

Item 1 – Cover Page



FAMILY INVESTMENT PLANNING
Knowledge Wisdom Trust

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Form ADV Part 2

Advisory Brochure March 11, 2025

This brochure provides information about the qualifications and business practices of Family Investment Planning, LLC. If you have any questions about the contents of this brochure, please contact Mr. Mueller at (414) 435-0601.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. Additional information about Family Investment Planning, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

While the firm and its associates may be registered with the State of Wisconsin, it does not imply a certain level of skill or training on the part of the firm or its associated personnel.

Item 2 - Material Changes

The firm’s current brochure has been amended from the previous version dated May 31, 2024 due to changes in Insurance Licensure I did not renew my Insurance license. The firm may at any time update this document and either send a copy of its updated brochure or provide a summary of material changes to its brochure and an offer to send an electronic or hard copy form of the updated brochure. Clients are also able to download this brochure from the SEC’s Website: www.adviserinfo.sec.gov or you may contact our firm at (414) 435-0601.

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Important Note: Throughout this document Family Investment Planning, LLC may also be termed “the firm,” “we,” “us,” or “our.” The client or prospective client may be also referred to as “you,” “your,” etc., and refers to a client engagement involving a single *person* as well as two or more *persons*.

This brochure contains 27 pages and should not be considered complete without all pages.

Item 4 - Advisory Business

Description of Our Advisory Firm ... Family Investment Planning, LLC is a Wisconsin-domiciled registered investment adviser. The firm is not a subsidiary of, nor does it control another securities industry entity. In addition to our 2011 formation and registration as an investment adviser with the State of Wisconsin, our firm and its associates may register or meet certain exemptions to registration in other jurisdictions in which we conduct business. Mr. Kurt Mueller, noted in Item 19 of this brochure, is the firm’s managing member, majority shareholder and designated principal (supervisor).

An estimated 5% of the firm's activities involve providing continuous supervision and advice with respect to the investment of client assets, 60% furnishing investment advice through consultations that does not include continuous management of the account (termed *investment consultation*), and the remaining 35% of the firm time and effort is oriented toward "non-securities advice" such as issues involving expense budgeting and savings, education, insurance, charitable and estate planning, among others.

Description of Advisory Services Offered

During or prior to your engagement with our firm, we will provide you with our current ADV Part 2 advisory brochure¹ that also incorporates our firm's privacy policy statement. We will also ensure all material conflicts of interest are disclosed regarding our firm and its employees which could be reasonably expected to impair the rendering of unbiased and objective advice.

To begin, a complimentary interview is conducted by a qualified representative of our firm to determine the scope of services to be provided. Should you wish to engage our firm, we must enter into a written agreement, thereafter discussion and analysis will be conducted to determine your financial need, goals, holdings, etc. Depending on the scope of the engagement, we may require current copies of the following documents early in the process:

- Wills, codicils and trusts, • Insurance policies,
- Mortgage information, • Tax returns,

- Current financial specifics including W2's or 1099s,
- Information on current retirement plans and benefits provided by your employer,
- Statements reflecting current investments in retirement and non-retirement accounts, and • Completed risk profile questionnaires or other forms provided by our firm.

It is important that the information and financial statements you provide are accurate. We may, but are not obligated to, verify the information you have provided which will then be used in the financial planning or investment advisory process.

Financial Planning and Investment Consultation Services

Advice may be provided on such subjects as cash flow analysis, retirement capital needs, education funding, estate planning, and investment recommendations, or other specific needs as indicated by the client.

Investment consultation may involve educating the client in the types of investment vehicles available, investment analysis and strategies, asset selection, as well as assisting the client in establishing their own investment account at their selected broker/dealer or custodian. The firm typically utilizes a long-term investment perspective, unless specifically requested to the contrary by the client.

¹ In consonance with the SEC's 2010 *General Instructions for Part 2 of Form ADV* (page 22) the firm provides requisite principal executive personnel information within Item 19 of this document that might otherwise be found in Form ADV Part 2B.

Upon completion of our presentation or delivery of advice, our engagement is typically concluded. You are encouraged to contact our firm at any time in the future to re-engage our services.

Educational Workshops

Appropriately trained and registered firm personnel may provide educational workshops on an “as announced” basis for groups desiring general advice on investments and personal finance. Topics may include issues related to wealth management, financial planning, retirement strategies, or various other economic and investment topics.

Such workshops or programs are purely educational in nature and do not involve the sale of any investment products. Information presented will not be based on any one person’s need, nor does the firm provide individualized investment advice to attendees during these sessions.

Investment Supervisory Services

You may also choose to engage our firm to implement the investment strategies we have recommended to you. Our investment strategy and primary choice of investment vehicles is described in further detail in Item 8 of this brochure. We typically provide these services under a non-discretionary engagement agreement (see Item 16).

Our investment supervisory services include, but are not limited to, the following:

- Investment strategy,
- Investment policy statement, • Asset allocation,
- Asset selection,
- Risk tolerance,

Whenever practical, we will assist you in preparing an investment policy statement (IPS), or similar document, reflecting your investment objectives, time horizon, tolerance for risk, as well as any account constraints. Your IPS will be designed to be specific enough to provide future guidance while concurrently allowing flexibility to respond to changing market conditions. Since the IPS will to a considerable extent be a product of information and data you have provided, you will be responsible for reviewing and providing final approval of the document/plan.

