



# PLANNED SOLUTIONS

A Registered Investment Advisory Firm

## Part 2A of Form ADV Part 2A Firm Brochure: 02/27/2020

### Brochure Information:

This brochure provides information about the qualifications and business practices of Planned Solutions, Inc. If you have any questions about the contents of this brochure, please contact us at 916-361-0100 or [katie@plannedsolutions.com](mailto:katie@plannedsolutions.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.

Planned Solutions, Inc. is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Planned Solutions, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 105052.

## Item 2 Material Changes

Consistent with industry rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year (December 31). Furthermore, we will provide you with other interim disclosures about material changes as necessary.

We have had no material changes since the last update dated March 7, 2019.

Copies of our Brochure may be requested by contacting our office at (916) 361-0100 or emailing [katie@plannedsolutions.com](mailto:katie@plannedsolutions.com). Our Brochure will also be available on our website at [www.plannedsolutions.com](http://www.plannedsolutions.com).

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## Item 4 Advisory Business

Planned Solutions Financial and Insurance Services, Inc. (DBA "Planned Solutions, Inc.") is a SEC-registered investment adviser with its principal place of business located in California. Planned Solutions, Inc. began conducting business as a registered investment adviser in 1988.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of this company):

Chase Armer, CFP®, CFA®, EA

Planned Solutions, Inc. ("PSI") offers the following advisory services to our clients:

### **MODEL PORTFOLIO MANAGEMENT - Discretionary Asset Management**

Our firm provides portfolio management services to clients, primarily using model asset allocation portfolios. Each model portfolio is designed to meet a particular investment goal.

We ask clients to provide detailed financial information and other pertinent data in order to help us work with them in determining their risk tolerance, time horizons, liquidity needs, investment goals, tax situation, financial status and other relevant investment guidelines. Through these personal discussions, in which the client's goals and objectives are established, we will determine which model portfolio or portfolios are suitable to the Client's circumstances. Once an appropriate portfolio has been determined, the portfolio is continuously managed based on the portfolio's goal, rather than on each client's individual needs. As a discretionary account, we will direct the investments and reinvestment of the assets in the client's account. Clients, nevertheless, will have the opportunity to place reasonable restrictions on the types of investments to be held in their account and the account supervision will be guided by the stated objectives of the client. In some cases the client's account allocation is customized due to unique goals and/or restrictions. These accounts are reviewed by the advisor not less than annually. The client retains individual ownership of all securities.

Our investment recommendations are not limited to any specific product or service offered by a broker dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Exchange Traded Funds (ETFs)
- Foreign issuers
- Warrants
- Corporate debt securities (other than commercial paper)
- Commercial paper
- Certificates of deposit
- Municipal securities
- Variable life insurance

- Variable annuities
- Mutual fund shares
- Master Limited Partnerships (MLPs)
- Real Estate Investment Trusts (REITs)
- United States governmental securities
- Interests in partnerships investing in real estate
- Interests in partnerships investing in oil and gas interests

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability, as reflected in the model portfolio selected for the client's account.

To ensure that our initial determination of an appropriate portfolio remains suitable and that the account continues to be managed in a manner consistent with the client's financial circumstances, we will:

- at least annually, contact each managed client (either in person or by phone mail, or email) to determine whether there have been any changes in their financial situation or investment objectives, and whether they wish to impose investment restrictions or modify existing restrictions;
- be reasonably available to consult with the client; and
- maintain client suitability information on file.

## **FINANCIAL PLANNING**

We offer financial planning services, which can be comprehensive in nature, or focus on a specific topic or concern such as: retirement planning, tax planning, insurance planning, estate planning, educational funding, cash flow planning, retirement plan allocations and investments.

Through meetings with the client, we will gather information and documentation as necessary to help the client define the goals and objectives that will be defined in the financial planning contract. Information gathered may include the client's current financial status, tax status, future goals, return objectives and attitudes towards risk. We carefully review documents provided to us and will develop a draft plan which will be reviewed and revised as necessary with the client.

A final written financial plan will be presented by the end of the engagement. This may include a retirement model, portfolio analysis, insurance projection or other recommendation as based on the financial planning contract.

Should the client choose to implement the recommendations contained in the plan, we suggest they work closely with their attorney, accountant, and/or other advisors as necessary. Implementation of the financial plan recommendations are entirely at the client's discretion.

Financial planning recommendations are client specific and are not limited to any product or service offered by a broker-dealer or insurance company.

**AMOUNT OF MANAGED ASSETS**

As of 12/31/2019, we were actively managing \$280,042,550 of clients' assets on a discretionary basis.

