

## Item 1: Cover Page

### Beall Financial Planning, Inc.

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This brochure was last updated on January 12, 2015.

**This brochure provides information about the qualifications and business practices of Beall Financial Planning, Inc. If you have any questions about the contents of this brochure, please contact us at 478-743-9023. 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 Beall Financial Planning 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. The CRD number for Beall Financial Planning, Inc. is 125697.

Registration with the SEC and other state securities authorities as a registered investment adviser does not imply a certain level of skill or training.

## Item 2: Summary of Material Changes

In this Summary of Material Changes, we discuss only the material changes since the last annual update of this Brochure, which was last updated on January 12, 2015.

1. Item 19: Requirements for State-Registered Advisers: Beall Financial Planning, Inc. is currently a Registered Investment Adviser (RIA) in the states of Georgia, Alabama & Florida. While we have clients in many other states we are not currently required to register in those states.

Due to the minimal changes to this brochure only the summary of material changes is being automatically provided. Please file this with your copy of the complete Firm Brochure previously provided by Beall Financial Planning, Inc. If you would like to receive an extended copy of the March 20, 2015 updated Firm Brochure, please contact the office at 478-743-9023 or Jim at [jim@beallfp.com](mailto:jim@beallfp.com)

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## Summary: About Beall Financial Planning, Inc.

Beall Financial Planning, Inc. was formerly known as Herbas Associates, Inc. The name change was initiated in 2001 to better reflect our business. We have been registered with the Secretary of State of Georgia since 1996. We were also registered with the United States Securities and Exchange Commission as a Registered Investment Advisor from 1993 to 1997

We are a fee-only organization and operate under a Fiduciary Oath with each client. Therefore, we do not receive any reimbursement for our recommendations. We give advice on your financial concerns, including, but not limited to: investments, budgeting & bill paying, cash flow, retirement planning & assistance and estate planning. With the consent of our clients, we often consult with our clients’ other professional advisors as planning recommendations are formulated and/or implemented.

With regard to our investment philosophy, we believe that our clients are best served in the context of conservative investment portfolios. In general the main goal is to secure a return of capital along with a steady growth of capital over time.

If you wish to implement our advice by purchasing securities, real estate or other investment options, you are free to select any broker dealer(s) you wish. Those wishing for us to recommend a broker/dealer will get a recommendation based on a broker dealer’s costs, skills, reputation, dependability and compatibility with Beall Financial Planning, Inc. You will receive quarterly statements from us showing your balances and our fee for the past quarter. In addition trading is limited to general securities, mutual funds, government securities and real estate. For more on our investment philosophies, and the risks of our strategies and/or specific investments recommended, please refer to Item 8.

We actively seek to avoid, or at least minimize, conflicts of interest which may exist between our firm and our clients. We sell no products. We accept no commissions. However, all investment advisory firms will likely possess some unavoidable conflicts of interest. In those instances when conflicts of interest arise, Beall Financial Planning, Inc. has adopted policies which seek to keep our clients’ best interest paramount at all times. See Items 5, 11 and 12 of this Brochure, and other items, which explore in further detail how we act to keep our clients’ best interest first at all times during the course of relationships with our clients.

More information regarding our firm is found in the pages that follow. Additional information, including articles and newsletter prepared by our firm’s financial advisors, as well as “Frequently Asked Questions,” can be found at [www.beallfp.com](http://www.beallfp.com).

## Item 4: Advisory Business

### Our Firm’s History

Beall Financial Planning, Inc. formally known as Herbas Associates was established in 1963. Beall Financial Planning, Inc. (BFP) is a Registered Investment Advisor and wealth management group headquartered in Macon, Georgia. The guiding principle of BFP has always been responsive, personalized and impeccable service built on trust. We have compiled an enviable reputation for helping the people who engage our services. We provide fee-only financial planning services and investment advice.

### Our Principal Owners

The owners of Beall Financial Planning, Inc. are Vida G. Beall, James G. Beall and Colleen M. Giffin. The major decisions and day to day operations for Beall Financial Planning, Inc. are managed by James G. Beall.

### Amount of Assets Under Advisement

As of December 31, 2014, Beall Financial Planning, Inc. provided advice (either as primary advisor or sub-advisor) on approximately \$24,610,967.00 of financial assets for approximately 75 family/business groups. These included all financial assets of clients who engage Beall Financial Planning, Inc. for ongoing advice on their investment portfolios, whether continuous or periodic in nature. Of these assets under advisement, approximately \$24,607,500.00 is managed on a discretionary basis and \$3,467.00 is advised on a non-discretionary basis.

### Non-Participation in Wrap Fee Programs

Beall Financial Planning, Inc. as a matter of policy and practice does not sponsor any wrap fee program. A wrap fee program is defined as any advisory program under which a specified fee or fees not based directly upon transactions in a client’s account is charged for investment advisory services (which may include portfolio management or advice concerning the selection of other investment advisers) and the execution of client transactions.

### Advisory Programs (Types of Services) Offered

Beall Financial Planning, Inc. offers two programs to new individual clients of the firm:

1. Financial Planning Services
2. Wealth Advisory Service

Each of these programs is described in further detail in Item 5 (“Fees and Compensation”) of this Firm Brochure.

Beall Financial Planning, Inc. provides financial planning services in both programs. All services provided in the 1. Financial Planning Services are on an hourly basis.

Beall Financial Planning, Inc. will evaluate all publicly traded investments. Primary recommendations however, include individual fixed income, institutional style and no-load mutual funds and other low-cost investment vehicles. Beall Financial Planning, Inc. also considers, in providing advice to clients, investments held in 401(k), 403(b) or other qualified retirement plan accounts, and may evaluate the offering of such retirement plans when constructing an overall investment portfolio for the client.

### **Our Services are Tailored to Meet Client Needs and Any Imposed Investment Restrictions.**

In general, advisory services are tailored to meet the needs of individual clients. For each client investment portfolio is individually designed. Additionally, financial planning, estate planning, tax planning, and risk management planning services are generally delivered upon client engagement for such services, with planning issues prioritized and then addressed, either all at one time or over the course of several meetings. As appropriate (except for hourly consultation clients) clients have an annual meeting (and sometimes more often) to review any changes to the client’s financial situation, the investment portfolio upon which advise is provided by Beall Financial Planning, Inc and planning issues. This annual meeting can be held in person, phone conference, e-mail or webcast.

After consultation with their advisor, Clients may impose restrictions on investing in certain securities or types of securities. This most often occurs when clients request certain social investing needs be addressed, such as through the use of mutual funds which avoid investments in certain companies. Other restrictions may be imposed by clients with respect to the (average or longest) maturity or credit quality of fixed income investments.