Client Tailored Services and Client Imposed Restrictions

Our services may be broad-based or more narrowly focused as you desire. Note that when our services focus only on certain areas of your specific interest your overall financial situation may not be fully addressed due to the limitations you have established.

You will retain full discretion over all implementation decisions and are free to reject recommendations we make involving your financial planning and investment consultation services. You may place reasonable restrictions involving your investment accounts we manage on your behalf, as described in Item 16 of this brochure.

Wrap Fee Programs

Our firm does not participate in or sponsor wrap fee investment programs.

Client Assets Under Management

As of December 31, 2022, our firm had approximately \$10.0 millions² of client assets under its management on a non- discretionary basis (defined in Item 16).

General Information

We do not provide legal, tax, or accounting services. With your consent, we may work with your other advisers (attorneys, etc.) to assist with coordination and implementation of recommended strategies. You should be aware that these other advisers may bill you separately for their services and these fees will be in addition to those of our firm.

Our firm will use its best judgment and good faith effort in rendering its services. Family Investment Planning, LLC cannot warrant or guarantee any level of account performance or that your account will be profitable over time. Past performance is not necessarily indicative of future results.

Except as may otherwise be provided by law, our firm will not be liable to the client, heirs, or assignees for any loss an account may suffer by reason of an investment decision made or other action taken or omitted in good faith by our firm with that degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use, any loss arising from our adherence to your direction or that of your legal agent, any act or failure to act by a service provider maintaining an account.

Federal and state securities laws impose liabilities under certain circumstances on persons who act in good faith and, therefore, nothing contained in this document shall constitute a waiver of any rights that a client may have under federal and state securities laws.

Item 5 - Fees and Compensation

Method of Compensation and Fee Schedule ... Our services fees are assessed on an hourly or fixed fee basis. Family Investment Planning, LLC's current hourly rate is \$300, billed in 15-minute increments, and a partial increment will be treated as a whole. Engagements under a fixed fee agreement are generally based on the anticipated number of hours estimated to provide the requested services, multiplied by the current hourly rate.

If the client prefers, the engagement may use a predetermined "not to exceed" quarterly maximum fee or a "fee cap," which will be established at the time of the engagement. For example, the firm's hourly rate is \$300 and the "not to exceed" amount is \$3,000 in any calendar-quarter. Alternatively, the fee cap is a negotiated fee based on the average range of time it would normally take to complete the services the firm has been engaged do, plus a 10% allowance for unanticipated issues. The client would be billed the lesser of the billable hourly fee in a quarter or the negotiated quarterly fee cap.

For all of our engagements, the services that are to be provided to you and the anticipated fee will be detailed in your agreement. We believe our fees are reasonable in light of the services to be provided, as well as the experience and expertise of the assigned financial planner. Our fees may be negotiable at the discretion of our firm principal, comparable services may be provided elsewhere and potentially for a lower fee.

² The term “assets under management” and rounding to the nearest \$100,000 are as defined by the SEC’s 2010 *General Instructions for Part 2 of Form ADV*.

Client Payment of Fees

Financial Planning and Investment Consultation Services

You will be directly invoiced for our services. We do not withdraw our advisory fees from a client’s investment account. Fees will be due following the delivery of the agreed upon services; however, engagements that exceed three months may be assessed quarterly (in arrears). Residual fees are due within 20 days of invoice receipt.

Educational Workshops

Should there be a fee for educational workshop, they are typically due at the time of the presentation.

Additional Client Fees

Any transactional or custodial fees assessed by service providers, individual retirement account fees or qualified retirement plan account termination fees will be borne by you and are as provided in the current, separate fee schedule of the selected service provider. Fees paid to our firm for our services are separate from any transactional charges you may pay as well as those for mutual funds, exchange traded funds (ETFs) or other investments of this type.

Specific product recommendations made by our firm usually involve “no-load” (i.e., no commission), if available, or low-load products. In some cases, such as actively-managed mutual funds, there may not be a suitable selection of no-load products available for recommendation.

Further information about our fees in relationship to our operational practices is noted in Item 12 of this document.

Charged Prepayment of Client Fees

Advance Payment for Certain Services

We may require an initial deposit for financial planning and investment consultation engagements in the amount of the lesser of \$1,200 or one-half of the lower-end of the estimated fee range, which will be defined in your engagement agreement.

Termination of Services

Either you or we may terminate the agreement at any time, which is required to be in writing.

If you are a new client, you may terminate an agreement with our firm within five business days after the signing of our engagement agreement without penalty or charge. Should you terminate an engagement after this date, you may be invoiced for any time charges incurred by our firm in the preparation of your financial or investment allocation plan. In the case of any prepaid fees, we will promptly return any unearned amount upon receipt of a written termination notice.

For those clients who utilize our investment supervisory services, our firm will not be responsible for future allocations, investment advice or transactional services upon receipt of a termination notice. It will also be necessary that we inform the custodian of record serving the account that the relationship between the firm and the client has been terminated.

