

## Item 1 – Cover Page

### **Atlas Financial Planning, LLC.**

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Date of Disclosure Brochure: January 2021

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This disclosure brochure provides information about the qualifications and business practices of Atlas Financial Planning, LLC. (also referred to as I, me and Atlas Financial Planning throughout this disclosure brochure). If you have any questions about the contents of this disclosure brochure, please contact Jeffrey E. Edwards at (949) 424-7703 or [jeff.edwards@atlasfinancialplans.com](mailto:jeff.edwards@atlasfinancialplans.com). The information in this disclosure brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Atlas Financial Planning is also available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can view my firm's information on this website by searching for Atlas Financial Planning LLC or my firm's CRD number 291174.

\*Registration as an investment adviser does not imply a certain level of skill or training.

\*\*Although Atlas Financial Planning is referred to as I or me throughout this brochure for your convenience, please understand that any engagement described under this brochure will be made with the legal entity of Atlas Financial Planning, LLC.

## **Item 2 – Material Changes**

Since the last disclosure brochure dated February 2020 the following material changes have been made:

- No material changes have been made to this brochure.

I will ensure that you receive a summary of any material changes to this and subsequent disclosure brochures within 120 days after my firm's fiscal year ends. My firm's fiscal year ends on December 31, so you will receive the summary of material changes no later than April 30 each year. At that time, I will also offer or provide a copy of the most current disclosure brochure. I may also provide other ongoing disclosure information about material changes as necessary.

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## Item 4 – Advisory Business

Atlas Financial Planning is an investment adviser registered with the State of California and is a limited liability company (LLC) formed under the laws of the State of California.

- Jeffrey E. Edwards is the Managing Member and 100% owner of Atlas Financial Planning. Full details of my education and business background are provided at *Item 19* of this Disclosure Brochure.
- Atlas Financial Planning filed its initial application to become registered as an investment adviser in December 2017.

### **Introduction**

The investment advisory services of Atlas Financial Planning are provided to you through an appropriately licensed and qualified individual who is an investment adviser representative of Atlas Financial Planning (referred to as your investment adviser representative throughout this brochure).

For all investment advisory services provided by Atlas Financial Planning, you should be aware that a conflict of interest exists between my interests and your interests. You are under no obligation to act on my recommendations and, if you do, are under no obligation to affect any transaction through Atlas Financial Planning.

### **Description of Advisory Services**

The following are descriptions of the primary advisory services of Atlas Financial Planning. Please understand that a written agreement, which details the exact terms of the service, must be signed by you and Atlas Financial Planning before I can provide you the services described below.

**Asset Management Services** – Atlas Financial Planning offers asset management services, which involves Atlas Financial Planning providing you with continuous and ongoing supervision over your specified accounts.

You must appoint my firm as your investment adviser of record on specified accounts (collectively, the “Account”). The Account consists only of separate account(s) held by qualified custodian(s) under your name. The qualified custodians maintain physical custody of all funds and securities of the Account, and you retain all rights of ownership (e.g., right to withdraw securities or cash, exercise or delegate proxy voting and receive transaction confirmations) of the Account.

The Account is managed by me based on your financial situation, investment objectives and risk tolerance. I actively monitor the Account and provide advice regarding buying, selling, reinvesting or holding securities, cash or other investments of the Account.

I will need to obtain certain information from you to determine your financial situation and investment objectives. You will be responsible for notifying me of any updates regarding your financial situation, risk tolerance or investment objective and whether you wish to impose or modify existing investment

restrictions; however, I will contact you at least annually to discuss any changes or updates regarding your financial situation, risk tolerance or investment objectives. I am always reasonably available to consult with you relative to the status of your Account. You have the ability to impose reasonable restrictions on the management of your accounts, including the ability to instruct me not to purchase certain securities.

It is important that you understand that I manage investments for other clients and may give them advice or take actions for them or for my personal accounts that is different from the advice I provide to you or actions taken for you. I am not obligated to buy, sell or recommend to you any security or other investment that I may buy, sell or recommend for any other clients or for my own accounts.