### **Our Policies on Class Actions, Bankruptcies, and Other Legal Proceedings**

Clients should note that Beall Financial Planning will advise or act on behalf of the client in legal proceedings involving companies whose securities are held or previously were held in the client’s account(s), including, but not limited to, the filing of “Proofs of Claim” in class action settlements. However, it must be noted that no advisor at Beall Financial Planning, Inc are attorneys and therefore do not provide legal advice. If legal advice is required a third party attorney must be engaged. Upon such engagement of legal counsel, Beall Financial Planning, Inc. will make commercially reasonable efforts to forward such notices in a timely manner.



## Item 5: Fees and Compensation (and Discussion of each of our Programs)

### 1. Financial Planning Services:

#### The Services Provided:

If this option is chosen the Advisor will render advice based on the Client's needs and objectives. Advisor will provide written recommendations in regard to any or all of the following:

- Tax and Cash Flow Management
- Estate Planning
- Investment Consulting
- Retirement Planning
- Education Funding
- Insurance Needs Analysis
- Other Areas of Financial Concern

Advisor will work with the Client to coordinate the implementation of recommendations in the plan.

#### Our Fees:

Beall Financial Planning, Inc. will provide Financial Planning Services on an hourly basis. The current hourly rate is \$125.00. This fee is negotiable on an individual client by client basis.

#### When Fees are Paid:

Fees are calculated on service provided during the previous quarter. Quarterly billing amounts are mailed to the client. No fees are required in advance.

#### How Fees are Paid:

Fees may be deducted from clients' accounts, or paid directly by check by the client following receipt of a statement, or some combination of the foregoing, as the client desires.

#### Proper Management of Conflicts of Interest Relating to the Fees We Receive from You, Relating to the Receipt of Hourly-Based Compensation.

Since we are billing you for the actual hours we allocate to your particular issues and situation, there are potential conflicts of interest which may arise. If your situation involves issues new to us, more research may be required on our part of fully advise you in a professional manner. Also, the speed at which we are able to complete work directly affects the compensation we charge to you. To the extent an issue involves other aspects of your situation, e.g. taxes or estate planning, we must research those related area as well to properly advise you on unintended consequences of a proposed

action. These additional hours would increase our compensation. To limit these conflicts of interest, we will advise you when a possible conflict may occur and receive pre approval for the additional research if you choose to continue to have us include this aspect in the services provided.

## 2. Wealth Advisory Service:

### The Services Provided:

The process of building wealth is more than managing the assets of the Client. Plan Design, research, implementation, managing and monitoring are all integral in helping the Client achieve their desired results. If this service is selected the Client should be aware that the fee charged for this Service is not only for the management of the assets but for the research and Advice that is being given on a continuing basis. The Client grants the Advisor discretionary trading authority to manage the client’s assets. Under this authority accounts shall be established where the Advisor has the authority to buy, sell or transfer stock, bonds, mutual funds, and other financial instruments on the Client’s behalf. This authority does not grant the Advisor the authority to take custody or possession of the Client’s assets or securities, except for payment of advisory fees.

### Our Fees:

In consideration of the reports and services referred to and selected by the Client, the Client will pay to the Advisor the applicable fee set forth on Advisor’s current fee schedule:

- |  |                |
|--|----------------|
| (a) <u>1.00%</u> per annum on the first    | \$1,500,000.00 |
| (b) <u>0.75%</u> per annum on the next     | \$500,000.00   |
| (c) <u>0.50%</u> per annum on assets above | \$2,000,000.00 |

### How Fees are Calculated:

Billing amounts are based upon the value (market value or fair market value in the absence of market value) of the client’s account(s) (including both securities and cash) at the end of each quarter. Valuations are derived from recognized and independent pricing sources, such as Charles Schwab & Co., Inc and other custodians.

### When Fees are Paid:

Quarterly billing amounts are mailed to the client. No fees are required in advance.

### How Fees are Paid:

Fees may be deducted from clients’ accounts, or paid directly by check by the client following receipt of a statement, or some combination of the foregoing, as the client desires.

**Additional Fees Charged for Specific Services:**

In addition to the account management fee, Advisor shall be reimbursed for any out of pocket expenses on behalf of the Client. The Advisor will not be compensated on the basis of a share of capital gains upon or capital appreciation of the funds or any portion of the funds of the Client. Fees are invoiced on a calendar quarter basis, in arrears, and can with the Client’s permission be debited from one or more of the Client’s account(s) being managed by the Advisor. Advisor will send a billing invoice to the Client.

**Other Fees or Expenses Paid in Connection with Advisory Services: Products, Custodians**

The Client understands that any and all stock or bond brokerage commissions, mutual fund transaction fees and internal expenses, account opening, maintenance, transfer or termination fees, cash wire transfer fees or other third-party charges are separate and distinct from the Advisor’s fees and expenses. These fees are charged by financial custodian and/or services firms used by the Client. Mutual fund expenses are generally described in each fund’s prospectus. These expenses will generally include a management fee, other fund expenses, and possibly a distribution fee. In addition, mutual funds incur transaction costs and opportunity costs, which are not disclosed in the fund’s prospectus or Statement of Additional Information.

Clients will incur transaction fees or commissions in connection with trading of mutual funds, ETF, individual stock and bonds (and/or principal mark-ups and mark-downs for principal trades), which are charged by the custodian (brokerage firm holding safekeeping of the client’s assets for safekeeping.) We attempt to only purchase mutual funds whose transaction fees are waived. The transaction costs for stock and bond trades vary. Accordingly, the client should review both the fees charged by the funds (including transaction and opportunity costs within funds which are not included in a fund’s annual expense ratio), the transaction fees charged by the custodian as well as the fees charge by Beall Financial Planning, Inc. to fully understand the total amount of fees and costs paid by the client, in connection with any recommended transaction. For a discussion of our practice in recommending brokers (custodians) to our clients, please see Item 12.

The “account termination fees” upon the transfer of an account from one brokerage firm (custodian) to another may generally range from \$25.00 to \$200.00 per account, but at times may be much higher. Clients should contact their custodians (brokerage firms, bank or trust company, etc.) to determine the amount of account termination fees which may be charged and deducted from their accounts for any existing accounts which may be transferred.

**Comparable Services:**

Beall Financial Planning, Inc. believes that the charges and fees offered within its programs are competitive with alternative programs available through other firms offering a similar range of services; however, lower fees for comparable services may be available from other sources. A client could invest in mutual funds directly, without the services of Beall Financial Planning, Inc. In that case, the client would not receive the services provided by Beall Financial Planning, Inc. which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client’s financial condition and objectives, undertake a disciplined approach to portfolio rebalancing while taking into account the tax ramifications of same, and to avoid ad hoc emotional reactions to shorter-term market events. Also, institutional funds usually recommended by Beall Financial Planning, Inc may not be available to individual investors.