## Item 5 Fees and Compensation

### MODEL PORTFOLIO MANAGEMENT FEES – Discretionary Asset Management

The annualized fee for Portfolio Management Services will be charged as a percentage of assets under management, according to the following schedule:

| Account Fair Market Value | Asset Management Annual % Rate |
|---------------------------|--------------------------------|
| \$0 - \$250,000           | 1.10%                          |
| \$250,001 – \$500,000     | 1.05%                          |
| \$500,001 – \$750,000     | 1.00%                          |
| \$750,001 - \$1,000,000   | 0.95%                          |
| \$1,000,001 – 2,000,000   | 0.85%                          |
| \$2,000,001 and above     | 0.50%                          |

This is a tiered fee schedule. Each level of assets is charged its own corresponding percentage. For example, a \$750,000 account would be charged 1.10% on the first \$250,000, 1.05% on the next \$250,000 and 1.00% on the remaining \$250,000 for an effective overall rate of 1.05%. PSI will manage client assets for an annual fee based on a percentage of assets under management (suggested minimum account size is \$100,000). The fee will be paid quarterly, in advance, based on the market value of the account on the last trading day of the preceding calendar quarter. The first payment shall be prorated to cover the period from the date that Account is invested through the end of the next full calendar quarter.

Fees will be debited directly from the client's account if authorized by the client in the Investment Management Agreement and their brokerage account application with their custodian. If fees are not debited from the account, the client will be billed directly.

Upon client request, PSI may group certain related client accounts for the purposes of determining the annualized fee. PSI will confirm, in writing, if it has agreed to group related client accounts.

**Limited Negotiability of Advisory Fees:** Although PSI has established the fee schedule above, we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client's accounts, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, reports, number of account review meetings, among other factors. The specific fee schedule is part of the contract between the adviser and each client.

Discounts, generally not available to our advisory clients, may be offered to family members and associated persons of our firm and its affiliates.

## **FINANCIAL PLANNING FEES**

PSI offers services on a fee-for-service basis using the following methods:

1. Retainer fee (flat fee for ongoing services over an extended contract period, typically one year)
  - Retainer engagements allow clients to pay a flat fee to retain PSI to provide a coordinated set of services for an extended period of time, typically one-year.
  - The services included are typically more comprehensive in scope.
  - Ongoing implementation and follow-up support are included.
  - Periodic review meetings are scheduled throughout the retainer period.
  - Clients may maintain an ongoing relationship by renewing for additional periods. Renewal engagements are agreed to on a year-to-year basis.
  
2. Hourly (flat hourly rate for short term or intermittent services).
  - Hourly engagements allow clients to pay hourly rates to retain PSI to provide short term or intermittent advice and services.
  - The services included are typically more limited in scope.
  - Hourly rates range from \$100 to \$250 per hour. An estimate for the total hours will be provided in the contract.
  - The client will be invoiced in two installments – one half due when agreement is entered into and the final installment with the project is complete. In any event, engagements will be performed within 6 months or we will revise our billing methods if we anticipate that the arrangement will exceed 6 months.

PSI customizes financial planning fee arrangements for each client based on the types of services and length of time they will be provided. The types of services, contract period, fee method, and fee amount are determined during or soon after a free initial consultation and/or communication via telephone and email.

All contracts are detailed in writing and are agreed upon by all parties prior to the commencement of work.

## **INCOME TAX PREPARATION**

Income tax preparation engagement allows clients to retain PSI to provide tax return preparation services. Income tax preparation services are normally contracted for separately from investment advisory and financial planning services but may be included as part of an existing financial planning agreement. Fees are based on the complexity of the returns and the amount of time and costs required to prepare them. Fee estimates are available upon request.

Invoices are typically issued upon completion of the work but may be paid as a monthly fee over the course of the year that the tax return was prepared. Clients are under no obligation to retain PSI for tax preparation service.

## **TERMINATION AND REFUNDS**

A client agreement may be canceled at any time, by either party, for any reason upon receipt of



written notice. As disclosed above, certain fees are paid in advance of services provided. Upon termination of any contract, any prepaid, unearned fees will be promptly refunded. In calculating a client's reimbursement of asset management fees, we will prorate the reimbursement according to the number of days remaining in the billing period.

## GENERAL INFORMATION

**Licensed Insurance Agents:** Both Shannon Druivenga and Daryl Wong are licensed insurance agents. As such, they are able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. This presents a conflict of interest, since they could receive both fees and commissions if the client chose to implement recommendations in the capacity of an insurance agent. Clients, however, are not under any obligation to engage Shannon Druivenga or Daryl Wong when considering implementation of insurance recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

**Mutual Fund Fees:** All fees paid to PSI for asset management services are separate and distinct from the fees and expenses charged by mutual funds and ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the asset management services provided by our firm, which are designed, among other things, to assist in selecting appropriate mutual funds and ETFs. Accordingly, the client should review both the fees charged by the funds and our fees to understand fully the total cost of services and to evaluate the advisory services being provided.

**Additional Fees and Expenses:** In addition to our asset management fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers. Please refer to the "Brokerage Practices" section (Item 12) of this Brochure for additional information.

