

**ADVISOR DISCLOSURE BROCHURE**  
**ADV PART 2A**  
**ITEM 1: COVER PAGE**



**PLANPREP LLC**  
**A REGISTERED INVESTMENT ADVISER**  
**CRD # 139300**

**Burton F. Williamson, MBA, CFP®**  
Chief Compliance Officer  
CERTIFIED FINANCIAL PLANNER™ Professional  
Financial Strategist

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800-588-0190  
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**February 12, 2018**

This brochure provides information about the qualifications and business practices of PlanPrep, LLC. If you have any questions about the contents of this brochure, please contact us at [bw@planprep.com](mailto:bw@planprep.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about PlanPrep, LLC also is available on the Securities & Exchange Commission's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Note that this brochure has been filed, but has not been approved by the Securities & Exchange Commission or any state securities authority. Registration with the underlying authorities does not imply a certain level of skill or training.

## Item 2: Summary of Material Changes

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The following are material changes since the last annual update to the ADV Part 2A brochure was filed on March 31, 2017:

1. The corresponding item number has been added to the title of each section.
2. PlanPrep has added a toll-free number as the primary phone number. The 805 and 650 phone numbers remain in service.
3. The PlanPrep Empowerment Service is now available to financial planning and/or investment management clients.
4. PlanPrep currently manages over \$300,000 for one retail client on a non-discretionary basis. See Item 4 on page 4.
5. Fees are invoiced through PayPal or sent by email to the Advisor. Payment is accepted through PayPal, by check or credit card. See Item 5 on page 6.
6. There is a new refund policy for financial planning fees. See Item 5 on page 6.
7. Types of Clients has been updated to include other financial advisors. See Item 7 on page 8.
8. Burt Williamson has the potential to receive commissions for insurance sales. See Item 10 on page 11.
9. Burt has added a separate name and website for the insurance business. It is Life Insurance Ninja and the website is [www.lifeinsuranceninja.us](http://www.lifeinsuranceninja.us). See Item 10 on page ytufyuyut.
10. Burt Williamson's home address has changed to 4425 Corte Arbusto, Camarillo, CA 93012. This is also the location of all books and records. See Item 19 on page 21.
11. Additional Disclosures (found in the outsourcing agreement) and the Business Continuity Plan have been removed from the end of this document. They are provided in separate documents.

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## Item 4: Advisory Business

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PlanPrep opened for business on June 26, 2006. Burt Williamson, MBA, CFP® is PlanPrep's principal, and the Chief Planning Strategist and Chief Compliance Officer.

### **FINANCIAL PLANNING SERVICES**

PlanPrep creates tailored financial reports and strategies for each client's unique financial situation based on their life goals and resources. The Investment Advisor Professional acknowledges that it is his/her sole responsibility to disclose to Clients the relationship with PlanPrep as a third party provider of financial planning services.

Fees are due and payable in full at the time a request is made of PlanPrep. PlanPrep will devote adequate time to perform its duties. If the Investment Advisor Professional requires additional services not requested initially, PlanPrep will make a reasonable effort to fit those additional services into its time schedule without decreasing the effectiveness of performance of duties required or timely delivery. Additional services may be subject to additional fees and may require additional time. PlanPrep strives to make the contracted planning materials ready for client delivery within fifteen (15) business days from receipt, but there may be delays due to workload that may prolong this period. Receipt of requests for our services after 3 P.M. Pacific Time will be considered received the next business day. There are no refunds after the work has begun.

Analyses are performed using the client data you provide. PlanPrep uses eMoneyAdvisor and Microsoft Excel to run calculations. Techniques may include net worth analysis, cash reserve analysis, cash flow planning, education and retirement planning, business and estate planning, legacy and charitable planning, as well as disability, life and long-term care planning, income tax planning, investment planning, and more on request.

### **No Investments Managed on Behalf of Investment Advisor Professionals and Their Clients**

PlanPrep does not and will not participate in the management of any Investment Advisor Professional's client's accounts. The Investment Advisor Professional is solely responsible for investment management.

PlanPrep currently manages over \$300,000 for one direct retail client on a non-discretionary basis.