External Compensation for the Sale of Securities to Clients

Our firm and its associates are engaged for fee-only services, and we attempt to recommend “no load” investments whenever appropriate. We do not charge or receive a commission or mark-up on your securities transactions, nor will the firm and our associates be paid a commission on your purchase of an insurance contract or securities investment that we recommend.

We do not receive “trailer” or SEC Rule 12b-1 fees from an investment company offering that we may recommend. Fees charged by issuers are detailed in prospectuses or product descriptions and you are encouraged to read these documents before investing. Our firm and its associates receive none of these described or similar fees or charges.

You have the option to purchase recommended investments through your selected service provider.

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

Our fees will **not** be based upon a share of capital gains or capital appreciation (growth) of any portion of managed funds, also known as “performance-based fees.” Performance-based compensation may create an incentive for a firm to recommend an investment that may carry a higher degree of risk to a client. Family Investment Planning, LLC does not use a performance-based fee structure because of the potential conflict of interest this type of fee structure may pose.

Side-by-side management refers to a firm simultaneously managing accounts that do pay performance based fees (such as a hedge fund) and those that do not, this type of arrangement, and the conflict of interest it may pose, does not conform to our firm’s practices.

Item 7 - Types of Clients

We provide our services to individual investors, trusts, estates, foundations, charities, pension and profit-sharing plans, and businesses of various scale to assist them in meeting their financial objectives in what is believed to be a cost-effective way.

Our ability to provide our services depends upon access to important information. Accordingly, you are expected to provide us with an adequate level of information and supporting documentation throughout the term of the engagement, including but not limited to source of funds, income levels, your (or your legal agent's) authority to act on behalf of the account, among other information. This helps us determine the appropriateness of our financial planning or investment strategy for you and your account.

It is very important that you keep us up to date on significant changes that may call for an update to your financial and investment plans. Events such as job changes, early retirement, marriage or divorce, or the purchase or sale of a home or business can have a tremendous impact on your circumstances and needs. If we are aware of such events, we can make the adjustments needed to your plan or advice to keep you on track toward your goals.

We do not require minimum income levels or dollar-value of assets for its financial planning or investment consultation services. The firm generally requires a minimum account value of \$500,000 for investment supervisory services accounts.

We reserve the right to waive or reduce certain fees based on unique individual circumstances, special arrangements, pre-existing relationships, or as otherwise may be determined by a firm principal. We also reserve the right to decline services to any prospective client for any non-discriminatory reason.

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

Methods of Analysis and Investment Strategies

Method of Analysis

If we are engaged to provide investment consultation or investment supervisory services, the client's current financial situation, needs, goals, objectives, and tolerance for risk are initially evaluated.

The firm employs what it believes to be an appropriate blend of analyses. Fundamental analysis for example, a bond's value could involve evaluating economic factors including interest rates, the current state of the economy, and information about the bond issuer's credit ratings. Fundamental analysis of a stock takes into account revenues, earnings, future growth, return on equity, profit margins and other data to evaluate a company's value and its potential for future growth.

Research may be drawn from sources including financial publications, investment analysis and reporting software, inspections of corporate activities, research materials from outside sources, corporate rating services, annual reports, prospectuses and other regulatory filings, and company press releases.

We make asset allocation and investment policy decisions based on these and other factors. We will then discuss with you how, in our best judgment, to meet your objectives while at the same time seeking a prudent level of risk exposure.

Investment Strategies

Family Investment Planning, LLC's portfolios are constructed by the firm based upon a "Core + Satellite" approach. This strategy blends passive (or index) and active investing, where passive investments are used as the basis or "core" of a portfolio and actively-managed investments are added as "satellite" positions. With this strategy, the portfolio core holdings are indexed to potentially more efficient asset classes, while outlying selections are generally limited to active managers that are attempting to outperform a particular category, or a selection of particular positions to increase core diversification, or to improve portfolio performance.

For example, the firm may build the core of a portfolio with low-cost index funds or ETFs, satellite holdings would include active investment managers with unique strategies that are believed capable of adding value beyond a stated benchmark over a full market cycle. The core generally represents the majority of the total portfolio, using primarily index funds or index-based ETFs. The remainder of the portfolio may then employ mutual funds, ETFs, or individual securities that take a shorter duration to assist in the over-or-under allocation to specific sectors, regions, assets classes, etc.

For those clients who believe all markets are "efficient" and upon their request, the firm will design portfolios consisting entirely of passive investments. In limited circumstances and only upon request, the firm will engage in shorter-term investment strategies.

At times, portfolios may also include a broader range of *existing* mutual fund positions, ETFs, individual securities, derivatives, and non-correlating asset classes. Individual securities may include common or preferred stocks, bond debentures, U.S. Government issues, notes, commercial paper, etc. Derivatives typically refer to options, futures and swaps that may be used to hedge risk or to exchange a floating rate of return for fixed rate of return. Non-correlating assets also include commodities, managed futures funds, private equity and real estate that may be employed to enhance the diversity of a portfolio, typically acting as a counterbalance should investments within a portfolio of stocks and bonds fall in value. This is not an all-inclusive list.