**ERISA Accounts:** PSI is deemed to be a fiduciary to clients that are employee benefit plans or individual retirement accounts (IRAs) pursuant to the Employee Retirement Income and Securities Act ("ERISA"), and regulations under the Internal Revenue Code of 1986 (the "Code"), respectively. As such, our firm is subject to specific duties and obligations under ERISA and the Internal Revenue Code that include, among other things, restrictions concerning certain forms of compensation.

**Advisory Fees in General:** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

**Limited Prepayment of Fees:** Under no circumstances do we require or solicit payment of fees in excess of \$1200 for services rendered more than six months in advance.

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

PSI does not charge performance-based fees (fees based on a share of capital gains or capital appreciation of the assets in a client's account).

## Item 7 Types of Clients

PSI provides asset management services to the following types of clients: individuals, high net worth individuals, qualified retirement plans, trusts, estates or charitable organizations, and Corporations, or other business entities.

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

PSI's investment philosophy consists of a four-part process that is designed to combine our investment research, analysis, and opinions with the client's risk constraints, return objectives, and other needs and circumstances.

1. **Asset Allocation:** The first step of every investment engagement is to determine the target asset allocation for the client's account(s). This two-step process consists of a strategic asset allocation process and a tactical asset allocation process.
  - The strategic asset allocation process involves matching the client's return objectives, risk tolerance, time horizon, and other material factors with a target portfolio that is projected to meet the client's objectives within their constraints. The portfolio is built utilizing PSI's five basic portfolios – Equity Accumulation; Equity Distribution; Taxable Fixed Income; Tax-Exempt Fixed Income; and Alternatives – and, if appropriate, other objective-specific portfolios, to create a custom asset allocation based on the client's needs and using Modern Portfolio Theory in an attempt to maximize return at the given level of risk.
  - The tactical asset allocation process involves making long-term (5-10 years), intermediate term (1-5 years), and short-term (1 year or shorter) asset allocation changes in the portfolio models that deviate from the strategic asset allocation in some material way. The allowance for tactical allocation changes is intended to give the portfolio the flexibility to adapt to changing economic and market conditions.

A risk of asset allocation is that the actual investment return and risk may deviate from expectations so that the portfolio falls short of the projected outcome. A risk of strategic asset allocation is that the client's return objectives and risk tolerance may change with life events, market fluctuations, or other factors, creating a mismatch between the client's objectives and the portfolio's targeted risk and return characteristics. A risk of tactical asset allocation is that the investment manager's forecasts for economic and market trends may be incorrect, leading to poor performance relative to the designated strategic asset allocation benchmark.

2. Setting Capital Markets Expectations: We use a top-down research process comprised of three steps: economic research, capital market valuation, and technical analysis.

- Economic research consists of monthly and quarterly analysis of the most recent economic data and periodic research projects in an effort to forecast structural (long-term) and cyclical (intermediate term) global and national economic trends. These forecasts are then used to guide the tactical asset allocation process.
- Capital market valuation is the process of attempting to determine the intrinsic value of an asset class or individual asset. Intrinsic value is the value that reflects the readily available facts and circumstances at the time, which may differ from the market price. We use a variety of fundamental analysis techniques in an attempt to calculate the intrinsic value of three primary asset classes: equity, fixed income, and alternatives, as well as their sub-classes. These techniques include traditional quantitative valuation, which is a process used to determine the value of a security by examining its numerical, measurable characteristics such as revenues, earnings, margins and market shares and econometric models, which is a forecasting technique that uses computer processed mathematical equations (that are based on historical data and certain assumptions) to predict economic conditions. These models are commonly used in determining the economic aspects of changes in government policies, regulatory conditions, interest rates, demographic changes, tax laws, wage levels, etc.
- Technical analysis refers to an investment discipline that uses price charts in an attempt to identify market trends. We utilize a variety of techniques to identify and analyze price patterns, monitor moving averages and relative strength indicators, and regression to the mean based on historical earnings and yield spreads.

There are many risks to capital market analysis. These include, but are not limited to, constantly changing economic and market data which can make accurate forecasting difficult; the biases inherent in economic, fundamental, and technical models can lead to forecasting errors; and lags in the availability of economic, fundamental, and technical data that can lead to valuations and forecasts that are not an accurate reflection of the current economic and market conditions.

3. Securities Selection: The implementation of the PSI investment philosophy involves the selection of investment vehicles that conform to the opportunities and constraints identified in the asset allocation and capital market expectation setting processes. We primarily analyze mutual funds and exchange traded funds (ETFs) when implementing our investment philosophy. This analysis includes a review of quantitative factors such as expenses, manager experience and reputation, track record and portfolio holdings as well as qualitative analysis based on regular contact with investment company representatives, and other considerations such as the size and scope of the investment, tax efficiency, and liquidity.