## Item 5: Fees and Compensation

Service	Fee	Description
<b>Plan Preparation</b>	<p><b>\$850+</b></p> <hr/> <p><b>or a Quote</b></p> <hr/> <p><b>or \$90 to \$180 per Hour</b></p>	<ul style="list-style-type: none"> <li>• Analysis and entry of data and assumptions</li> <li>• Written follow up to clarify data and strategies</li> <li>• Preparation of customized reports</li> <li>• Either a personalized summary with an objective action plan, a PowerPoint presentation, or a detail of the baseline assumptions</li> <li>• Communications by phone over 30 minutes per engagement may be billed at our highest hourly rate</li> </ul>
<b>Total Asset Values of \$3 million or more</b>	<b>Add \$150 to \$850 for every \$1,000,000</b>	<p>Round the value down to the nearest million.</p> <p><i>Example:</i> Additional fee for total assets of \$4.7 million is calculated as follows:</p> $\$850 + (2 \times \$150) = \$850 + \$300 = \$1,150$
<b>Coaching / Case Consultations / Planning</b>	<b>\$90 to \$180 per Hour</b>	We help Advisors analyze client situations virtually or coach them on delivering a plan, introducing planning to existing clients, or approaching prospects. This is done by phone and/or email.
<b>Business Planning</b>	<b>\$90 to \$180 per Hour</b>	This may be charged on top any plan preparation fees, but it will be included as part of a quoted fee.
<b>Customizable Fact Finders &amp; Forms</b>	<b>\$1,500</b>	Receive a zip file with all of our fact finders, forms, checklists, templates for an eMoney report and our executive summary, a sample meeting agenda, and more.
<b>Virtual Meetings and Phone Calls</b>	<b>\$180 per Hour</b>	PlanPrep can help you uncover more opportunities with your prospects, and present reports and recommendations virtually. Travel time is billed at half this rate plus all related expenses. A deposit is required for travel expenses.
<b>Onsite Meetings</b>	<b>\$1,500 per Day on Site plus Expenses</b>	PlanPrep can help you uncover more opportunities with your prospects, and present reports and recommendations in person. Travel time is billed at half this rate plus all related expenses. A deposit is required for travel expenses.
<b>Public Speaking</b>	<p><b>\$180 per Hour by Phone</b></p> <p><b>\$2,500 per Day on Site plus Expenses</b></p>	<p>Burt Williamson is available to present by phone or at conferences, regional meetings and events. Presentations are designed to:</p> <ul style="list-style-type: none"> <li>• Empower attendees to do more business with clients and prospects</li> <li>• Do business consistently and in less time using the right presentation techniques</li> <li>• Approach higher net worth individuals and business owners with confidence</li> <li>• Educate on topics such as portfolio analysis, restricted stock, insurance sales, estate planning, and more</li> </ul>

**Payments**

Fees are invoiced through PayPal or sent by email to the Advisor. Payment is accepted through PayPal, by check or credit card.

**Termination of Financial Planning Arrangement with PlanPrep**

An Investment Advisor Professional may notify us in writing that they no longer wish to engage our services. PlanPrep may, in its sole discretion, determine that our services are not the right fit for a particular Investment Advisor Professional.

**Refund Policy for Financial Planning Fees Charged in Advance**

The Advisor may receive a full refund for fees charged in advance prior to any work beginning. Once PlanPrep has started analyzing data and delivered any feedback to the Advisor, the Advisor would be entitled to a refund of 50% of the fee if the Advisor chooses to terminate the relationship. Once reports are delivered to the Advisor, no further refund is available.

To the extent that any retainer was received, the Advisor would be entitled to a refund for work that has not been completed. It is PlanPrep's responsibility to document the hours and work completed.

**File Retention**

PlanPrep maintains backup copies electronically of all documents generated for the Investment Advisor Professional for up to six (6) years after the completion of an engagement, or longer if required by law. Client data is not retained for more than a year after a project is completed.

**Reports Delivered** - Plans are provided within 15 business days from the day the payment is received. This time frame is targeted, but not guaranteed.

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

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Not Applicable

## Item 7: Types of Clients

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We provide financial advice to clients of Investment Advisor Professionals including individuals, couples, families, baby boomers, trusts held for clients and their family members, senior executives, business owners, and pension and retirement plans owned or needed for business owner clients.



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

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The Investment Advisor Professional gathers and furnishes all the necessary data of each Client before submission to PlanPrep. Analyses are performed with Clients' raw data, advisors' submitted notes and forms and fact finders using the following software: eMoneyAdvisor (and WealthVision) and Microsoft Excel. Strategies include net worth analysis, cash reserve analysis, cash flow planning, cash management, education and retirement planning, business and estate planning, legacy and charitable planning, as well as disability, life and long-term care planning, income tax planning, and investment planning. Reports may be presented in Microsoft PowerPoint as well.

The Investment Advisor Professional is responsible for providing accurate and complete data that is ready for planning before submission. Incomplete or inaccurate data is not the responsibility of PlanPrep. It is the Investment Advisor Professional's responsibility to devote adequate time to each case and respond to PlanPrep's requests and/or submissions in a timely manner. PlanPrep is not responsible for errors, omissions or misinterpretations between Investment Advisor Professionals and their Clients. Materials received subsequently may require the delivery clock to be reset and the Investment Advisor Professional may incur additional charges at the hourly rate.

The Investment Advisor Professional is solely responsible for all investment recommendations and custody arrangements for his or her respective clients.

## Item 9: Disciplinary Information

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Not Applicable

## Item 10: Other Financial Industry Activities and Affiliations

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Burt Williamson has the potential to receive commissions for insurance sales.

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

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## CODE OF ETHICS

We at PlanPrep adhere to the code of ethics of the Financial Planning Association (FPA) and CFP Board. This reflects our commitment to help the clients of Investment Advisor Professionals achieve their life goals. In accordance with the founding documents created by the FPA's first board of directors, including the Memo of Intent and Bylaws, all PlanPrep employees are committed to this code of ethics. PlanPrep's Code of Ethics is in recognition of our responsibilities to the public, our clients, colleagues and our employees.