The primary criterion for the firm's recommendation of an investment is diversification. Investment

Strategy and Method of Analysis Material Risks

Investment Strategy Risks

While we believe our strategies and investment recommendations are designed to potentially produce the highest possible return for a given level of risk, we cannot guarantee that an investment objective or planning goal will be achieved. As an investor you must be able to bear the various risks involved in the investment of account assets, which may include market risk, company risks, among others. Some of which are noted in the following paragraphs, and in no order of precedence:

Active Management Strategies – Should your portfolio employ active management strategies, it may, at times, outperform or underperform various benchmarks or other strategies. In an effort to meet or surpass these benchmarks, active portfolio management may require more frequent trading or “turnover” within an account. This may result in shorter holding periods, higher transactional costs and/or taxable events that will be borne by the client, thereby potentially reducing or negating certain benefits that may be derived by shorter term investing.

Company Risk – When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification.

Core + Satellite Strategies – Strategies involving Core + Satellite investing may have the potential to be affected by “active risk” or “tracking error risk,” which might be defined as a deviation from the stated benchmark. Since the core portfolio attempts to closely replicate a stated benchmark, the source of the tracking error or deviation may come from a satellite portfolio or position, or from a “sample” or “optimized” index ETF that may not as closely align the stated benchmark. In these instances, the firm may choose to reduce the weighting of a satellite holding, utilize very active satellites, or use a “replicate index” ETF as part of its core holdings to minimize the effects of the tracking error in relation to the overall portfolio.

Cyclical Analysis – An economic cycle may not be as predictable as preferred; many fluctuations may occur between long term expansions and contractions. The length of an economic cycle may be difficult to predict with accuracy and therefore the risk of cyclical analyses is the difficulty in predicting economic trends. Consequently, the changing value of securities is affected.

Equity (Stock) Market Risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases or decreases in value as market confidence in and perceptions of their issuers change. If an investor held common stock or common stock equivalents of any given issuer (or they are held within a mutual fund or ETF), they may be exposed to greater risk than if they held preferred stocks and debt obligations of the issuer.

Firm Research – When the firm’s research and analyses is based upon commercially available software, rating services, general market and financial information, or due diligence reviews, the firm and/or its selected outsourced providers are relying upon the accuracy and validity of the information or capabilities being provided by selected vendors, rating services, market data, and the issuers themselves. The firm makes every effort to determine the accuracy of the information received but it cannot foretell

events or actions taken or not taken, or the validity of all information it has researched or provided which may or may not affect the advice to or investment management of an account.

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Fundamental Analysis – The risk involved in employing fundamental analysis is that information obtained may be incorrect; the analysis may not provide an accurate estimate of earnings, which may be the basis for a security's value. If a security's price adjusts rapidly to new information, a fundamental analysis may result in unfavorable performance.

Management Risk – An investment with a firm varies with the success and failure of its investment strategies, research, analysis and determination of its portfolio. If an investment strategy does not produce expected returns, the value of the investment will decrease.

Market Risk – Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This may also be referred to as systemic risk.

Passive Markets Theory – If your portfolio employs a passive, efficient markets approach, often associated with Modern Portfolio Theory, you will need to consider the potential risk that at times your broader allocation may generate lower- than-expected returns than that from a specific asset, and that the return on each type of asset is a deviation from the average return for the asset class. We believe this variance from the "expected return" is generally low under normal market conditions if the portfolio is made up of diverse, non-correlated assets.

Technical Analysis - The risk of investing based on technical analyses is that the current price of a security may reflect all known information. A particular change in the market price of a security may follow a random pattern and may not be as predictable as desired.

Security-Specific Material Risks

Equity (Stock) Market Risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases or decreases in value as market confidence in and perceptions of their issuers change. If an investor held common stock, or common stock equivalents, of any given issuer, they would generally be exposed to greater risk than if they held preferred stocks and debt obligations of the issuer.

ETF and Mutual Fund Risk – When an investor purchases an ETF or mutual fund, it will bear additional expenses based on its pro-rated share of the ETF or mutual fund operating expense and certain brokerage fees, which may include the potential duplication of certain fees. The risk of owning an ETF or mutual fund also generally reflects the risks of owning their underlying securities.

Index Investing - You will need to keep in mind that investment vehicles such as ETFs and indexed funds have the potential to be affected by "tracking error risk," which might be defined as a deviation from a stated benchmark (index). Since the core of a portfolio may attempt to closely replicate a benchmark, the source of the tracking error (deviation) may come from a "sample index" that may not closely align the benchmark. In these instances, we may choose to reduce the weighting of a holding or use a "replicate index" position as part of the core holding to minimize the effects of the tracking error in relation to the overall portfolio.

QDI Ratios – While many ETFs and index mutual funds are known for their potential tax-efficiency and higher “qualified dividend income” (QDI) percentages, there are asset classes within these investment vehicles or holding periods within that may not benefit. Shorter holding periods as well as commodities and currencies (that may be part of an ETF or mutual fund portfolio) may be considered “non-qualified” under certain tax code provisions, therefore, the holding’s QDI should be considered if tax-efficiency is an important aspect of the client’s portfolio.

Item 9 - Disciplinary Information

Neither the firm nor its management has been involved in a material criminal or civil action in a domestic, foreign or military jurisdiction, an administrative enforcement action, or self-regulatory organization proceeding that would reflect poorly upon our offering advisory business or its integrity.