Conflicts can arise in the allocation of investment opportunities among accounts that I manage. I strive to allocate investment opportunities believed to be appropriate for your account(s) and other accounts advised by my firm among such accounts equitably and consistent with the best interests of all accounts involved. However, there can be no assurance that a particular investment opportunity that comes to my attention will be allocated in any particular manner. If I obtain material, non-public information about a security or its issuer that I may not lawfully use or disclose, I have absolutely no obligation to disclose the information to any client or use it for any client's benefit.

### **Assetmark Program**

#### ***Services Described***

In some cases, I will recommend a client open an account through the Assetmark Program which is sponsored by Assetmark Financial Wealth Management, Inc., a registered investment advisor. The Assetmark Program has two components. For both options, I will need to obtain certain information from you to determine your financial situation and investment objectives. Accounts are therefore managed on the basis of your individual financial situation and investment objectives. At predetermined intervals, but no less than annually, you are reminded to notify me whether your financial situation or investment objectives have changed, or if you want to impose and/or modify any reasonable restrictions on the management of your accounts. At least annually, I contact individual clients to determine whether their financial situation or investment objectives have changed, or if the client wants to impose and/or modify any reasonable restrictions on the management of accounts managed. I will always be reasonably available to consult with individual clients relative to the status of their accounts. You have the ability to impose reasonable restrictions on the management of your accounts, including the ability to not hold certain securities. Your beneficial interest in a security does not represent an undivided interest in all the securities held by the custodian, but rather represents a direct and beneficial interest in the securities which comprise the account. A separate account is maintained for each client with the custodian and clients retain right of ownership of the account (e. g. right to withdraw securities or cash, exercise or delegate proxy voting, and receive transaction confirmations).

The first component of the Assetmark Program is an **Asset Allocation System** that allows me to manage client assets made up of model portfolios provided by a number of institutional investment strategists, which are based on the information, research, asset allocation methodology and investment strategies of these investment strategists. If you decide to hire me for this service, will develop an individualized investment program for your account(s). Various investment strategies are provided through this service; however, a specific investment strategy and investment policy is crafted for each client to focus on the specific client's goals and objectives.

It is important that you understand I manage investments for other clients and may give them advice or take actions for them or for our personal accounts that is different from the advice I provide to you or actions I take for you. I am not obligated to buy, sell or recommend to you any security or other investment that I may buy, sell or recommend for any other clients or for our own accounts.

Conflicts can arise in the allocation of investment opportunities among accounts that I manage. I strive to allocate investment opportunities believed appropriate for your account(s) and other accounts advised by our Firm among such accounts equitably and consistent with the best interests of all accounts involved. However, there can be no assurance that a particular investment opportunity that comes to our attention will be allocated in any particular manner. If I obtain material, non-public information about a security or its issuer that I may not lawfully use or disclose, I have absolutely no obligation to disclose the information to any client or use it for any client's benefit.

The second component of the Assetmark Program is the **Private Managed Account Program** through which I am able to introduce clients to third-party investment managers who provide discretionary management of individual portfolios of equity and/or fixed income securities. In this situation, I will not be responsible for making specific decisions regarding the investments held in your account and will not be responsible for making trades in your account.

Independent investment strategists selected will have no direct relationship with our advisor representatives or you, will make no analysis of your circumstances or objectives and do not tailor their model portfolios to your specific needs.

I am always responsible for assisting clients with identifying their risk tolerance and investment objectives. I will recommend managers and help determine appropriate investment strategies in relation to the client's stated investment objectives and risk tolerance. You will specifically direct the account to be invested in accordance with the chosen model portfolio. When you select a model portfolio, you also will need to direct that the account be automatically adjusted to reflect any adjustment in the model portfolio by the investment strategist. This will result in the purchase and sale of certain mutual funds or transfers between variable annuity sub-accounts without further authorization by you at such time as the investment strategist changes the composition of the selected model portfolio.

Although the third-party investment managers will be responsible for making all investment decisions, I will be available to answer questions you may have regarding your account and act as the communication conduit between the client and the investment manager.

Although I review the performance of numerous third-party investment managers, I am only able to select the investment managers approved by Assetmark and thus available on the Assetmark Program platform. Therefore, I have a conflict of interest in that I will not recommend a third-party investment manager to clients if the investment manager is not available through the Assetmark Program.