**Integrity** - PlanPrep shall offer and provide professional services with integrity. PlanPrep is placed by Investment Advisor Professionals in a position of trust and confidence. The ultimate source of such public trust is our personal integrity. In deciding what is right and just, we should rely on our integrity as the appropriate touchstone. Integrity demands honesty and candor, which must not be subordinated to personal gain and advantage. Within the characteristic of integrity, allowance can be made for innocent error and legitimate difference of opinion, but integrity cannot co-exist with deceit or subordination of one's principles. Integrity requires everyone at PlanPrep to observe not only the letter but also the spirit of this Code.

**Objectivity** - PlanPrep staff shall be objective in providing professional services to Investment Advisor Professionals. Objectivity requires intellectual honesty and impartiality. It is an essential quality for any professional. Regardless of the particular service rendered or the capacity in which PlanPrep staff functions, PlanPrep staff should protect the integrity of their work, maintain objectivity, and avoid subordination of their judgment that would be in violation of this Code.

**Competence** - PlanPrep staff shall provide services to Investment Advisor Professionals competently and maintain the necessary knowledge and skill to continue to do so in those areas in which we are engaged. One is competent only when he or she has attained and maintained an adequate level of knowledge and skill, and applies that knowledge effectively.

Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation or referral to another professional is appropriate. In addition to assimilating the common body of knowledge required and acquiring the necessary experience, PlanPrep staff shall make a continuing commitment to learning and professional improvement.

**Fairness** - PlanPrep staff shall perform professional services in a manner that is fair and reasonable to Investment Advisor Professionals in providing such services. Fairness requires impartiality, intellectual honesty, and disclosure of conflicts of interest. It involves a subordination of one's own feelings, prejudices, and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that we would want to be treated and is an essential trait of our professional.

**Confidentiality and Privacy** - PlanPrep staff shall not disclose any of an Investment Advisor Professionals' or your client's confidential information without the specific written consent from you and/or your client unless in response to proper legal process, to defend against charges of wrongdoing by PlanPrep staff or in connection with a civil dispute between PlanPrep and you and/or your client. You create a relationship of personal trust and confidence with PlanPrep by engaging our services. This type of relationship can only be built upon the understanding that information supplied to PlanPrep and other information we may gather is strictly confidential. In order for us to provide the services effectively and to protect you and/or your client's privacy, PlanPrep staff shall safeguard the confidentiality of such information.

**Professionalism** - The conduct of PlanPrep's staff shall reflect credit upon the profession in all matters. Because of the importance of the professional services rendered by PlanPrep, there are attendant responsibilities to behave with dignity and courtesy to all those who use those services, fellow Investment Advisor Professionals, and those in related professions. PlanPrep also has an obligation to maintain the financial planning profession's public image and to work jointly with your other professional advisors to improve the quality of the services you receive. It is only through the combined efforts of all professionals in cooperation with other professionals that this vision can be realized.

**Diligence** - PlanPrep staff shall act diligently in providing professional services. Diligence is the provision of services in a reasonably prompt and thorough manner. Diligence also includes proper planning for and supervision of the rendering of professional services.

#### **PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS**

Not Applicable

#### **PERSONAL TRADING**

Not Applicable

## Item 12: Brokerage Practices

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Not Applicable.

## Item 13: Review of Accounts

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Not Applicable.

## Item 14: Client Referrals and Other Compensation

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The greatest compliment we can receive is a referral from a satisfied advisor. Satisfied Investment Advisor Professionals are PlanPrep's best form of advertising.



## Item 15: Custody

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Not Applicable

## Item 16: Investment Discretion

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Not Applicable

## Item 17: Voting Client Securities

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Not Applicable

## Item 18: Financial Information

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Not Applicable

## Item 19: Requirements for State-Registered Advisers

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### **Principal Executive Officer**

Burton F. Williamson, MBA, CFP®

Residence: 4425 Corte Arbusto, Camarillo, CA 93012

800-588-0190 Toll Free

805-910-9657 Office

650-730-6175 Cell

Burt Williamson, MBA, CFP® is PlanPrep's principal, and the Chief Planning Strategist and Chief Compliance Officer. Burt was born in 1960. He received a BA in economics from Columbia University and an MBA in marketing from the University of Connecticut. He prepared for the CERTIFIED FINANCIAL PLANNER™ pre-certification through the College for Financial Planning. Burt is trusted nationwide to provide excellent financial advice with solid recommendations for each client's unique financial situation. He has been involved in helping thousands of individuals and business owners with their financial matters since 1995.

Burt began his financial planning career with American Express® Financial Advisors. He became a member of the Advance Advisor Group and won awards for his exceptional financial planning skills. He gained invaluable experience at Hartford Life in advanced estate and business planning. Prior to launching PlanPrep, Burt served as the Senior Planning Specialist for LPL Financial, where he worked with advisors across the country to help them address their clients' financial planning matters - from the simple to complex.

### **Other Business Activities**

Burt is licensed to provide life, health and variable insurance products in California only. His California insurance license is #0D33315.