Item 10 - Other Financial Industry Activities and Affiliations

Firm policies require associated persons to conduct business activities in a manner that avoids conflicts of interest between the firm and its clients, or that may be contrary to law. The firm will provide disclosure to each client prior to

and throughout the term of an engagement regarding any conflicts of interest which might reasonably compromise its impartiality or independence.

Neither the firm, management, nor its associates, are registered or have an application pending to register as a Financial Industry Regulatory Authority (FINRA) or National Futures Association (NFA) introducing broker/dealer, or as a futures commission merchant, commodity pool operator, commodity trading adviser, or an associated person of the foregoing entities.

The firm principal maintains an insurance license in order to provide clients with insurance planning and advice. He is not appointed with any insurance issuer or carrier, does not sell insurance products, and does not receive commissions, referral fees, or “trail” compensation related to any insurance product.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Neither our firm nor a member of management has a material relationship with any of the following types of entities:

- banking or thrift institution,
- accountant or accounting firm,*
- lawyer or law firm,*
- insurance company or agency,*
- pension consultant,
- real estate broker or dealer,
- sponsor or syndicator of limited partnerships, or investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or “hedge fund,” and offshore fund).

*Upon your request, we may provide referrals to various professionals, such as an attorney or accountant. While these referrals are based on our best information, we do not guarantee the quality or adequacy of the work provided by these referred professionals. We do not have an agreement with or receive fees from these professionals for these informal referrals. Any fees charged by these other entities for their services are completely separate from fees charged by Family Investment Planning, LLC.

Recommendation or Selection of Other Investment Advisers and Conflicts of Interest

We do not offer recommendation to or selection of unaffiliated registered investment adviser firms.

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

Our firm believes that its business methodologies, ethics rules, and adopted policies are appropriate to eliminate or at least minimize potential material conflicts of interest and to appropriately manage any material conflicts of interest that may remain. Clients should be aware that no set of rules can possibly anticipate or relieve all potential material conflicts of interest. In any event, our firm will disclose to advisory clients any material conflict of interest relating to the firm, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

Code of Ethics Description

Associates who are CERTIFIED FINANCIAL PLANNERS™ Professionals also adhere to the Certified Financial Planner Board of Standards, Inc.'s Code of Ethics. These principles include:

Principle 1 – Integrity

An adviser will provide professional services with integrity. Integrity demands honesty and candor which must not be subordinated to personal gain or advantage. Advisers are placed by clients in positions of trust by clients, and the ultimate source of that trust is the adviser's personal integrity. Allowance can be made for innocent error and legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles.

Principle 2 – Objectivity

An adviser will provide professional services objectively. Objectivity requires intellectual honesty and impartiality. Regardless of the particular service rendered or the capacity in which an adviser functions, an adviser should protect the integrity of their work, maintain objectivity and avoid subordination of their judgment.

Principle 3 – Competence

Advisers will maintain the necessary knowledge and skill to provide professional services competently. Competence means attaining and maintaining an adequate level of knowledge and skill, and applies that knowledge effectively in providing services to clients. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate or referral to other professionals necessary. Advisers make a continuing commitment to learning and professional improvement.

Principle 4 – Fairness

Advisers will be fair and reasonable in all professional relationships. Fairness requires impartiality, intellectual honesty and disclosure of material conflict(s) of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated and is an essential trait of any professional.

Principle 5 – Confidentiality

Advisers will protect the confidentiality of all client information. Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the understanding that the client's information will remain confidential.

Principle 6 – Professionalism

Advisers will act in a manner that demonstrates exemplary professional conduct. Professionalism requires behaving with dignity and courtesy to all who use their services, fellow professionals, and those in related professions. Advisers cooperate with fellow advisers to enhance and maintain the profession's public image and improve the quality of services.

Principle 7 – Diligence

Advisers will provide professional services diligently. Diligence is the provision of services in a reasonably prompt and thorough manner, including the proper planning for, and supervision of, the rendering of professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide of copy of its Code of Ethics to any client or prospective client upon request.

Privacy Policy Statement The firm collects non-public personal financial information about its clients from the following sources:

- Information clients or their legal agent provide to complete the engagement,

- Information clients provide in agreements and client-firm documents,

- Information clients provide orally, and
- Information received from third parties, such as banks or custodians, about transactions.

The firm does not disclose non-public personal information about its clients to anyone, except in the following circumstances:

- When required to provide services clients have requested, • When clients specifically authorize the firm to do so in writing, or
- When permitted or required by law.

To ensure security and confidentiality, the firm maintains physical, electronic, and procedural safeguards to protect the privacy of its clients. Firm employees are required to exercise diligence and due care in maintaining and protecting client non-public personal information, must be thoroughly familiar with the firm's privacy policies, and must immediately report any known or suspected privacy breach.

Identifiable information about the client or prospective client will be maintained during the span of the engagement, and for the period thereafter as required by privacy laws. After that time, information may be destroyed.

The firm will notify its clients annually of its privacy policy and at any time, in advance, if its privacy policy is expected to change.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Our employees are prohibited from borrowing from or lending to a client unless the client is an approved financial institution.