The risk of securities analysis is that, as in all investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, investment holdings may change, causing the investment to deviate from its initial risk and return characteristics. Qualitative analysis is based on subjective judgment, which may prove incorrect. Our securities analysis methods rely on the assumption that the companies whose securities we buy and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

4. **Monitoring and Review:** PSI conducts extensive reviews of historical and forecasted risk and return performance characteristics of its portfolios. These reviews take two primary forms: internal reviews and client reviews.
  - The internal review process involves the periodic monitoring of portfolio performance using a modern portfolio theory framework, which incorporates both risk and return statistics. We monitor the actual portfolio allocation periodically in order to quantify its deviation from the target allocations. Rebalancing is employed to manage this risk at the discretion of the Planned Solutions Investment Committee.
  - We conduct periodic portfolio reviews with our clients in an attempt to monitor changes in their needs and circumstances, which may warrant a review of the strategic asset allocation assigned to their account.

The risks of the monitoring and review process are that portfolio risk and return attribution may be misinterpreted and lead to incorrect conclusions. The timing of a discretionary rebalancing strategy is subjective and may detract from portfolio returns by generating additional trading costs if done too frequently or allowing the portfolio allocation to deviate too greatly from the target allocation if not done often enough. The timing of rebalancing transactions may have a large impact on portfolio returns based on changes in the market. The client review process relies on the client to disclose changes in their needs and circumstances on a timely basis in a clear and concise manner.

Investing involves risk of loss that the client should be prepared to bear.

## **Item 9 Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and or management personnel have no additional legal, civil, criminal, regulatory or disciplinary history to be reported at this time.

## Item 10 Other Financial Industry Activities and Affiliations

Income tax preparation engagement allows clients to retain PSI to provide tax return preparation services. Income tax preparation services are normally contracted for separately from investment advisory and financial planning services but may be included as part of an existing financial planning agreement. Fees are based on the complexity of the returns and the amount of time and costs required to prepare them. Fee estimates are available upon request.

Invoices are typically issued upon completion of the work but may be paid as a monthly fee over the course of the year that the tax return was prepared. Clients are under no obligation to retain PSI for tax preparation services.

Chase Armer and Daryl Wong are Enrolled Agents, licensed by the Internal Revenue Service (“IRS”), and Joel Ransford is a Certified Public Accountant.

Both Shannon Druivenga and Daryl Wong are licensed insurance agents. As such, they are able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. This presents a conflict of interest, since they receive commissions if the client chose to implement recommendations in the capacity of an insurance agent. Clients, however, are not under any obligation to engage Shannon Druivenga or Daryl Wong when considering implementation of insurance recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

Clients should be aware that the receipt of additional compensation by PSI and its management persons or employees creates a conflict of interest that impairs the objectivity of our firm and these individuals when making advisory recommendations. PSI endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a Registered Investment Adviser. We take the following steps to address this conflict:

- we disclose to clients the existence of all known material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- we disclose to clients that they are not obligated to purchase recommended insurance products from our employees or affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client’s financial goals, objectives and risk tolerance;
- we conduct periodic reviews of each client account to verify that all recommendations made to a client are suitable to the client’s needs and circumstances;
- we require that our employees seek prior approval of any outside business or employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside business or employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and

- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

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

### **Code of Ethics**

PSI has adopted a Code of Ethics (the Code) which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. We owe a duty of loyalty, fairness and good faith toward our clients, and have an obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code.

The Code includes provisions relating to the confidentiality of client information, a prohibition on insider trading, personal securities trading procedures and restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, among other things.

The Code will be reviewed no less than annually. All employees of PSI will be required to attest to their understanding of the Code and agree to comply with the Code on an annual basis and with any revision that might occur during the year.

### **Participation or Interest in Client Transactions and Personal Trading**

PSI and our employees may buy or sell, for their personal accounts, securities identical to or different from those recommended to our clients. In addition, they may also have an interest or position in a certain security that may also be recommended to a client. PSI will generally aggregate our employee trades with client transactions where possible. In these instances, participating clients will receive an average share price. In the instances where there is a partial fill of a particular batched order, we will allocate all purchases pro-rata, with each account paying the average price. Our employee accounts may be included in the pro-rata allocation. PSI and our employees are prohibited from engaging in principal transactions and agency cross transactions.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

As these situations represent conflicts of interest to our clients, we have established procedures for implementing our firm's Code and to ensure our firm complies with its regulatory obligations. In addition, the Code includes policies and procedures for review of all personnel's quarterly securities transactions as well as initial and annual securities holdings reports. The Code provides for oversight, enforcement and recordkeeping provisions.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may

request a copy by email sent to [katie@plannedsolutions.com](mailto:katie@plannedsolutions.com), or by calling us at 916-361-0100.

