an investment that may carry a higher degree of risk to a client, an activity contrary to the firm's business practices.

Material Disclosure Matters involving Firm Management - Please refer to Item 9 of this firm brochure and Items 3 and 7 of the accompanying Form ADV Part 2B brochure supplement for Mr. Stinnett. The firm's management has not been the subject of an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- (a) an investment or an investment-related business or activity
- (b) fraud, false statement(s), or omissions
- (c) theft, embezzlement, or other wrongful taking of property
- (d) bribery, forgery, counterfeiting, or extortion, or
- (e) dishonest, unfair, or unethical practices.

Firm management has not been the subject of an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity
- (b) fraud, false statement(s), or omissions
- (c) theft, embezzlement, or other wrongful taking of property
- (d) bribery, forgery, counterfeiting, or extortion, or
- (e) dishonest, unfair, or unethical practices.

Material Relationship with an Issuer of a Security - Please refer Item 10 of this firm brochure and Item 4 of the accompanying Form ADV Part 2B brochure supplement for Mr. Stinnett. Firm management does not have a disclosable relationship with the issuer of a security.



# Stinnett Wealth Planning, LLC

Registered Investment Adviser

CRD # 329922

Main Office

700 Catalina Ave  
Seal Beach, CA 90740

Mailing Address

PO Box 221  
Seal Beach, CA 90740

Tel: 213-280-1068

Web: [stinnettwealth.com](http://stinnettwealth.com)

LinkedIn: [stinnett-wealth-planning](https://www.linkedin.com/company/stinnett-wealth-planning)

LinkedIn: [roger-s-stinnett-cpa-pfs-cfp\(r\)-cima\(r\)-2809547](https://www.linkedin.com/company/roger-s-stinnett-cpa-pfs-cfp(r)-cima(r)-2809547)

Advice-OnlyNetwork: [rogerstinnett](https://www.adviceonlynetwork.com/rogerstinnett)

Email: [roger@stinnettwealth.com](mailto:roger@stinnettwealth.com)

## **Roger S. Stinnett II, CPA/PFS, CFP<sup>®</sup>, CIMA<sup>®</sup>**

Managing Member

Chief Compliance Officer

Investment Adviser Representative

CRD #4564202

### **Form ADV Part 2B Brochure Supplement**

March 16, 2025

**This brochure provides information about Roger S. Stinnett II that supplements the Stinnett Wealth Planning, LLC Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact Mr. Stinnett at 213-280-1068 if you did not receive the full firm brochure or if you have any questions about the contents of this supplement. Additional information about Roger S. Stinnett II is available on the Securities and Exchange Commission's (SEC) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) under CRD # 4564202.**

## **Item 2 - Educational Background and Business Experience**

Regulatory guidance requires the firm to disclose post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

### Principal Executive Officers and Management Persons

#### ***Managing Member/Chief Compliance Officer/Investment Adviser Representative***

#### **Roger Sanford Stinnett II**

Year of Birth: 1967      CRD Number: 4564202

### Educational Background and Business Experience

#### ***Educational Background***

Certified Public Accountant (CPA), California Board of Accountancy <sup>1</sup>  
Personal Financial Specialist (PFS), American Institute of Certified Public Accountants <sup>2</sup>  
CERTIFIED FINANCIAL PLANNER™ Practitioner, CFP®, Certified Financial Planner Board of Standards, Inc. <sup>3</sup>  
Certified Investment Management Analyst (CIMA®), Investment & Wealth Institute® <sup>4</sup>  
Uniform Investment Adviser Law Examination/NASAA Series 65 <sup>5</sup>  
Bachelor of Science in Business Administration (Accounting), University of Arizona; Tucson, AZ

#### ***Business Experience***

First Foundation Advisors (03/2025-Present)  
Irvine, CA  
Senior Vice President & Managing Director of Wealth Planning

Stinnett Wealth Planning, LLC (12/2023-Present)  
Seal Beach, CA  
Managing Member (12/2023-Present)  
Chief Compliance Officer/Investment Adviser Representative (03/2024-Present)

First Foundation Advisors (09/2018-03/2024)  
Irvine, CA  
Senior Managing Director & Co-Head of Wealth Planning

Westmount Asset Management, LLC (05/2016-09/2018)  
Los Angeles, CA  
Director of Financial Planning

First Foundation Advisors (04/2011-05/2016)  
Irvine, CA  
Managing Director of Wealth Planning

City National Bank (12/2005-04/2011)  
Beverly Hills, CA  
Manager of Tax & Financial Planning Group

## **Item 3 - Disciplinary Information**

Registered investment advisers are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign, or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules material to the evaluation of each officer or a supervised person providing investment advice. Roger S. Stinnett II has not been the subject of any such event.