**Proper Management of Conflicts of Interest Relating to the Fees We Receive from You, Relating to the Receipt of Percentage-Based Compensation.**

The vast majority of our clients pay Beall Financial Planning, Inc. fees based upon a percentage of the assets we advise upon. This is a very common form of compensation for registered investment advisory firms and avoids the multiple inherent conflicts of interest associated with commission-based compensation (Beall Financial Planning, Inc. does not accept commission-based compensation of any nature, nor does Beall Financial Planning, Inc. accept 12b-1 fees). Asset-advised-upon percentage method of compensation can still at times lead to conflicts of interest between our firm and our client as to the advice we provide. For example, conflicts of interest may arise relating to the following financial decisions in life: incur or pay down debt; gift funds to charities or to individuals; purchases of a (larger) home or cars or other non-investment assets; the purchase of a lifetime immediate annuity; expenditures of funds for travel or other activities; investment in private equity investments (private real estate ventures, closely held businesses, etc.), and the amount of funds to place in non-managed cash reserve accounts. We have adopted internal policies to properly manage these and other potential conflicts of interest. Our goal is that our advice to you remains at all times in your best interests, disregarding any impact of the decision upon our firm.

We believe this method of compensation aligns our interest with yours more than any other method, because our compensation increases when the assets we manage for you increase. However, our revenue also may be increased or decreased due to market fluctuations determined predominately by economic factors beyond our control. These market fluctuations would not actually reflect the value we add to investment management. Financial planning clients are advised that, if they retain our firm as

Investment Manager (i.e., charging an investment management fee based on percentage of assets under management), a potential conflict of interest arises. Any advice that increases assets under our management will increase the management fee, and any advice that decreases assets under our management will decrease the management fee. We strive to maintain a high degree of objectivity and to ensure that our advice is not based on these considerations. However, the potential for conflict of interests exists, and clients must be aware of that fact as they consider our recommendations.

To make sure you are aware of the fees we charge, we will provide quarterly billing statements which detail the dollar amount you are being charged, even though these amounts may be directly withdrawn from your account.

### **Applicable to All Programs: Proper Management of Conflicts of Interest between Clients.**

Beall Financial Planning, Inc.’s relationship with each client is non-exclusive; in other words, Beall Financial Planning, Inc. provides investment advisory services and financial planning services to multiple clients. Beall Financial Planning, Inc. seeks to avoid situations in which one client’s interest may conflict with the interest of another of its clients. However, one circumstance which could arise is a sudden sharp downturn in the values of one or more stock asset classes, thereby triggering (under adopted investment policies with the vast majority of Beall Financial Planning, Inc. clients) the need to rebalance the investment portfolios following the close of any business (trading) day. In this instance, Beall Financial Planning, Inc. seeks to rebalance each client’s investment portfolio on a timely basis, keeping in mind that most mutual fund trades occur at the end of a trading day. In ascertaining which client portfolios to attend to first, Beall Financial Planning, Inc. usually ranks individual accounts by the highest percentage of cash & money markets relative to account size. Market conditions may be such that assets are held in cash and money market accounts to preserve capital for a sustained period of time. More information about this policy is found in each client’s Master Client Service Agreement.

### **Applicable to All Programs: Cancellation and Termination of Advisory Agreements**

Either the Client or Beall Financial Planning, Inc. may cancel an advisory agreement without penalty by providing written notice of such cancellation to the other party. Termination of an agreement will not affect: (a) the validity of any action previously taken by Beall Financial Planning, Inc. under the agreement; (b) liabilities or obligations of the parties from transactions initiated before termination of the agreement; or (c) a client’s obligation to pay advisor fees (prorated through the date of termination). Upon the termination of the agreement, Beall Financial Planning, Inc. will not possess any

obligation to recommend or take any action with regard to the securities, cash, or other investments in a client’s account.

### **Item 6: Performance-Based Fees and Side-by-Side Management**

Item 6 is inapplicable to Beall Financial Planning, Inc.

Beall Financial Planning, Inc. does not accept performance-based fees, nor manage accounts which impose performance-based fees.

[Performance-based fees are fees based on a share of capital gains on a capital appreciation of the assets of a client (such as a client that is a hedge fund or other pooled investment vehicle). Such acceptance or management would pose a significant conflict of interest to our clients because performance-based fees may provide an incentive to favor such accounts over the accounts of clients under our other advisory programs. Beall Financial Planning, Inc. considers avoidance of such conflict a paramount policy in maintaining our fiduciary duty to our clients.]

**Item 7: Types of Clients**

Beall Financial Planning, Inc. provides investment advice primarily to individual(s) and their families, including high net worth individuals, and trusts.

Beall Financial Planning, Inc. also may provide investment advice to pension and profit sharing plans and plan participants as well as foundations and other institutions, and to business entities.

**Required Minimum Client Assets under Advisement**

For clients of the Beall Financial Planning, Inc. Financial Planning Services, there are no minimum account sizes.

For clients of the Beall Financial Planning, Inc. Wealth Management Services, Beall Financial Planning, Inc. has a minimum level of assets under advisement of \$200,000. Minimums are subject to negotiation.

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

### **Generally**

Beall Financial Planning, Inc. provides the investment strategy and its implementation for all clients, utilizing a variety of securities or pooled investment vehicles (such as mutual funds). Clients of Beall Financial Planning, Inc. receive the benefit of Beall Financial Planning, Inc.’s developed investment philosophies and strategies, research and due diligence, account monitoring, and personal financial planning recommendations.

Beall Financial Planning, Inc.’s Investment Committee establishes the overall investment strategies employed by the firm, reviews the brokerage firms we recommend to our clients, and approves of particular investment which may be used by advisors of our firm. The Investment Committee includes Holst C. Beall, Jr. James G. Beall and Colleen M. Giffin, CFP®.

Expansive academic research, investment information, and certain proprietary analyses are drawn upon by Beall Financial Planning, Inc. in order to provide innovative investment advisory services. For Financial Planning Service Clients specific no-load mutual funds and other investment products and securities are then recommended to clients. Clients’ portfolios are then periodically monitored, and changes to investment portfolios are suggested when appropriate. Asset class exposures are maintained within desired risk tolerances, subject to variances permitted for tax reduction, tax planning or other reasons. For Wealth Management Service Clients Beall Financial Planning, Inc. holds discretionary authority and makes the appropriate changes to asset allocation when necessary.

### **Methods of Analyses and Investment Strategies, Generally**

In designing investment plans for clients, Beall Financial Planning, Inc. relies upon the information supplied by the client and the client’s other professional advisors. Such information may pertain to the client’s financial situation, estate planning, tax planning, risk management planning, short-term and long-term lifetime financial goals and objectives, investment time horizon, and perceived current tolerance for risk.

This information becomes the basis for the strategic asset allocation plan which we believe will best meet the client’s stated long term personal financial goals. The strategic asset allocation provides for investments in those asset classes which Beall Financial Planning, Inc. believes (based on historical data and Beall Financial Planning, Inc. proprietary analysis) will possess attractive combinations of return, risk, and correlation over the long term.