Our firm is able to provide a broad range of services to you and all of our clients, including financial planning, investment consultation, and investment supervisory services, all of which where we may be paid a fee. Due to our firm's ability to offer two or more of these services to you and possibly receive a fee for each engagement, a potential conflict of interest may exist. Therefore, you are under no obligation to act upon our recommendations and, if you elect to do so, you are under no obligation to complete all of them through our firm or a recommended service provider.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its "related persons" may buy or sell securities similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. At no time, however, will our firm or any related party receive preferential treatment over our clients.

In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

See responses in the section *Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest*.

Item 12 - Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

Recommended Service Providers

Family Investment Planning, LLC does not maintain physical custody of your assets for which we provide our services. We do not withdraw fees from your investment account. Your assets must be maintained in an account at a "qualified custodian," generally a broker/dealer or bank (service provider).

When we are engaged to provide investment advice and should you request our recommendation of a service provider to execute your transactions or provide custodian services, we may recommend you use the provider with whom your assets are currently maintained.

Should you ask whom we would recommend or prefer to engage, we recommend use of the institutional services division of either Charles Schwab & Co., Inc. or TD Ameritrade, Inc., registered broker/dealers and SIPC members, as our qualified custodians. As previously stated, we are independently owned and are not affiliated with Charles Schwab & Co., Inc. or TD Ameritrade, Inc. (the "custodian").

The selected custodian will hold your assets in a brokerage account and buy and sell securities when we instruct them. While we recommend that you use either custodian as your service provider, you will decide whether to do so and will open your account by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so. If you do not wish to place your assets with either custodian, then we may not be able to manage your account under an investment supervisory services engagement.

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

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody),
- Capability to execute, clear, and settle trades (buy and sell securities for your account),
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.),
- Breadth of available investment products (stocks, bonds, mutual funds, ETFs, etc.), • Quality of services,
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.),
- Reputation, financial strength, and stability,
- Prior service to us and our other clients,
- Availability of other products and services that benefit us, as discussed in the following paragraphs.

For our clients' accounts that the selected custodian maintains, they generally do not charge you separately for custody services but are compensated by charging you commissions or other fees on trades that it executes for your account or that settle into your account.

We have determined that having the selected custodian execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above.

The custodian's business is serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage— trading, custody, reporting, and related services. The custodian also makes available various support services. Some of those services help us manage or administer our clients' account while others help us manage and grow our business.

In addition to investment research, the selected custodian may also make available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements),
 - Facilitate trade execution,
- Provide pricing and other market data,
- Facilitate payment of our fees from our clients' accounts,
- Assist with back-office functions, recordkeeping, and client reporting.

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

- Educational conferences and events,
- Consulting on technology, compliance, legal, and business needs,
- Publications and conferences on practice management and business succession,
- Access to employee benefits providers, human capital consultants, and insurance providers.

The selected custodian may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. The custodian may also provide us with other benefits, such as occasional business entertainment of our personnel.

We believe that our selection of the noted custodians as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of the custodian's services and not the custodian's services that benefit only us.

We periodically conduct an assessment of any service provider we recommend, including the noted custodians, which may include a review of their range of services, reasonableness of fees, among other items, and in comparison, to their industry peers.

Best Execution

We recognize our obligation in seeking "best execution" for our clients, however, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected custodian's transactions represent the best "qualitative" execution while taking into consideration the full range of services provided (such as those noted in the earlier section). Therefore, we will seek services involving competitive rates, but it may not necessarily correlate into the lowest possible rate for each transaction.

We periodically review policies regarding our recommending a preferred custodian to our clients in light of our duty to seek "best execution."

Directed Brokerage

We do not require or engage in directed brokerage involving our accounts. As our client, you may direct our firm (in writing) to use another particular broker/dealer to execute some or all transactions for your account. In these circumstances, you will be responsible for negotiating, in advance, the terms and/or arrangements for your account with your selected broker/dealer. We will not be obligated to seek better execution services or prices from these other broker/dealers, or be able to aggregate your transactions, should we choose to do so, for execution through other custodians with orders for other accounts managed by our firm. As a result, you may pay higher commissions or other transaction costs, experience greater spreads, or receive less favorable net prices, on transactions for your account than would otherwise be the case. Further, pursuant to our obligation of best execution and other industry requirements, we may decline a request to direct brokerage if we believe any directed brokerage arrangement would result in additional operational difficulties or risk to our firm.

Aggregating Securities Transactions for Client Accounts

Transactions for each of our clients will generally be affected independently unless we decide to purchase or sell the same securities for several clients at approximately the same time, often termed "aggregated" or "batched" orders. We do not receive any additional compensation or remuneration as a result of aggregated transactions.

We may, but are not obligated to, aggregate orders in an attempt to obtain better execution, negotiate favorable transaction rates, or to allocate equitably among our client accounts should there be differences in prices and commissions or other transaction costs that might have been obtained had such orders been separately placed.

Should we aggregate orders, transactions will generally be averaged as to price and allocated among each client on a prorated basis on any given day and we will attempt to do so in accordance with applicable industry rules. Client accounts where trade aggregation is completed independently, aggregation is not allowed, aggregating is infeasible, etc., may be assessed higher transaction costs than those that are batched.

We review both our trade aggregation procedures and post-trade allocation processes on a periodic basis to ensure they remain within stated policies and regulation. We will inform you, in advance, should our trade aggregation and allocation practices change at any point in the future.