## Item 12 Brokerage Practices

### The Custodian and Brokers We Use

PSI does not maintain physical custody of your assets that we manage (although we may be deemed to have custody of your assets under rules of the Advisers Act) (see Item 15 – Custody, below). Your assets must be maintained in an account at a “qualified custodian,” generally a broker-dealer or bank. We request that our clients use Charles Schwab & Co., Inc. (“Schwab”), a FINRA-registered broker-dealer, member SIPC, as the qualified custodian. We are independently owned and operated and not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when we instruct them to do so. While we request that you use Schwab as custodian/broker, you will decide whether to do so and open your account with Schwab by entering into an account agreement directly with them. We do not open the account for you. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account, as described in the next paragraph.

### How We Select Brokers/Custodians

We seek to use a custodian/broker who will hold your assets and execute transactions on terms that are overall most advantageous when compared with other available providers and their services. We consider a wide range of factors, including, but not limited to:

- Combination of transaction execution services along with asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capabilities to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of investment products made available (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc.)
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (trading costs, margin interest rates, other fees, etc.) and willingness to negotiate them
- Reputation, financial strength, and stability of the provider
- Their prior service to us and our other clients
- Availability of other products and services that benefit us, as discussed below (see “Products and Services Available to Us from Schwab”)

### Your Custody and Brokerage Costs

For our clients’ accounts it maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you trading costs or other fees on trades that

it executes or that settle into your Schwab account. Schwab's trading rate applicable to our client accounts were negotiated based on our commitment to maintain \$200,000,000 of our clients' assets in accounts at Schwab. This commitment benefits you because the overall trade rates you pay are lower than they would be if we had not made the commitment. In addition to trading costs, Schwab charges you a flat dollar amount as a "prime broker" or "trade away" fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the trading costs or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades in your account.

### **Products and Services Available to Us From Schwab**

Schwab Advisor Services™ (formerly Schwab Institutional) is Schwab's business serving independent investment advisory firms like us. They provide our clients and us with access to its institutional brokerage— trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Here is a more detailed description of Schwab's support services:

#### **Services That Benefit You**

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

#### **Services That May Not Directly Benefit You.**

Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or some substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- provide access to client account data (such as duplicate trade confirmations and account statements);
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- provide pricing and other market data;
- facilitate payment of our fees from our clients' accounts; and
- assist with back-office functions, recordkeeping, and client reporting.



## Services That Generally Benefit Only Us.

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- educational conferences and events;
- technology, compliance, legal, and business consulting;
- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants, and insurance providers.

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits such as occasional business entertainment of our personnel.

Financial planning. Clients are free to select any broker dealer they wish and are so informed. If they wish to have PSI implement the advice in our capacity as Investment Advisor Representatives, Schwab will be recommended for use.

Directed Brokerage. PSI does not generally accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and PSI will not seek better execution services or prices from other broker-dealers. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. In the event that the client directs brokerage, the client acknowledges that this may cause the client's account to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through PSI. Higher transaction costs adversely impact account performance. Transactions for directed accounts will generally be executed following the execution of portfolio transactions for non-directed accounts.

Order Aggregation. Transactions for each client account generally will be effected independently, unless PSI decides to purchase or sell the same securities for several clients at approximately the same time. PSI may (but is not obligated to) combine or "bunch" such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among its clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. PSI does not receive any additional compensation when it aggregates order.

## Item 13 Review of Accounts

## **MODEL PORTFOLIO MANAGEMENT SERVICE - Discretionary Asset Management**

**REVIEWS:** While the underlying securities are monitored on an ongoing basis, individual accounts are reviewed at least quarterly. Accounts are reviewed in the context of the investment objectives and guidelines of each model portfolio as well as any investment restrictions provided by the client. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

These accounts are reviewed by the investment advisor representative.

**REPORTS:** In addition to the monthly statement (or at a minimum quarterly statement) and confirmations of transactions that clients receive from their custodian, we provide a quarterly report summarizing account performance, balances and holdings.

### **FINANCIAL PLANNING SERVICES**

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Financial Planning clients unless otherwise contracted for.

**REPORTS:** Financial planning clients will receive a completed financial plan. Additional reports will not typically be provided unless otherwise contracted for.

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

It is PSI's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.

Except for an agreement that PSI maintains with Schwab, described above in Item 12, it is our policy not to accept or allow our personnel to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

## **Item 15 Custody**

Under government regulations, we are deemed to have custody of your assets if you authorize us to instruct Schwab or other custodians to deduct our advisory fees directly from your account. Schwab or other custodian maintains actual custody of your assets. You will receive account statements directly from the custodian at least quarterly. They will be sent to the email or postal mailing address you provide directly to the custodian. You should carefully review those statements promptly when you receive them. We also urge you to compare the custodian(s) account statements with the periodic portfolio reports you will receive from us.

PSI provides other services on behalf of its clients that require disclosure at ADV Part 1, Item 9. In particular, certain clients have signed asset transfer authorizations that permit the qualified custodian to rely upon instructions from PSI to transfer client funds to "third parties." In accordance with the guidance provided in the SEC Staff's February

21, 2017 Investment Adviser Association No-Action Letter, the affected accounts are not subjected to an annual surprise CPA examination.