A tremendous amount of academic research reveals that strategic allocation is determinative of the majority of the expected long-term gross returns of investor’s portfolios. Our selection of asset classes is driven by research into global asset classes by such academics as Professor Eugene Fama, Sr. of the University of Chicago Booth Graduate School of Business and the Center of Research in Security Prices, Professor Kenneth French of Dartmouth College, and many other academics and researchers.

The investment advice which Beall Financial Planning, Inc. provides is based upon long-term investment strategies which incorporate the principles of Modern Portfolio Theory. The utilization of several different asset classes as part of an investor’s portfolio is emphasized, as this has been shown to usually affect a reduction in portfolio volatility (i.e., the standard deviation of the portfolio returns) over long periods of time. Beall Financial Planning, Inc. allocates and diversifies the client’s assets among various asset classes and then among individual investments, following the investment policy agreed to by the client.

Beall Financial Planning, Inc.’s investment approach is firmly rooted in the belief that markets are fairly efficient (although not always rational) and that investors’ gross returns are determined principally by asset allocation decisions. A focus is provided on developing and implementing globally diversified portfolios, principally through the use of low-cost mutual funds, Exchange Traded Funds (ETF), Exchange Traded Notes (ETN), Real Estate Investment Trusts (REIT), Master Limited Partnerships (MLP), individual stocks and Fixed Income investments. Some of these investments are generally available only to institutional investors and clients of advisers granted access to such funds.

Investment policy and overall portfolio weightings as between equities and fixed income investments are based upon each client’s needs and desires, perceived risk tolerance and the need to assume various risks, and investment time horizon. The portfolios of clients may then follow models designed by Beall Financial Planning, Inc. to fit the overall weightings of equities (stocks, stock mutual funds, ETFs, etc.) and fixed income investments (notes, bonds, tax advantaged bonds, funds, CDs, etc.) in an investor’s portfolio. For other clients, the investment portfolio’s strategic asset class allocation is customized to meet the specific circumstances of a client, the presence of investments in 401(k) or other accounts, as well as a perception of the client’s understanding of the fundamental forces affecting risk and return in the capital markets.

In addition, a client’s initial or revised strategic asset allocation may be influenced by a review of the relative valuation levels of various asset classes and the investment time horizon of that client. While asset class “bubbles” are attempted to be discerned when

they occur, tactical asset allocation strategies are not generally employed in connection with the management of client portfolios.

### **Methods of Analysis; Sources of Information**

Our security analysis is based upon a number of factors including those derived from commercially available software technology, securities rating services, general economic and market and financial information, due diligence reviews, and specific investment analyses that clients may request. The main sources of information include commercially available investment information and evaluation services, financial newspapers and journals, academic white papers and periodicals. Prospectuses, statements of additional information, other issue-prepared information, and data aggregation services (Morningstar Advisor, etc.) are also utilized. Investment Committee members and advisors also attend various investment and financial planning conferences.

Research is also received from consultants, including financial economists affiliated with Charles Schwab & Co., Inc. (Schwab) and other firms. Schwab provides historical market analysis, risk/return analysis, and continuing education services. Various computer software programs from Schwab and other third parties may also be utilized to better model the historical and/or expected returns of designed portfolios. The historical valuation levels of various asset classes (as measured by p/b, p/e, p/c and/or p/s data) may be utilized to undertake estimates of the probable long-term expected returns of various assets classes, as a means of aiding investment and financial planning decision-making.

### **Types of Investments**

Beall Financial Planning, Inc. recommends investments which consist of no-load stock, bond, real estate, commodities and emerging market mutual funds; stock and bond ETFs; real estate investment trusts (REITS) and individual fixed income investments. Some investment portfolios may also include individual equity investments, but these are generally part of clients' investment holding prior to becoming a client of Beall Financial Planning, Inc.

New clients' existing investments are evaluated in light of the desired investment policy objectives. We work with new clients to develop a plan to transition from a client's existing portfolio to the desired portfolio. Investment advice may be offered on any investments held by a client at the start of the advisory relationship. Each client's portfolio holdings and strategic asset allocation are then monitored periodically, taking into account the cash flow needs of the client. Review meetings with clients are held

regarding their investment assets under advisement and other personal financial planning issues.

### **Risk of Loss, Generally**

Investing in securities involves a risk of loss that clients should be prepared to bear. The investment recommendations seek to limit risk through broad global diversification in equities and investments in high quality fixed income securities or diversified mutual funds.

However, the investment methodology will still subject the client to declines in value of their portfolios, which can at times be dramatic. We believe there exists a high probability in most market environments of a long-term (15 year or greater) outperformance of small cap and value stocks, relative to large cap and growth stocks, and hence the stock (equities) portion of an investor’s portfolio may be “tilted” toward small cap and value stocks. Accordingly, the normally greater expected returns of the equity portion of the portfolio will in turn often permit the overall allocation to equities (stocks, stock mutual funds, etc.) to be reduced, and the allocation to fixed income investments increased. Beall Financial Planning, Inc. believes this is the best manner to temper the shorter-term volatility of the stock market, especially for clients who derive cash flow from their portfolios (such as clients who are in retirement years).

Given the long-term nature of the expected equity premium (i.e., the additional expected return for investing in the overall stock market, relative to less “risky” U.S. Treasury bills), and the long-term nature of the expected value and small cap effects, Beall Financial Planning, Inc.’s investment philosophy is best suited for investors who desire a buy and hold strategy for a substantial portion of their funds. Beall Financial Planning, Inc.’s stock strategies are usually appropriate for clients possessing an investment time horizon of a minimum of ten years, and preferably even longer. Even then, investing is inherently uncertain as to future returns. While both macroeconomic and microeconomic risks are evaluated, for purposes of weighing risks and returns and for computation of the expected returns of various asset classes (for use in financial planning decision-making), Beall Financial Planning, Inc. does not generally engage in market-timing activities. Beall Financial Planning, Inc. believes the equity, value and small cap effects are highly likely to occur in the future, over long periods of time. However, there can be no assurance that these effects will occur over any given time period. While Beall Financial Planning, Inc. seeks to reduce non-compensated risks to which a client may be exposed, other risks (including but not limited to the risk of a general stock market decline) may be assumed in order to seek to attain the client’s longer-term financial goals and objectives; however, Beall Financial Planning, Inc. cannot provide any guarantee that the client’s goals and objectives will be achieved.

**Risk of Loss, Certain Higher-Risk Securities**

Certain securities recommended, such as foreign equities and US. Micro-cap mutual funds possess higher levels of volatility (as individual asset classes within a portfolio). Beall Financial Planning, Inc. may employ these securities as part of an overall strategic asset allocation for a client, and when such is undertaken Beall Financial Planning, Inc. possesses a reasonable belief that the risk-return relationship for these securities will likely be beneficial for the investor over the long term.

