



Customer Relationship Summary (Form CRS) – March 2024

CRD #: 129415

Introduction

Financial Life Planners, LLC (“Financial Life Planners”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences and carefully consider which account type and the services that are right for you. The SEC offers free and simple tools to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers and investing.

Relationships and Services

What investment services and advice can you provide me?

Financial Life Planners is an independent investment management firm that provides investment advice, portfolio management services and financial planning services. Financial Life Planners provides investment advice and portfolio management services on a continuing basis. Assets are managed on a discretionary basis. Discretionary authority allows securities to be bought and sold without asking in advance and without material limitations whereas non-discretionary authority would require permission prior to each transaction. Financial Life Planners receives compensation by charging a quarterly on-going asset management fee disclosed in our ADV Part 2A.

Financial Life Planners also provides financial planning services to clients, which may include goal-based planning, cash-flow management, and general advice regarding mortgages, insurance, estate planning, tax planning, etc. Financial planning services are typically offered to investment management clients at no additional charge and Financial Life Planners may occasionally, at its discretion, provide stand-alone financial planning services to individuals who do not retain our investment management services.

We seek to meet with clients at least once per year to stay informed regarding their personal situation and to determine whether the established Investment Policy remains appropriate. All portfolios are rebalanced at least once per year. Upon client request we may periodically review client accounts in relation to new information presented by the client or to provide information requested by the client.

For more detailed information on our relationships and services, please see Item 4 – Advisory Services and Item 7 – Types of Clients of our Form ADV Part 2A.

<https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

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

Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

You will be charged an ongoing management fee based on a percentage of the value of the investments in your account. Our fees are calculated by taking the market value of your portfolio or account holdings on the final trading day of each quarter and, using the rate schedule listed in our ADV Part 2A, and dividing by four to arrive at a quarterly fee amount. Investment management fees for accounts at Fidelity are billed in arrears. Investment management fees for accounts at TD Ameritrade are billed in advance. These fees will reduce the value of your account. The custodian that holds your assets may charge a transaction fee to buy or sell an alternative investment, and there are other custodial and administrative fees. These fees are in addition to our firm's fees.

Financial Life Planners may occasionally, at its discretion, provide stand-alone financial planning services to individuals who do not retain our investment management services. These financial planning services will be charged a fee for service at an hourly rate of \$250 or a one-time fee that ranges between \$1,000 and \$2,500. Fees for financial planning are billed in arrears.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. The only compensation received from advisory services is the fees charged for providing investment advisory services as described above. Financial Life Planners receives no other forms of compensation in connection with providing investment advice.

For additional information about our fees and costs, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available at <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

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

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

Ask your financial professional: How might your conflicts of interest affect me, and how will you address them?

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

We are only compensated for funds that we manage. This means there is an incentive for our advisors to get more funds under our management.

Financial Life Planners is an insurance agency and uses the DBA FLP Insurance Services. Several of our advisors are also licensed insurance agents and this means they could receive compensation for insurance products that are purchased through them.

For additional information, please our Form ADV Part 2A available at <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

How do your financial professionals make money?

Our advisors are compensated based on a base salary plus a percentage of the revenue our firm earns from their advisory services and the amount of client assets they service.

Disciplinary History

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

No, we do not have any legal or disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Ask your financial professional: As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

You can find additional information about our investment advisory services by visiting <https://www.sec.gov/check-your-investment-professional> and searching with our CRD number (129415) or by contacting us at 480-477-8530.

Ask your financial professional: Who is my primary contact person? Is he or she a representative of an advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?