## **Item 16 Investment Discretion**

Clients may hire PSI to provide discretionary investment advisory services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell;
- determine the price at which to buy or sell;
- determine the amount of the security to buy or sell; and/or
- determine the timing of when to buy or sell.

Clients give PSI discretionary authority when they sign a discretionary investment management agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

## **Item 17 Voting Client Securities**

As a matter of firm policy and practice, PSI does not have the authority to vote proxies on behalf of our clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in their portfolios. We may provide advice to clients regarding their voting of proxies.

## **Item 18 Financial Information**

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

As an advisory firm that maintains discretionary authority for client accounts, we are also required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. PSI has no additional financial circumstances to report.

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# PLANNED SOLUTIONS

A Registered Investment Advisory Firm

## Part 2B of Form ADV *Brochure Supplement: 02/27/2020*

**Chase Armer**

**Shannon Druivenga**

**Scott McIntyre**

**Joel Ransford**

**Daryl Wong**

**Planned Solutions, Inc.**

1130 Iron Point Road, Suite 170  
Folsom, CA 95630

Telephone: 916-361-0100

Web Address: [www.plannedsolutions.com](http://www.plannedsolutions.com)

This brochure supplement provides information about the representatives of Planned Solutions, Inc. and is a supplement to Part 2A of Form ADV: *Firm Brochure* document. You should have received a copy of the *Firm Brochure*. Please contact Planned Solutions, Inc. if you did not receive a copy of the *Firm Brochure* or if you have any questions about the contents of this *Brochure Supplement*.

Additional information about the firm and its representatives is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Minimum Qualifications for Professional Designations

### Chartered Financial Analyst (CFA):

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals.

There are currently more than 142,000 CFA charterholders working in 159 countries. To earn the CFA charter, candidates must (1) pass three sequential, six-hour examinations, (2) have at least four years of qualified professional investment experience, (3) join CFA Institute as members, and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

### **Global Recognition**

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 322 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders, often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 28 countries recognize the CFA charter as a proxy for meeting certain licensing requirements. More than 300 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### **Comprehensive and Current Knowledge**

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world. Such updates ensure that candidates learn the most relevant and practical new tools, ideas, and investment wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

## CFP® - CERTIFIED FINANCIAL PLANNER™

The CERTIFIED FINANCIAL PLANNER™(CFP®) certification is a voluntary certification that is recognized in the United States and a number of 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. Currently, more than 76,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education Requirement:** 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;
- **CFP® Certification Examination Requirement:** The examination, administered in two three-hour sessions over one day, 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;
- **Experience Requirement:** Complete a minimum of three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics Requirement:** Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

### **Ethics and Continuing Education (CE)**

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Complete thirty hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and



- Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

To learn more about the CFP® Certification, visit <http://www.cfp.net/>.

### CPA - Certified Public Accountant

Certified Public Accountant (CPA) is the statutory title of qualified accountants in the United States who have passed the Uniform Certified Public Accountant Examination (Uniform CPA Exam) and have met additional state education and experience requirements for certification as a CPA. The CPA was established in law in 1896.

The requirements for licensure as a CPA, which are set by each state board of accountancy, include completing a program of study in accounting at a college or university, passing the Uniform CPA Exam, and obtaining a specific amount of professional work experience in public accounting (the required amount and type of experience varies according to licensing jurisdiction).

One of the world's leading licensing examinations, the Uniform CPA Examination, serves to protect the public interest by helping to ensure that only qualified individuals become licensed as CPAs. The Uniform CPA Exam is set by the American Institute of Certified Public Accountants and administered by the National Association of State Boards of Accountancy. Eligibility to sit for the Uniform CPA Exam is determined by individual state boards of accountancy. Typically, the requirement is a U.S. bachelor's degree including a minimum number of qualifying credit hours in accounting and business administration with an additional one year study.

The subject matter areas covered by the Uniform CPA Exam include:

- Auditing and Attestation - Planning the engagement, internal controls, obtaining and documenting information, reviewing engagements and evaluating information, and preparing communications.
- Financial Accounting and Reporting - Concepts and standards for financial statements, typical items in financial statements, specific types of transactions and events, accounting and reporting for governmental agencies, and accounting and reporting for nongovernmental and not-for-profit organizations.
- Regulation - Ethics and professional responsibility, business law, federal tax procedures and accounting issues, federal taxation of property transactions, federal taxation – individuals, and federal taxation – entities.
- Business Environment and Concepts - Business structures, economic concepts, financial management, information technology, and planning and measurement.

The Uniform CPA Exam tests primarily understanding and the ability to apply authoritative literature—such as auditing and accounting standards, the Uniform Commercial Code, and the Internal Revenue Code—that are universally adopted by all U.S. jurisdictions or are federal in nature.

### **Ethics and Continuing Professional Education (CPE)**

Approximately 35 of the state boards of accountancy now require applicants for CPA status to complete a special examination on ethics. Many states require that the ethics course include a review of that state's specific rules for professional practice.