Please also note that while all Certificated of Deposit (CDs) purchased for our clients are FCIC-insured, the pricing of certain of these CDs, which trade in the secondary market, can vary; accordingly, due to price declines and/or transaction costs associated with trading, these CDs could lose value if redeemed prior to maturity. When CDs are recommended to clients, it is our intent that client’s hold the CDs to maturity.

**Cash Balances in Client Accounts**

Cash in client’s investment accounts are typically swept into the bank or money market mutual fund accounts of the institutions. Beall Financial Planning, Inc. discusses with each client, during the time of review conferences and at other times, upcoming cash flow needs and seeks to plan accordingly to meet those needs. While it is not the practice to encourage clients to maintain a large amount of cash in their accounts, such may be undertaken at the request of the client, to facilitate billing of Beall Financial Planning, Inc. fees, or for other reasons. Upon request of a client, cash balances will be maintained for temporary or short-term purposes.

**Item 9: Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events of their firm or certain management personnel which would be material to your evaluation of Beall Financial Planning, Inc. or the integrity of Beall Financial Planning, Inc.’s management of your investment portfolio.

Beall Financial Planning, Inc. possesses no legal or disciplinary events which, in the judgment of Beall Financial Planning, Inc.’s Chief Compliance Officer, are required to be disclosed under the guidelines for such disclosure promulgated by the U.S. Securities and Exchange Commission or any State Government equivalent.

**Item 10: Other Financial Industry Activities and Affiliations**

Beall Financial Planning, Inc. and its owners and officers have no other financial industry activities or affiliations to be reported in the judgment of Beall Financial Planning, Inc.’s Chief Compliance Officer as promulgated by the U.S. Securities and Exchange Commission or State Government equitant.

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

### Generally, We Seek to Avoid Material Conflicts of Interest.

Beall Financial Planning, Inc. seeks to avoid material conflicts of interest. Accordingly, neither Beall Financial Planning, Inc. nor its investment advisor representatives nor its team members receive any third party direct monetary compensation (i.e., commissions, 12b-1 fees, or other fees) from brokerage firms (custodians) or mutual fund companies.

However, some additional services and non-direct monetary or other forms of compensation are offered and provided to Beall Financial Planning, Inc. as a result of its relationships with custodian(s) and/or providers of mutual funds products. For example, Beall Financial Planning, Inc.’s investment advisor and employees may be invited to attend educational conferences and/or entertainment events sponsored by such brokerage firms or custodians or mutual funds companies. Other services may be provided as outlined below. Beall Financial Planning, Inc. believes that the services and benefits actually provided to it by brokerage firms (custodians) and mutual fund providers do not materially affect the investment management recommendations made to clients of Beall Financial Planning, Inc. However, in the interest of full disclosure of any potential conflicts of interest, we discuss the possible conflicts herein.

Although Beall Financial Planning, Inc. believes that its business methodologies, ethics rules, and adopted policies are appropriately to eliminate, or at least minimize, potential material conflicts of interest, and to manage appropriate any material conflicts of interest that may remain, clients should be aware that no set rules can possibly anticipate or relieve all potential material conflicts of interest.

### Our Code of Ethics

Beall Financial Planning, Inc. has adopted a Code of Ethics, to which all investment advisor representatives and employees are bound to adhere. The key component of our Code of Ethics states:

Beall Financial Planning, Inc. and its investment advisor representatives and employees shall always:

1. Abide by the “Golden Rule”: Do unto others as you would have them do unto you.
2. Abide by the CFP Code of Ethics and Professional Responsibility.

Beall Financial Planning, Inc. will provide a complete copy of the Code of Ethics to any client or prospective client upon request.

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

Beall Financial Planning, Inc. does not currently participate in securities in which it has a material financial interest. Beall Financial Planning, Inc. and its related persons, as a matter of policy, do not recommend to clients, or buy or sell for client accounts, securities in which the firm or its related persons has a material financial interest.

Beall Financial Planning, Inc. Code of Ethics provides that individual associated with our firm may buy or sell securities for their personal accounts identical or different than those recommended to clients. However, it is the expressed policy of our firm that no person employed by the firm shall prefer his or her own interest to that of an advisory client nor make personal investment decisions based on investment decisions for advisory clients.

To supervise compliance with the Code of Ethics, our firm requires that anyone associated with this advisory practice and who possesses access to advisory recommendations (before or at the time they are entered into) (“access persons”) to provide annual securities holding reports and quarterly transaction reports to Beall Financial Planning, Inc’s Chief Compliance Officer or his or her designee. We also require access persons to receive advance approval from Beall Financial Planning, Inc’s Chief Compliance Officer or his or her designee prior to investing in any initial public offerings or private placements, and with regard to trading of certain individual securities.

The Code of Ethics further includes our firms’ policy prohibiting the use of material non-public information and protecting the confidentiality of client information. We require that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline.



## Item 12: Brokerage Practices

### Use of Brokerage Firms (Custodians), Generally

Beall Financial Planning, Inc.'s clients select any broker dealer desired by the client. Those wishing for us to recommend a broker/dealer will get a recommendation based on a broker dealer's cost, skills, reputation, dependability and compatibility with Beall Financial Planning, Inc.

Beall Financial Planning, Inc. utilizes the services of Charles Schwab & Co., Inc., Fidelity and TIAA-CREF. Charles Schwab & Co., Inc. provides our team members with access to institutional trading and custody services, which services are typically not available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis and at no charge to them. However, not all independent investment advisors recommend their clients to utilize particular custodians.

Beall Financial Planning, Inc. has an agreement with Charles Schwab & Co., Inc. For custody of funds (brokerage accounts, IRA accounts, trust accounts, etc.) at Schwab, they in turn provide us with daily computer downloads of our client accounts, they provide us with access to trader desks, and institutional and advisor shares of mutual funds and research data. We receive no monetary compensation for this agreement. We believe these services allow us to better serve our clients. Our experience to date is that we have received a better selection of bonds through the trading desk and lower trading costs on stock transactions than we have had with other brokerage houses we have used in the past. We do not require our clients to custody their assets at Schwab. We try to find a brokerage house that best suits a particular client's needs and desires.

While there is no direct linkage between the investment advice given and participation in the Schwab Advisor Services, economic benefits are received which would not be received if Beall Financial Planning, Inc. did not give investment advice to clients.

Discussion of Benefits to Beall Financial Planning, Inc. as to all Custodians: The benefits provided by Charles Schwab & Co, Inc., Fidelity and TIAA-CREF may include assistance with practice management and assistance with the management of client accounts, including but not limited to: (a) receipt of duplicate client confirmations; (b) receipt of electronic duplicate statements; (c) access to a trading desk serving investment adviser firm participants, and providing research, pricing information, and other market data; (d) access to the investment advisor portion of their web sites. Schwab's web site includes practice management articles, compliance updates, and other financial planning related information and research materials (including, for example, rating reports on individual companies from Standard and Poors' or other

sources); (e) access to other vendors (such as insurance or compliance providers, or providers of research or other materials); (f) permitting Beall Financial Planning, Inc. to access an electronic communication network for client order entry and to access clients' account information and which may otherwise assist Beall Financial Planning, Inc. with its back-office functions, including recordkeeping and client reporting; and (g) conferences at which advisor and employees of our firm may attend (with no registration fees) and receive education on issues such as practice management, marketing, investment theory, financial planning, business succession, regulatory compliance, and information technology. Participation in the custodians programs also provides access to certain mutual funds which generally require significantly higher minimum initial investments or are generally available only to institutional investors.