Clients are advised that there may be other third-party managed programs, not recommended by our Firm, that are suitable for the client and that may be more or less costly than arrangements recommended by our Firm. No guarantees can be made that a client's financial goals or objectives will be achieved by a third-party investment advisor recommended by our Firm. Further, no guarantees of performance can ever be offered by our Firm.

**Financial Planning & Consulting Services** - Atlas Financial Planning offers financial planning services, which involve preparing a written financial plan covering specific or multiple topics. I provide full written financial plans, which typically address the following topics: Investment Planning, Retirement Planning, Insurance Planning, Tax Planning, Education Planning, and Portfolios Review. When providing financial planning and consulting services, my role is to find ways to help you understand your overall financial situation and help you set financial objectives. Written financial plans prepared by me do not include specific recommendations of individual securities.

I also offer consultations in order to discuss financial planning issues when you do not need a written financial plan. I offer a one-time consultation, which covers mutually agreed upon areas of concern related to investments or financial planning. I also offer “as-needed” consultations, which are limited to consultations in response to a particular investment or financial planning issue raised or request made by you. Under an “as-needed” consultation, it will be incumbent upon you to identify those particular issues for which you are seeking my advice or consultation on.

My financial planning and consulting services do not involve implementing any transaction on your behalf or the active and ongoing monitoring or management of your investments or accounts. You have the sole responsibility for determining whether to implement my financial planning and consulting recommendations.

#### **Limits Advice to Certain Types of Investments**

Atlas Financial Planning provides investment advice on the following types of investments:

- Mutual Funds
- Exchange Traded Funds

Although I generally provide advice only on the products previously listed, I reserve the right to offer advice on any investment product that may be suitable for each client's specific circumstances, needs, goals and objectives.

When providing asset management services, Atlas Financial Planning typically constructs each client's account holdings using Variable Annuities to build diversified portfolios. It is not my typical investment strategy to attempt to time the market, but I may increase cash holdings modestly as deemed appropriate based on your risk tolerance and our expectations of market behavior. I may modify my investment strategy to accommodate special situations such as low basis stock, stock options, legacy holdings, inheritances, closely held businesses, collectibles, or special tax situations.

*(Please refer to Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss for more information.)*

#### **WRAP Fee Program**

Assetmark offers services through both traditional and wrap-fee management programs. In traditional management programs, advisory services are provided for a fee but transaction services are billed separately on a per-transaction basis. In wrap fee programs, advisory services (including portfolio management or advice regarding selecting other investment advisors) and transaction services are

provided for one fee. Whenever a fee is charged to a client for services described in this Disclosure Brochure (whether wrap fee or non-wrap fee), I receive all or a portion of the fee charged.

### **Tailor Advisory Services to Individual Needs of Clients**

Atlas Financial Planning's advisory services are always provided based on your individual needs. My financial planning and consulting services are always provided based on your individual needs. When providing financial planning and consulting services, I work with you on a one-on-one basis through interviews and questionnaires to determine your investment objectives and suitability information.

I will not enter into an investment adviser relationship with a prospective client whose investment objectives may be considered incompatible with my investment philosophy or strategies or where the prospective client seeks to impose unduly restrictive investment guidelines.

### **Client Assets Managed by Atlas Financial Planning**

As of December 31, 2020, Atlas Financial Planning has \$4,010,000 in assets under management. \$4,000,000 in discretionary assets under management and \$10,000 in non-discretionary assets under management.

## **Item 5 – Fees and Compensation**

In addition to the information provided in *Item 4 – Advisory Business*, this section provides additional details regarding my firm's services along with descriptions of each service's fees and compensation arrangements. It should be noted that lower fees for comparable service may be available from other sources. The exact fees and other terms will be outlined in the agreement between you and Atlas Financial Planning.

I believe our fees for investment advisory services are reasonable with respect to the services provided and the fees charged by other investment advisors offering similar services. However, lower fees for comparable service may be available from other sources.