CPAs are required to take continuing education courses in order to renew their license. Requirements vary by state, but the majority of states require 120 hours of CPE every three years with a minimum of 20 hours per calendar year.

As part of the CPE requirement, most states require their CPAs to take an ethics course during every renewal period. To learn more about the CPA designation, visit <http://www.AICPA.org/>.

### **EA - Enrolled Agent**

An enrolled agent is a person who has earned the privilege of practicing, that is representing, taxpayers before the Internal Revenue Service. Enrolled agents, like attorneys and Certified Public Accountants (CPAs), are unrestricted as to which taxpayers they can represent, what types of tax matters they can handle, and which IRS offices they can practice before.

To become an enrolled agent the individual must demonstrate special competence in tax matters by taking a Special Enrollment Examination, achieve passing scores on all parts of the examination, apply for enrollment and pass a background check to ensure that they have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or enrolled agent from practice before the IRS.

### **CLU® - Chartered Life Underwriter®**

The CLU® designation is one of the oldest and most respected credentials in financial services, dating back to the late 1920s. It represents a thorough understanding of a broad array of personal risk management and life insurance planning issues and stresses ethics, professionalism, and in-depth knowledge in the delivery of financial advice.

To attain the right to use the CLU® marks, an individual must satisfactorily fulfill the following requirements:

- **Education Requirements:** CLU® candidates must complete eight college-level courses, five required and three electives. The required courses include Fundamentals of Insurance Planning; Individual Life Insurance; Life Insurance Law; Fundamentals of Estate Planning; and Planning for Business Owners and Professionals. Elective topics

cover financial planning, health insurance, income taxation, group benefits, investments, and retirement planning.

- CLU® Examination Requirements: Eight closed-book, course-specific, two-hour proctored exams;
- Experience Requirements: Candidates are required to have three-years of full-time, relevant business experience; and
- Ethics Requirements: Must adhere to The American College's Code of Ethics, which includes the following professional pledge: "I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."

### **Continuing Education**

To retain the Chartered Life Underwriter® designation, a CLU® must obtain thirty hours of continuing education every two years, with at least one hour of ethics CE will be required as part of that total.

To learn more about the CLU® designation, visit [CLUHighestStandard.com](http://CLUHighestStandard.com) and CLU® and [TheAmericanCollege.edu/CLU](http://TheAmericanCollege.edu/CLU).

## Dr. Chase Armer, CFP<sup>®</sup>, CFA<sup>®</sup>, EA

**Born:** 1978

**Education:** California State University, Sacramento, BA in Economics 2002  
University of California, Davis Ext, Personal Financial Planning Certificate 2003  
William H. Taft University, MS in Taxation 2008  
William Howard Taft University, Doctorate of Business Administration 2017

### **Business Experience:**

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- Planned Solutions, Inc. (06/2002 – Present): Financial Planner, Investment Advisor Representative, President
- Securities Service Network, Inc. (05/2002 – 04/2018): Registered Representative
- Securities America, Inc. (04/2001 – 5/2002): Registered Representative

### **Disciplinary Information:**

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Chase Armer does not have any legal, civil, criminal, regulatory or disciplinary history to be reported at this time.

### **Other Business Activities:**

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Chase Armer is an investment advisor representative of Planned Solutions, Inc. Chase is also an Enrolled Agent, as such he is able to provide tax advice and income tax preparation for a separate income tax preparation fee.

### **Additional Compensation:**

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Chase Armer does not receive any additional compensation.

### **Supervision:**

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Chase Armer, as President of Planned Solutions, Inc. and Committee Chairperson of the Investment Committee, is responsible for his own supervision and that of all other investment advisor representatives of Planned Solutions, Inc. This supervision extends to reviewing business practices, trading and ensuring the firm is adhering to applicable laws, regulations and firm policies. He can be reached at 916-361-0100.

## Shannon Druivenga CLU<sup>®</sup>

**Born:** 1976

**Education:** California State University Sacramento, BS Business Administration, January, 2002  
American College of Financial Services, Chartered Life Underwriter designation 2017

### **Business Experience:**

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- Planned Solutions, Inc. (12/2000 – Present): Investment Advisor Representative
- Securities Service Network, Inc. (09/2015 – 04/2018): Registered Representative

### **Disciplinary Information:**

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Shannon Druivenga does not have any legal, civil, criminal, regulatory or disciplinary history to be reported at this time.

### **Other Business Activities**

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Shannon Druivenga is an investment advisor representative of Planned Solutions, Inc.

Shannon is also an insurance agent of Smith, Robertson & Johnson Insurance Services, Inc. and meets with clients in need of life insurance, individual disability, and long term care insurance. As such, he is able to receive separate, yet customary commission compensation resulting from implementing product transaction on behalf of advisory clients. This presents a conflict of interest, since he could receive commissions if the client chose to implement recommendations in the capacity of insurance agent. The implementation of any or all recommendations is solely at the discretion of the client.