The benefits received through participation in the custodians programs may depend upon the amount of transactions directed to, or amount of assets placed in custody with Charles Schwab & Co, Inc., Fidelity and TIAA-CREF.

Generally, many of these services may be utilized to service all or a substantial number of our clients' accounts. Educational, research, or other services provided by custodians or mutual fund companies may benefit all of Beall Financial Planning, Inc.'s clients, or may benefit only some clients.

### **Our Recommendations of Brokerage Firms**

Clients are permitted to direct Beall Financial Planning, Inc. to utilize their desired brokers. However, if such brokers are utilized, Beall Financial Planning, Inc. may not possess access to certain mutual funds and other investments that are generally available only to institutional investors or which would require a significantly higher minimum initial investment, and commission rates paid or transaction fees paid may be higher than the fees negotiated by Beall Financial Planning, Inc.

While as a fiduciary, Beall Financial Planning, Inc. endeavors to act in its clients' best interest, our desire that clients maintain much of their assets in accounts at Charles Schwab may be based in part on the benefit to our firm of the availability of some products and services (previously described) at no cost to us, or at reduced costs, and not solely on the nature, cost or quality of custody and brokerage services provided by the brokers, and this may create a potential conflict of interest. Beall Financial Planning, Inc. clients may, therefore, pay higher transaction fees, commission (for individual stock and ETF trades), and principal mark-ups and mark-downs (relating to purchases and sales on a principal, as opposed to an agency, basis), than those charged by other discount brokers. However, we have selected these custodians for their generally low fees relative to another large custodian. Also, please note that we

prefer to recommend custodians whom possess significant size and financial resources, for purposes of enhanced safety of clients’ funds. For all of these reasons, the lowest cost custodian for clients may not be recommended to clients by Beall Financial Planning, Inc.

### **Non-Aggregation of Client Trades**

Beall Financial Planning, Inc. may aggregate (combine) the trades of its clients. The decision for aggregating trades is made on a security by security basis. There are several mutual funds or bond trades that lend themselves to aggregated trades. As a result, Beall Financial Planning, Inc.’s client may receive the benefit of reduced transaction fees such aggregation of trades could provide to our clients.

### **Non-Participation in Client Referral Programs of Custodians**

Beall Financial Planning, Inc. will continue to avoid certain relationships with custodians (brokerage firms, etc.) and investment product providers which it believes might materially hamper its independence in its providing advice to its clients or result in clients paying higher mutual fund management, administrative, or other product-related fees and costs. For this and other reasons, Beall Financial Planning, Inc. does not participate in the client referral programs which may be sponsored by such custodians.

### **Item 13: Review of Accounts**

Portfolio Reviews and Rebalancing of the client’s portfolio, for the assets held under advisement with Beall Financial Planning, Inc., will be undertaken: (1) periodically at least quarterly; (2) upon request, and (3) upon a substantial asset class decline, under the following adopted policies and procedures.

Periodic Portfolio Reviews are undertaken by advisors of Beall Financial Planning, Inc. to ascertain if the values in any asset class have strayed beyond their target minimums or maximums, and for purposes of meeting a client’s cash flow needs. Even if one or more asset classes fall outside their target minimums or maximums, the advisor may determine not to rebalance the asset class for various reasons, such as avoidance of short-term capital gains, deferring long-term capital gains realization, minimization of transaction costs, or our view on whether the asset class is undervalued or overvalued relative to historic norms and our view of the level of the macroeconomic risks to which the asset class may be exposed. Such in-house portfolio reviews are subject to additional restrictions set forth below. Clients are not generally contacted when the decision to make a trade is undertaken.

Additional Portfolio Reviews are undertaken upon request by the client, such as when special cash needs arise or when additional cash or securities are added to the investment portfolio. Beall Financial Planning, Inc. will respond to such request within a reasonable period of time.

We may also undertake sales and purchases during this time to effect tax loss harvesting, in addition to rebalancing actions.

In undertaking rebalancing actions, we will seek to rebalance one or more asset classes closer to the targets. We may decline to rebalance a specific asset class, due to tax concerns, high transaction costs relative to the trade amount, or other reasons. We may estimate the market close at any point during the day during which trades are being made, and undertake trades on that basis. Since the stock market is very volatile, especially in the first and last hour of trading, this may cause us to underestimate or overestimate the amount needed to effect a rebalancing action.

### **Special Procedures upon Major Market Change**

Upon a substantial decline in the valuation of the stock markets, generally, or a specific stock asset class, an opportunity may be considered for rebalancing of your investment portfolio. In such event, our resources may be limited given the number of relationships with our clients, especially if the downward change in valuation of the asset class occurs suddenly. Beall Financial Planning, Inc. shall undertake rebalancing actions during this period as follows:

- All periodic account reviews, and reviews desired by special request of any client, will be suspended during this process.
- If a client has provided Beall Financial Planning, Inc. with discretion authority to trade in his/her account(s), we will undertake sales and purchases in the account(s) without advance notification to the client.

### **Portfolio Reports Provided to Clients**

Quarterly Reports from Beall Financial Planning, Inc. of the client's investment portfolio will be provided to every client. Such reports may also include additional reports of the client's portfolio. In addition, In February or March of each calendar year, the client will be provided with an End of Year Report. This End of Year report may include realized gains and loss reports for any taxable accounts which are under advisement to aid the client's CPA/accountant/tax preparer in income tax preparation.

Online Access to Account Information, utilizing a combination of secure online account aggregation and online data reporting services to provide updated account values as of

the preceding business day for assets held at the custodians (Charles Schwab & Co., Inc., Fidelity and TIAA-CREF) utilized by Beall Financial Planning, Inc. we may provide reports upon request.

We may also offer periodic data for other investment accounts upon which we provide advice, not held at the foregoing custodians, if such information can be obtained from our account aggregation services, and provided the client's consent is obtained to furnish such account aggregation service with any account passwords required to access account information.

While we are hopeful that the information supplied by custodians and data aggregation services is reliable, we cannot guarantee its accuracy.

Clients may also directly access account information at the custodians with which the accounts are held online, each and every business day, via the secure web sites of these institutions.

Monthly or Quarterly Statements Directly from Account Custodians are sent to the client directly from the corresponding broker, banks, mutual funds, partnership sponsors, and/or insurance companies which hold the client's investments. These statements reflect the assets in the custodian's custody, together with confirmations of each transaction executed in the account(s) if desired by the client. For some custodians, the client may elect to receive these statements electronically rather than U.S. mail.