Item 13 - Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Financial Planning and Investment Consultation Services

Periodic financial check-ups or reviews are also recommended if you are receiving our financial planning and investment consultation services. We recommend that they occur on an annual basis whenever practical.

Reviews will be conducted by your assigned financial planner and normally involve analysis and possible revision of your previous financial plan or investment allocation.

These reviews are generally under a new or amended agreement and will be assessed at our then current hourly or fixed fee.

Investment Supervisory Services

Investment supervisory services accounts are periodically reviewed throughout the year by the assigned financial planner, supervisory personnel (such as our designated principal), or a qualified independent entity engaged by our firm.

Review of Client Accounts on Non-Periodic Basis

Financial Planning and Investment Consultation Services

You may contact our firm for additional reviews when there are material changes that occur in your financial situation (i.e., loss of a job, early retirement, receipt of a significant bonus, an inheritance, the birth of a new child, or other circumstances).

Reviews will be conducted by your assigned financial planner and normally involve analysis and possible revision of your previous financial plan or investment allocation.

These reviews are generally under a new or amended agreement and will be assessed at our then current hourly or fixed fee.

Investment Supervisory Services

Additional reviews may be triggered by news or research related to a specific holding, a change in our view of the investment merits of a holding, or news related to the macroeconomic climate affecting a sector or holding within that sector.

Accounts may also be reviewed when being considered for an additional holding or an increase in a current position. Account cash levels above or below that deemed appropriate for the investment environment, given the client's stated tolerance for risk and investment objectives, may also trigger a review.

Investment supervisory services account reviews would be conducted by your financial planner or supervisory personnel.

Content of Client Provided Reports and Frequency

If you have opened and maintained an investment account, you will receive account statements sent directly from mutual fund companies, transfer agents, custodians or brokerage companies where your investments are held.

We may provide portfolio reports if we are engaged to provide periodic asset allocation or investment advice, however, we will not provide ongoing performance reporting under our financial planning and investment consultation services engagements.

For our investment supervisory services accounts, we may also provide quarterly portfolio statement and position performance summary reports, and annual realized gains/loss reports for taxable accounts. Some of our clients may receive additional reports depending on their specific requirements.

Item 14 - Client Referrals and Other Compensation

Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest We do not engage in solicitation activities as defined by statute.

Our firm may receive economic benefit from a recommended custodian in the form of the support products and services it makes available to us for those clients who maintain their accounts with that provider. These products and services, how they benefit us, and the related conflicts of interest are as earlier described. The availability to us of any custodian's products and services is not based on our offering particular investment advice, such as buying a particular holding for our clients.

Advisory Firm Payments for Client Referrals

Family Investment Planning, LLC is a member of the Garrett Planning Network, Inc., an international organization that assists financial planners in fee-only, financial planning practices. Garrett Planning Network is not a registered financial industry participant; however, we do pay an annual membership fee for extensive services that include training, compliance and operational support to enhance our ability to provide quality service and advice to the investing public.

Investment adviser representatives of our firm may hold individual membership or serve on boards or committees of various professional industry associations (i.e., Financial Planning Association, etc.). Generally, participation in these entities requires membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and educational requirements.

A benefit these entities may provide to the investing public is the availability of online search tools that allow interested parties (prospective clients) to search for participant firms or individual financial planners within a selected state or region. These passive websites may provide means for interested persons to contact a firm or planner via electronic mail, telephone number, or other contact information, in order to interview the participating firm or planner. Members of the public may also choose to telephone association staff to inquire about a firm or individual planner within their area, and would receive the same or similar information. A portion of our membership fees may be used so that our name will be listed in some or all of these entities' websites (or other listings).

Prospective clients locating our firm or one of our associates via these methods are not actively marketed by the noted associations. Clients who find us in this way do not pay more for their services than clients referred to us in another fashion, such as by another client. We do not pay these entities for prospective client referrals, nor is there a fee-sharing arrangement reflective of a solicitor engagement.

Item 15 - Custody

Your funds and securities will be maintained by an unaffiliated, qualified custodian, such as a bank, broker/dealer, mutual fund companies, or transfer agent. Your assets are not held by our firm or any of our associates. In keeping with our policy of not having custody of our client funds or securities, we:

- Restrict our firm and associates from acting as trustee for or having full power of attorney over a client account. Are prohibited from having authority to withdraw securities or cash assets from a client account.
- Do not accept or forward client securities (i.e., stock certificates) erroneously delivered to our firm.
- Will not collect fees of \$1,200 or more for services to be performed six months or more in advance.

Will not authorize any associate to have knowledge of a client's account access information (i.e., online 401(k), brokerage or bank accounts), even for the convenience or accommodation of the client or their legal agent when such access might result in physical control over client assets.

You will be provided with transaction confirmations and summary account statements provided directly to you by your selected service provider. Typically, these statements are provided on a monthly or quarterly basis, or as transactions occur. We will not create a statement for you nor be the sole recipient of your statements.

You may receive periodic reports from our firm that may include investment performance information. You are urged to carefully review and compare your account statements that you have received directly from your service provider with any report you receive from our firm.

Item 16 - Investment Discretion

The firm provides investment supervisory services to its clients via a non-discretionary account agreement. Therefore, before the firm is able to implement an investment decision on behalf of an account, such as a purchase or sale of a security, the client must grant the firm the authority to do so.