#### **Item 4 - Other Business Activities**

Investment adviser representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Roger S. Stinnett II is also the Managing Director of Wealth Planning for First Foundation Advisors (“FFA”), a registered investment advisor, as well as an Investment Advisor Representative of FFA. FFA and Stinnett Wealth Planning, LLC are independent, separate businesses. The duties performed by Mr. Stinnett for FFA are independent of and not supervised by Stinnett Wealth Planning, LLC. The duties performed by Mr. Stinnett for Stinnett Wealth Planning, LLC are independent of and not supervised by FFA. Due to the full-time nature of this position with FFA, Mr. Stinnett will no longer be taking on clients within Stinnett Wealth Planning, LLC while employed by FFA. Furthermore, Mr. Stinnett is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading adviser. Mr. Stinnett receives a salary and bonus from FFA. Therefore, he does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service fees (“trails”) from the sale of mutual funds.

Mr. Stinnett is a Certified Public Accountant (CPA) but does not serve in an accountant or tax preparer role, nor does he provide bill payment, payroll, or trustee services (i.e., he does not have signatory authority on a client account).

#### **Item 5 - Additional Compensation**

Neither Stinnett Wealth Planning, LLC nor Roger S. Stinnett II is compensated for advisory services involving performance-based fees. In addition, firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

#### **Item 6 - Supervision**

Roger S. Stinnett II serves as the Stinnett Wealth Planning, LLC Chief Compliance Officer. Because supervising oneself poses a conflict of interest, the firm has adopted policies and procedures to mitigate this conflict. Mr. Stinnett adheres to these policies and our firm’s Code of Ethics. Questions relative to the firm, its services, or this Form ADV Part 2B brochure supplement may be made to the attention of Mr. Stinnett at 213-280-1068.

Additional information about the firm, other advisory firms, or an associated investment adviser representative is available on the internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for Stinnett Wealth Planning, LLC is 329922. The employment and disciplinary history, if any, of an investment advisory firm representative may be obtained by reviewing information available in their Form ADV Part 2B brochure supplement, as well as on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), or by

contacting the state securities commissioner where the client resides. If a representative is or has been associated as registered representative of a Financial Industry Regulatory Authority (FINRA) member broker/dealer, that representative's information may also be found at <https://brokercheck.finra.org/>. If a representative is or has been an associated person of a National Futures Association (NFA) member firm, that person's information may also be found at <https://www.nfa.futures.org/BasicNet>.

### **Item 7 - Requirements for State-Registered Advisers**

There have been neither awards, nor sanctions, nor other matters where Roger S. Stinnett II or Stinnett Wealth Planning, LLC has been found liable in arbitration, self-regulatory or administrative proceedings. Neither Mr. Stinnett nor our advisory firm has been the subject of a bankruptcy petition or other reportable financial matter.

### **Information about Professional Designations**

The passing of a designation/certification exam or holding a professional designation does not preclude the obligation for a person to be registered as an investment adviser representative in jurisdictions where required by statute.

<sup>1</sup> **Certified Public Accountant (CPA)** CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

<sup>2</sup> **Personal Financial Specialist (PFS)** The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 75 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct* and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

<sup>3</sup> **CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and several 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). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning,

Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances,

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.

<sup>4</sup>The **CERTIFIED INVESTMENT MANAGEMENT ANALYST<sup>SM</sup> (CIMA®)** certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. Prerequisites for the certification include three years of financial services experience and an acceptable regulatory history. To obtain the certification, candidates must pass a qualification examination, successfully complete a one-week classroom education program provided by a registered education provider at an AACSB accredited university business school and pass an online certification examination. Designees are required to adhere to a Code of Professional Responsibility, Standards of Practice, and Rules and Guidelines for Use of the Marks. Designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification.

<sup>5</sup>North American Securities Administrators Association (NASAA) examinations are "criterion based;" candidates who pass such an exam are considered to have met the minimum competency level. The completion of an industry examination does not constitute or imply a person is "approved" or "endorsed" by a state, federal or industry regulatory body.