**Clients are strongly encouraged to review the monthly or quarterly statements they receive from the custodians.** Despite the best efforts of any firm to safeguard client's assets, fraud could still occur. While we hope that our clients trust our firm and advisors, and we have never had an instance of theft of client funds, we believe it is nevertheless important for clients to verify their investment holdings. **We also encourage clients to timely compare the account statements received from us with those received directly from the custodians. If any irregular or unauthorized transactions are detected, please contact our office immediately at 478-743-9023.**

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

Beall Financial Planning, Inc. does not provide to or accept compensation from any person for client referrals. Referrals to other professionals may be undertaken where appropriate to meet the client’s needs. These situations are discussed below.

- Referrals to a CPA may be undertaken for preparation of the client’s tax projections. Beall Financial Planning, Inc. may refer the client to his/her Certified Public Accountant (CPA) and/or tax preparer should Beall Financial Planning, Inc. ascertain that tax projections would be useful to the client for one or more various purposes (capital gain harvesting, alternative minimum tax avoidance, impact of additional income on taxation or social security benefits, etc.) While Beall Financial Planning, Inc. may assist the client’s CPA or tax preparer by providing various information for purposes of these tax projections or suggesting alternative inputs, the client’s CPA/tax preparer will provide these services directly to the client, and the client is charged directly by the CPA/tax preparer in accordance with the client’s agreement with that person or firm.
- Referrals to attorneys for legal advice and document preparation may be undertaken for preparation of any recommended estate planning documents, the implementation of various strategies relating to asset protection planning, legal document preparation relating to transactions involving closely held businesses and/or professional firms, and/or other similar services. Beall Financial Planning, Inc. is not a law firm and does not provide legal services.
- Referrals to insurance agents for quotes on possible insurance products may be undertaken where Beall Financial Planning, Inc. advises client’s of possible insurance needs. This policy need(s) can include but are not limited to: Auto, Home, Personal Liability, Long Term Care and Medical.

### Item 15: Custody

It is our policy to not accept custody of a client’s securities. In other words, we are not granted access to our clients which would enable us to withdraw or transfer or otherwise move funds or cash from any client account to our accounts or the account of any third party (other than for purposes of fee deductions, as explained below). This is for the safety of our client’s assets.

However, with a client’s consent, Beall Financial Planning, Inc. may be provided with the authority to seek deduction of Beall Financial Planning, Inc. fees from a client’s accounts; this process generally is more efficient for both the client and the investment advisor. And there may be tax benefits for the client to this method when fees can be paid from certain tax-deferred accounts of clients.

All of our clients receive account statements directly from qualified custodians, such as a bank or broker-dealer that maintains those assets. You should carefully review these account statements, and compare them to the quarterly or other reports we make available to you. We urge all of our clients to compare statements in order to ensure that all account transactions, including deductions to pay advisor fees, remain proper and to contact us with any questions.

### Item 16: Investment Discretion

Beall Financial Planning, Inc. provides discretionary investment management to all Wealth Advisory Service Clients. Each client’s grant of discretion is evidenced in the client services agreement (or addendums thereto) signed by the client, and if further evidenced to the custodians through a limited power of attorney contained in the account establishment form signed by the client or a separate limited power of attorney document signed by the client. Nearly all clients appoint Beall Financial Planning, Inc. as the client’s agent and attorney-in-fact with respect to undertaking trades in client accounts; Beall Financial Planning, Inc.’s ability to enter trades electronically for clients often provides reduced transaction fees and other benefits to the client.

Please note that Beall Financial Planning, Inc. does not generally contact clients in advance of trades. Moreover, Beall Financial Planning, Inc. seeks to undertake a minimal amount of trading in client accounts, in order to keep transaction fees, other expenses, and tax consequences associated with trading to minimal levels.

Fixed income trading discretion – for nearly all client accounts. With client consent, Beall Financial Planning, Inc. will accept discretion to purchase and sell individual fixed income securities. Only investment-grade individual fixed income securities will be purchased using this discretion. The purpose of this discretion is to enable Beall Financial Planning, Inc. to undertake purchases and sales in a timely manner when securities are available at quoted prices.

Rebalancing in the event of a major asset class valuation fall – for most client accounts. With client consent, Beall Financial Planning, Inc. will accept discretion to undertake sales of fixed income securities and purchases of stock, stock mutual funds or exchange-traded funds on the same day, when in the judgment of the investment advisor a significant fall in the value of an assets class has occurred which may affect a substantial number of our clients. Trades are generally undertaken by prioritizing clients accounts based upon the amount of assets under advisement (from high to low) at the time of the last quarter; it is possible that not all client accounts in which trades should be undertaken will be attended to on the day of, or day following, a major stock market or asset class decline in value. Other factors such as client’s time horizon may also determine the prioritization of client accounts. Not all client accounts will need trading on such a day, however.

While trades are planned based upon an advisor’s judgment of the likely value of asset classes at the end of trading on the exchanges (i.e., typically 4:00 pm, the time when trades in mutual funds are executed under SEC rules), it is possible that late-session movements in the values of asset classes may occur, which may cause either an under-



purchase or over-purchase of an investment in a client’s account relative to the desired target for a particular asset class.

### Item 17: Voting Client Securities

Beall Financial Planning, Inc. will accept authority to vote proxies on behalf of clients. Clients can, if desired, retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. When a client chooses to give Beall Financial Planning, Inc. the authority to vote proxies on their behalf, they may still choose to call and discuss with us any particular issue they wish in regard to any proxy vote. Each client can also request a copy of how Beall Financial Planning, Inc. voted regarding any proxy vote that Beall Financial Planning, Inc. has the authority to vote in.

The process used in voting a proxy on behalf of client(s) securities is:

- Generally Beall Financial Planning, Inc. will vote for all non-ERISA Accounts in accordance with the best economic interest of each client in the advisor’s opinion
- For all ERISA accounts, Beall Financial Planning, Inc. will vote proxies on behalf of the client only if the plan expressly provides that a non-trustee is given discretion as a Fiduciary and the plan delegated to one or more investment managers authority pursuant to Section 402 of ERISA.
- All proxies received by Beall Financial Planning, Inc. will be:
  - Reconciled against securities held
  - Voted in accordance with the Compliance Committee’s recommendations and guidelines
  - Transmitted according to the proxy’s directions
  - Recorded for future reference for each Beall Financial Planning, Inc. client

If any conflict or potential conflict of interest arises in the execution of Beall Financial Planning, Inc.’s proxy voting responsibilities, the Chief Compliance Officer will refer the matter to the Compliance Committee who will review and resolve any such conflict in the best interests of all affected clients. The Compliance Committee will either instruct the Chief Compliance Officer to vote the affected proxies in accordance with the Compliance Committee’s specific instructions or provided that the client is not an ERISA client, either request the client to vote their own proxies or abstain from any voting. In all cases the Compliance Committee will disclose the conflict to all affected clients and notify them of the specific action taken.