**California Insurance License #0F24746**

### **Additional Compensation**

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Shannon Druivenga does not receive any additional compensation except as disclosed above.

### **Supervision**

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Chase Armer is responsible for supervision of Shannon Druivenga - reviewing his business practices, trading and ensuring the firm is adhering to applicable laws, regulations and firm policies. He can be reached at 916-361-0100.

## Scott McIntyre, CFP®

**Born:** 1958

**Education:** Stanford University, AB in Communications 1980  
University of California, Davis Ext, Personal Financial Planning Certificate 2011

### **Business Experience:**

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- Planned Solutions, Inc. (10/2008 – Present): Financial Planner, Investment Advisor Representative
- Securities Service Network, Inc. (01/2009 – 04/2018): Registered Representative
- WM Funds Distributor a subsidiary of Washington Mutual (2003 – 2007) acquired by Principal Funds 2006: Senior Vice President and Director of Marketing
- American Funds Distributor (2001 – 2003): Senior Vice President for American Funds Distributor
- Capital Research and Management Company (1993 – 2001): Senior Vice President and Co-Director of Communications

### **Disciplinary Information:**

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Scott McIntyre does not have any legal, civil, criminal, regulatory or disciplinary history to be reported at this time.

### **Other Business Activities**

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Scott McIntyre is an investment advisor representative of Planned Solutions, Inc.

### **Additional Compensation:**

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Scott McIntyre does not receive any additional compensation.

### **Supervision**

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Chase Armer is responsible for supervision of Scott McIntyre- reviewing his business practices, trading and ensuring the firm is adhering to applicable laws, regulations and firm policies. He can be reached at 916-361-0100.

## Joel Ransford, CPA, CFP®

**Born:** 1984

**Education:** University of California Santa Barbara, BA in Business Economics: Emphasis in Accounting 2006  
University of California Davis Ext, Personal Financial Planning Certificate 2010  
Sierra College, AS in Business Administration 2004  
Sierra College, AA in Liberal Arts 2004

### **Business Experience:**

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- Planned Solutions, Inc. (10/2011 – Present): Financial Planner, Investment Advisor Representative
- Securities Service Network, Inc. (09/2015 – 04/2018): Registered Representative
- Gonzales & Sisto, LLP. (12/2007 to 04/2011): Tax Accountant
- Richardson & Co. (08/2006 to 12/2007): Auditor

### **Disciplinary Information:**

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Joel Ransford does not have any legal, civil, criminal, regulatory or disciplinary history to be reported at this time.

### **Other Business Activities**

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Joel Ransford is an investment advisor representative of Planned Solutions, Inc. Joel is also a Certified Public Accountant, as such he is able to provide tax advice and income tax preparation for a separate income tax preparation fee.

### **Additional Compensation**

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Joel Ransford does not receive any additional compensation.

### **Supervision**

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Chase Armer is responsible for supervision of Joel Ransford - reviewing his business practices, trading and ensuring the firm is adhering to applicable laws, regulations and firm policies. He can be reached at 916-361-0100.

## **Daryl Wong, CFP<sup>®</sup>, EA**

**Born:** 1985

**Education:**

California State University, Sacramento, BS in Business Administration 2008  
University of California Davis Ext, Personal Financial Planning Certificate 2010

**Business Experience:**

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- Planned Solutions, Inc. (2/2016 – Present): Financial Planner, Investment Advisor Representative
- Securities Service Network, Inc. (2/2016 – 04/2018) Registered Representative
- Paragon Financial Services (2012 – 2/2016): Financial Planner
- Commonwealth Financial Network (2012 – 2/2016): Registered Representative/Investment Advisor Representative
- LPL Financial LLC (2008 – 2012): Registered Representative

**Disciplinary Information**

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Daryl Wong does not have any legal, civil, criminal, regulatory or disciplinary history to be reported at this time.

**Other Business Activities**

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Daryl Wong is an investment advisor representative of Planned Solutions, Inc. Daryl is also an Enrolled Agent, as such he is able to provide tax advice and income tax preparation for a separate income tax preparation fee.

Daryl is also an insurance agent of Smith, Robertson & Johnson Insurance Services, Inc. and meets with clients in need of life insurance, individual disability, and long term care insurance. As such, he is able to receive separate, yet customary commission compensation resulting from implementing product transaction on behalf of advisory clients. This presents a conflict of interest, since he could receive commissions if the client chose to implement recommendations in the capacity as an insurance agent. The implementation of any or all recommendations is solely at the discretion of the client.

**California Insurance License #0H16109**

**Additional Compensation**

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Daryl Wong does not receive any additional compensation except as disclosed above.

**Supervision**

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Chase Armer is responsible for supervision of Daryl Wong - reviewing his business practices, trading and ensuring the firm is adhering to applicable laws, regulations and firm policies. He can be reached at 916-361-0100.