

Item 1. Introduction

The Practical Planner, LLC (“TPP,” “we,” “our,” and “us”) is an investment advisor registered with the United States Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and it is important that you understand the differences. Please note that free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We offer “Open Retainer” services that combine ongoing comprehensive financial planning with ongoing management and supervision of your designated investment accounts.

As part of an open retainer engagement, we will consult with you at the inception of our relationship to learn about your financial goals and concerns, tolerance for investment risk, investment time horizon, tax situation, income and expenses, current and expected cash flow, and other factors, and document the same in our records. Based on our analysis of this information, and as further informed by subsequent scheduled consultations with you, we will provide you with detailed financial planning and investment management advice that is tailored to your financial circumstances, investment objectives, needs, and goals. We will monitor the status of your designated investment accounts on an ongoing basis and update our financial planning recommendations to you at least annually during our relationship, and at such other times as you may reasonably request. We are also available to you to address questions regarding routine financial topics and concerns that may arise during the course of our relationship. Open retainer engagements also include some tax preparation services.

The portfolio management portion of our open retainer services are typically offered to new clients exclusively on a discretionary basis. This means that we are authorized to direct transactions within your designated investment accounts without obtaining your prior approval for each specific transaction. In limited cases, we may offer non-discretionary arrangements under which must obtain your consent prior to executing transactions in your accounts.

Where our investment advice under an open retainer engagement relates to assets held away from your designated investment account(s) (e.g., employer sponsored retirement accounts, education savings accounts, insurance products), you will make all final investment decisions and be responsible for the implementation and monitoring of such investments.

We primarily advise our clients regarding investments in mutual funds, exchange traded funds (“ETFs”), U.S. government securities, money market funds, and certificates of deposit. We may also advise you regarding investments held in your portfolio at the inception of our advisory relationship and other investment types as may be appropriate based on your investment needs and objectives. *More detailed information about our advisory services is contained in our Form ADV Part 2A “Firm Brochure” at Item 4.*

Conversation Starter. Ask us the following:

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Open retainer clients are charged an annual asset-based advisory fee ranging from 0.40% - 1.00% per year of the value of their assets under TPP’s advisement, subject to a minimum annual fee of \$10,000 per year (waivable in our discretion). For advisory fee calculation purposes, assets under advisement include investible assets such as cash and securities held in brokerage accounts, retirement accounts, and money market accounts, irrespective of whether such accounts are managed directly by TPP or held-away from TPP’s direct control (e.g., employer sponsored retirement accounts), and any other assets mutually agreed upon for inclusion by TPP and the client. Our fees are negotiable on a per-client basis based on factors such as the complexity of the client’s financial circumstances and needs, relationships with other clients or employees of our firm, our expectation of future assets under advisement, length of relationship, and other factors we deem relevant. Fees are charged on a pro-rated basis, typically quarterly in advance, and paid to us either by check or by direct deduction from your custodial account. Fees are reviewed on an at least an annual basis and may be adjusted periodically based upon changes in your financial circumstances and advisory needs. Fee adjustments will only take effect with your prior consent.

Tax preparation is included in open retainer engagements, however additional fees may be assessed based on the complexity of your tax returns, the need to prepare any amended returns, and/or your request that we prepare returns for your dependents. These additional fees are disclosed in our Firm Brochure.

You will be separately responsible for paying fees and costs traditionally charged by brokers and custodians (e.g. trading

commissions and custodial fees), in addition to any taxes related to your holdings. You will also pay all internal management fees and other costs and expenses associated with your purchase, sale, and holding of any mutual funds and/or ETFs.

Where asset-based fees apply to your account, you should consider that the more assets you have in your account, the more you will pay us, thus creating an incentive for us to encourage you to increase or maintain the level of assets in your account.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. *More detailed information about our advisory fees is contained in our Firm Brochure at Item 5*

Conversation Starter. Ask us the following: “Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?”

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

When we act as your investment advisor, we have to act in your best interests and not put our interest ahead of yours. At the same time, there are circumstances where the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you.

Here are some examples to help you understand what this means:

Example 1: The value of your asset-based advisory fee account goes up, and while the annual percentage we charge may stay the same or even decline, the total compensation you pay us goes up proportionately.

Example 2: Your account value goes down, but you still must pay us an asset-based advisory fee proportional to your assets under management.

TPP is a fee-only financial planning firm and does not sell investments or insurance products or accept commissions or referral fees of any kind. The firm and its associated persons are remunerated solely by the advisory fees paid by our advisory clients.

More detailed information related to these conflicts of interest is contained in our Firm Brochure at Items 5 and 10.

Conversation Starter: Ask us the following: “How might your conflicts of interest affect me, and how will you address them?”

How do your financial professionals make money?

Our financial professionals are compensated with annual salaries, distributions, and/or discretionary bonuses. *More detailed information about our conflicts of interest is contained in our Firm Brochure at Item 5.*

Item 4. Disciplinary History

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

No. We encourage you to visit investor.gov/CRS for a free and simple search tool to research any of our financial professionals.

Conversation Starter. Ask us the following: “As a financial professional, do you have any disciplinary history? For what type of conduct?”

Item 5. Additional Information

You can find additional information regarding our firm, including copies of our Firm Brochure and this Client Relationship Summary by visiting the following link: <https://adviserinfo.sec.gov/firm/summary/130601>. You can also obtain a copy of this Client Relationship Summary by contacting us by telephone at (978) 448-3403. We are available to answer any of your questions.

Conversation Starter. Ask us the following: “Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?”