You must make yourself available and keep our firm apprised of your current contact information so that transaction instructions can be efficiently affected on your behalf.

By definition and absent your written instruction to the contrary, decisions regarding the time or price at which to execute a pre-authorized transaction are not considered the exercise of discretion.

We will retain information about all client account directions, limitations and rescissions, which are reviewed and approved by a supervisory principal with our firm.

Item 17 - Voting Client Securities Proxy Voting

Our firm does not vote proxies on your behalf nor do we offer guidance on how to vote proxies. You will maintain exclusive responsibility for directing the manner in which proxies solicited by issuers of securities that are beneficially owned by you shall be voted, as well as making all other elections relative to mergers, acquisitions, tender offers or other events pertaining to your holdings.

Other Corporate Actions

We will have no power, authority, responsibility, or obligation to take any action with regard to any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets.

Receipt of Materials

You may receive proxies or other solicitations directly from your selected custodian or transfer agent. Should we receive a duplicate copy, we do not generally forward these or any correspondence relating to the voting of your securities, class action litigation, or other corporate actions.

Item 18 - Financial Information

Balance Sheet

We do not withdraw our fees from investment accounts. Our firm will not have physical custody of your assets.

We do not collect fees from you of \$1,200 or more for services we will perform six months or more in advance.

Neither the firm nor its management serves as general partner for a partnership or trustee for a trust in which the firm's advisory clients are either partners of the partnership or beneficiaries of the trust.

Due to the nature of our firm's services and operational practices, an audited balance sheet is not required by statute nor included with this brochure.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

The firm and its management do not have a financial condition likely to impair our ability to meet commitments to our clients.

Bankruptcy Petitions during the Past 10 Years

The firm and its management have not been the subject of a bankruptcy petition at any time during the past 10 years.

Item 19 - Requirements for State Advisers

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

Principal Executive Officers and Management Persons

Managing Member/Firm Principal/Investment Adviser Representative

Kurt B. Mueller, CFP® [Born 1955]

Educational Background and Business Experience

B.S. Business Administration/Economics, University of Wisconsin - Stevens Point

Certified Financial Planner™ (CFP®)⁴ - College for Financial Planning

Series 66 - Uniform Combined State Law Exam, NASAA⁶

Series 7 - General Securities Representative Exam, FINRA (Inactive)⁶

Series 8 - General Securities Sales Supervisor Exam, FINRA (Inactive)⁶

Business Experience

Family Investment Planning, LLC (2011-Present) Managing Member/Firm Principal

Annex Wealth Management, LLC (2010-2011) Investment Adviser Representative

H. Beck, Inc. (2010) Registered Representative Unemployed (2008-2009)

Charles Schwab & Co., Inc. (1992-2008)

Investment Adviser Representative/Registered Representative

Investacorp, Inc. (1990-1991)

Investment Adviser Representative/Registered Representative

Other Business Activities

Mr. Mueller is not actively engaged in another business activity. He is not registered, nor has an application pending to register, as a registered representative of a FINRA or NFA member broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading adviser. Therefore, he does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

Additional Compensation

Mr. Mueller is not compensated for advisory services involving performance-based fees, and firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients. Neither Mr. Mueller nor the firm has a material relationship with the issuer of a security.

Disciplinary Information

Registered investment advisers are required to disclose certain material facts regarding any criminal, civil, legal or industry/professional association disciplinary event that would be material to your evaluation of each officer or a supervised person providing investment advice. No material reportable information is applicable to this section for Mr. Mueller or the firm.

Supervision

Mr. Mueller serves in multiple capacities with the firm, such as its Managing Member, Firm Principal (Supervisor), and Investment Adviser Representative. The firm recognizes that not having all organizational duties segregated may potentially create a conflict of interest; however, the firm employs policies and procedures to ensure what it believes to be appropriate recordkeeping and supervision. Questions relative to the firm, its services, or this ADV Part 2 may be made to the attention of Mr.

Mueller at (414) 435-0601.

Additional information about the firm, other advisory firms, or associated investment adviser representatives is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms or their associated personnel can be accomplished by name or a unique firm identifier, known as an IARD number. The IARD number for Family Investment Planning, LLC is 156132.

The business and disciplinary history of an investment advisory firm and its representatives may also be obtained by calling the Wisconsin Division of Securities at (608) 266-1064.

Requirements for State-Registered Advisers ... There have not been arbitration awards or any sanctions, or other similar matters where Mr. Mueller has been found liable in a reportable civil, self-regulatory or administrative proceeding; nor has he been the subject of a bankruptcy petition. Professional Designations

⁴The CERTIFIED FINANCIAL PLANNERTM, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification, no federal or state law or regulation requires financial planners to hold CFP® certification. It 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 69,000 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—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,
- Examination—Pass the comprehensive CFP® Certification Examination. The examination 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—Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year), and
- Ethics—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. Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks:
- Continuing Education—Complete 30 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
- Ethics—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.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

⁵ FINRA (NYSE) and NASAA examinations are "criterion based;" candidates who pass the exam are considered to have met the minimum competency level. The completion of a securities or insurance industry examination does not constitute or imply a person is "approved" or "endorsed" by a securities regulatory organization or state securities commissioner.