A full copy of Beall Financial Planning, Inc.’s proxy voting policies and procedures is available upon request to any client.

**Item 18: Financial Information**

Beall Financial Planning, Inc. does not require the prepayment of more than \$1,200.00 in fees per client, six months or more in advance. Generally, Beall Financial Planning, Inc. does not require the prepayment of any fees from any client.

Beall Financial Planning, Inc. accepts discretion over clients’ accounts, as described in Item 16 of this Brochure. Due to this acceptance, Beall Financial Planning, Inc. is required to disclose any financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients. Beall Financial Planning, Inc. currently possess no such financial condition. Beall Financial Planning, Inc. has never been the subject of a bankruptcy proceeding.

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

Beall Financial Planning, Inc. is currently a Registered Investment Adviser (RIA) in the states of Georgia, Alabama and Florida. While we have clients in many other states we are not currently required to register in those states.

Beall Financial Planning, Inc. is not compensated for advisory services under the Wealth Advisory Service agreement with performance-based fees.

Beall Financial Planning, Inc. or any of its’ management person(s) have not been involved in or found liable for any arbitration damages.

Beall Financial Planning, Inc. or any or it’s management person(s) have not been involved in or found liable in a civil, self-regulatory organization, or administrative proceeding of any kind.

Beall Financial Planning, Inc. or it’s management person(s) does not have any relationship or arrangement with any issuer of securities that is not described in Item 10 of Part 2A.

January 12, 2015

[FORM ADV PART 2B (“BROCHURE SUPPLEMENT”) FOR  
BEALL FINANCIAL PLANNING, INC.]

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## Brochure Supplement

### James G. Beall

This brochure supplement provides information about James G. Beall that supplements the Beall Financial Planning, Inc. Firm Brochure. You should have received a copy of that Firm Brochure. Please contact Beall Financial Planning, Inc. at [colleen@beallfp.com](mailto:colleen@beallfp.com) or call the office at 478-743-9023 if you did not receive Beall Financial Planning, Inc.’s brochure or if you have any questions about the contents of this supplement.

Additional information about Jim, is available on the FINRA website at [www.finra.org/investors/toolscalculators/brokercheck](http://www.finra.org/investors/toolscalculators/brokercheck)



James (Jim) G. Beall  
President, Chief Compliance Officer, and  
Chief Investment Manager  
Beall Financial Planning, Inc.  
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Phone: 478-743-9023  
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E-mail: [jim@beallfp.com](mailto:jim@beallfp.com)

### **Educational Background and Business Experience**

James G. Beall graduated with a Bachelor of Arts degree in Business Administration in 1992 from Oglethorpe University, in Atlanta, GA. Jim has attended numerous continuing educational forums, symposia and conferences over the years.

Jim is the President, Chief Compliance Officer and Chief Investment Manager for Beall Financial Planning, Inc. since 2004. Jim has worked full time for Beall Financial Planning, Inc. since 1995 after working in the marketing and technology field.

### **Disciplinary Information**

James G. Beall possesses no disciplinary history required to be disclosed by the U.S. Securities and Exchange Commission or any State Government.

### **Other Business Activities**

Jim devotes a portion of his time (less than 10% of his business-related time each year) to serve as President of the St. Joseph’s Catholic School Endowment Fund. He also serves on the St. Joseph Catholic Church Finance Committee.

### **Additional Compensation**

Jim receives no additional compensation.

### **Supervision**

Jim is the President of Beall Financial Planning, Inc. His direct supervisors would be his co-owners of Beall Financial Planning, Inc. The two additional owners are Vida G. Beall and Colleen M. Giffin. Jim Beall is solely responsible for all daily business related decisions for Beall Financial Planning, Inc. Jim is a member of the Investment Committee which jointly decides the investment direction for the firm. Jim is the Chief Investment Manager and provides the investment selection on an account level for all clients.

## Brochure Supplement

### Colleen M. Giffin, CFP®

This brochure supplement provides information about Colleen M. Giffin, CFP® that supplements the Beall Financial Planning, Inc. Firm Brochure. You should have received a copy of that Firm Brochure. Please contact Beall Financial Planning, Inc. at [jim@beallfp.com](mailto:jim@beallfp.com) or call the office at 478-743-9023 if you did not receive Beall Financial Planning, Inc.’s brochure or if you have any questions about the contents of this supplement.

Additional information about Colleen is available on the FINRA website at [www.finra.org/investors/toolscalculators/brokercheck](http://www.finra.org/investors/toolscalculators/brokercheck)



Colleen M. Giffin, CFP®  
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E-mail: [colleen@beallfp.com](mailto:colleen@beallfp.com)

### **Educational Background and Business Experience**

Colleen M. (Massey) Giffin graduated with a Bachelor of Arts degree in Economics and Anthropology in 2001 from Mercer University, in Macon, GA. In 2010 Colleen completed all the rigorous requirements and is now a Certified Financial Planner™ professional. Colleen has previously completed the College for Financial Planning Registered Paraplanner program in 2004. She has attended numerous continuing educational forums, symposia and conferences over the years.

Colleen is the Vice President and Office Manager for Beall Financial Planning, Inc. Colleen was promoted to Vice President in 2010. Colleen has worked full time for Beall Financial Planning, Inc. since 2002 after working for Paul Lyles Associates in 2001 after graduating from Mercer University.

In 2013, Colleen began working with Zeider’s Enterprises, Inc. as an on-demand Personal Financial Consultant (PFC). Zeider’s headquarters is in Woodbridge, Virginia. Zeider’s provides resources and coverage for military events through the Military Family Readiness and Resilience Service. As an on-demand PFC, Colleen will provide one on one counseling, seminar and/or walk up financial planning services that are approved by the military. While working at a Zeider’s event, Colleen is not allow to promote or refer any client to Beall Financial Planning, Inc. These events are typically on the weekend and would not interfere with her normal duties for Beall Financial Planning, Inc. For more information regarding Zeider’s, please go to [www.zeiders.com](http://www.zeiders.com) or contact the office.

### **Disciplinary Information**

Colleen M. Giffin possesses no disciplinary history required to be disclosed by the U.S. Securities and Exchange Commission or any State Government.

### **Other Business Activities**

Colleen devotes a portion of her time (less than 10% of her business-related time each year) to serve as Chapter Advisor to Gamma Iota Chapter of Alpha Gamma Delta, a school board member at St. Joseph’s Catholic School and various other community service projects.

### **Additional Compensation**

Colleen will receive compensation from Zeider’s Enterprises for each on-demand event worked. Her compensation is at the rate of \$45 per hour.

### **Supervision**

Colleen reports to James G. Beall, President of Beall Financial Planning, Inc. Jim can be contacted at 478-743-9023 or [jim@beallfp.com](mailto:jim@beallfp.com)