### **Asset Management Services**

Fees charged for my asset management services are charged based on a percentage of assets under management, billed in arrears (at the end of the billing period) on a quarterly calendar basis and calculated based on the fair market value of your account as of the last business day of the current billing period. Fees are prorated (based on the number of days service is provided during the initial billing period) for your account opened at any time other than the beginning of the billing period. If asset management services are commenced in the middle of the billing period, then the prorated fee for that billing period will be billed in arrears at the end of that billing period.

The asset management services continue in effect until terminated by either party (i.e., Atlas Financial Planning or you) by providing written notice of termination to the other party. When fees are billed in arrears, Atlas Financial Planning will prorate the final fee payment based on the number of days services

are provided during the final period. The amount of client assets on the termination date will be used to determine the final fee payment.

The annual fee for asset management services will be up to a maximum of 1.50%.

The fee is negotiable based on the complexity of the client's situation, the possibility of additional account deposits, and the history and relationship of the client to the firm. Fees are billed quarterly in advance and calculated on the value of the account at the beginning of the quarter. Accounts opened mid-quarter are prorated based on the number of days that services are provided during the first billing period.

Atlas Financial Planning believes that its annual fee is reasonable in relation to: (1) services provided and (2) the fees charged by other investment advisers offering similar services/programs. However, my annual investment advisory fee may be higher than that charged by other investment advisers offering similar services/programs. In addition to my compensation, you may also incur charges imposed at the mutual fund level (e.g., advisory fees and other fund expenses).

The investment advisory fees will be deducted from your account and paid directly to my firm by the qualified custodian(s) of your account. You will authorize the qualified custodian(s) of your account to deduct fees from your account and pay such fees directly to my firm. My firm will send you a billing statement prior to time that fee deduction instruction is sent to the qualified custodian(s) of your account. The billing statement will detail the formula used to calculate the fee, the assets under management and the time period covered. See *Item 15 – Custody* for more details.

You should review your account statements received from the qualified custodian(s) and verify that appropriate investment advisory fees are being deducted. The qualified custodian(s) will not verify the accuracy of the investment advisory fees deducted.

Brokerage commissions and/or transaction ticket fees charged by the qualified custodian are billed directly to you by the qualified custodian. Atlas Financial Planning does not receive any portion of such commissions or fees from you or the qualified custodian. In addition, you will incur certain charges imposed by third parties other than Atlas Financial Planning in connection with investments made through your account including, but not limited to, mutual fund sales loads, 12(b)-1 fees and surrender charges, variable annuity fees and surrender charges, IRA and qualified retirement plan fees, and charges imposed by the qualified custodian(s) of your account. Atlas Financial Planning **does not** receive a portion of charges imposed by third parties. Management fees charged by Atlas Financial Planning are separate and distinct from the fees and expenses charged by investment company securities that may be recommended to you. A description of these fees and expenses are available in each investment company security's prospectus. Atlas Financial Planning will take steps to make certain that clients are only offered investment vehicles that provide the clients the lowest cost investment options that meet the client's objectives in their managed accounts.

### ***Fees For Assetmark Program***

Assetmark client fees are payable quarterly, in advance, based on average assets under management during the previous quarter. Included as part of the client fee paid to our Firm, is an amount to be re-allowed to Assetmark Financial Wealth Management, Inc., investment strategists and others as the Assetmark Program fee.

The maximum total advisory fees schedule or fee range charged to the client will not exceed 1.5%.

Assetmark is responsible for collecting all fees paid by our clients through these programs Assetmark will then journal our portion of the advisory fee to Atlas Financial Planning.

Custodian fees may be charged separately from the Assetmark client fees. A complete description of the Assetmark Program and related fees, charges, when due and termination procedures are described in the Assetmark Financial Wealth Management, Inc.'s Wrap Fee Program Brochure, which will be given to all clients prior to or at the time an account is established.

### **Financial Planning & Consulting Services**

Fees charged for my financial planning and consulting services are negotiable based upon the type of client, the services requested, the complexity of the client's situation and the relationship of the client and the investment adviser representative. The following are the fee arrangements available for financial planning and consulting services offered by Atlas Financial Planning.

#### ***Fees for Financial Planning Services***

Atlas Financial Planning provides financial planning services under an hourly fee arrangement. An hourly fee of \$350 per hour is charged by Atlas Financial Planning for financial planning services under this arrangement. Before commencing financial planning services, Atlas Financial Planning provides an estimate of the approximate hours needed to complete the requested financial planning services. If Atlas Financial Planning anticipates exceeding the estimated number of hours required, Atlas Financial Planning will contact you to receive authorization to provide additional services. You will pay in advance a mutually agreed upon retainer that will be available for Atlas Financial Planning to bill hourly fees against for my financial planning services; however, under no circumstances will Atlas Financial Planning require you to pay fees more than \$500 more than six months in advance. The standard billing dates and events of Atlas Financial Planning are the following: (1) the first business day of each month; (2) the date when incurred hourly fees and expenses will cause the retainer balance to be depleted to zero; (3) the date or thereafter that Atlas Financial Planning substantially provides the agreed upon services; and (4) the date the engagement is terminated by either you or Atlas Financial Planning. Upon presentment of the invoice to you, Atlas Financial Planning will deduct the hourly fees due Atlas Financial Planning against your current retainer balance and you are required to pay immediately Atlas Financial Planning any outstanding balance of hourly fees due.

Atlas Financial Planning also provides financial planning services under a fixed fee arrangement. A mutually agreed upon fixed fee is charged for financial planning services under this arrangement. There is a range in the amount of the fixed fee charged by Atlas Financial Planning for financial planning services. The minimum fixed fee for a basic Financial Plan is generally \$1,500, and the minimum fixed fee for a more complex planning situation is generally \$2,000. Annual planning updates to your financial plans are \$500 to \$1,000. The maximum financial planning fees for fixed fee engagements are generally no more than \$10,000. The amount of the fixed fee for your engagement is specified in your financial planning agreement with Atlas Financial Planning. You are required to pay in advance 100% of the fixed fee at the time you execute an agreement with Atlas Financial Planning; however, at no time will Atlas Financial Planning require payment of more than \$500 in fees more than six months in advance.

The financial planning services terminate upon delivery of the written financial plan or upon either party providing the other party with written notice of termination. You may terminate the financial planning services within five (5) business days of entering into an agreement with Atlas Financial Planning without penalty or fees due. If you terminate the financial planning services after five (5) business days of entering into an agreement, you will be responsible for immediate payment of any financial planning services performed by Atlas Financial Planning prior to the receipt by Atlas Financial Planning of your notice. For financial planning services performed by Atlas Financial Planning under an hourly arrangement, you will pay Atlas Financial Planning for any hourly fees incurred at the rates described above. For financial planning services performed by Atlas Financial Planning under a fixed fee arrangement, you will pay an early termination fee for the hours worked by Atlas Financial Planning multiplied by the hourly rate of \$350. In the event that there is a remaining balance of any fees paid in advance after the deduction of fees from the final invoice, those remaining proceeds will be refunded by Atlas Financial Planning to you.

### ***Fees for Consulting Services***

Atlas Financial Planning provides consulting services under an hourly fee arrangement. An hourly fee of \$350 per hour is charged by Atlas Financial Planning for consulting services. Before providing consulting service, Atlas Financial Planning will provide an estimate of the approximate hours needed to complete the consulting services. If Atlas Financial Planning anticipates exceeding the estimated amount of hours required, Atlas Financial Planning will contact you to receive authorization to provide additional services. You may be requested to pay in advance a mutually agreed upon retainer that will be available for Atlas Financial Planning to bill hourly fees against for my consulting services; however, under no circumstances will Atlas Financial Planning require you to pay fees more than \$500 more than six months in advance. The standard billing dates and events of Atlas Financial Planning are the following: (1) the first business day of each month; (2) the date when incurred hourly fees will cause the retainer balance to be depleted to zero; (3) the date or thereafter that Atlas Financial Planning substantially provides the agreed upon services; and (4) the date the engagement is terminated by either you or Atlas Financial Planning. Upon presentment of the invoice to you, Atlas Financial Planning will deduct the hourly fees due Atlas Financial Planning against your current retainer balance and you will immediately pay Atlas Financial Planning any outstanding balance of hourly fees due.

The one-time consulting services will terminate upon completion of the consultation or either party providing the other party with written notice. The “as-needed” consulting services will terminate upon either you or Atlas Financial Planning providing written notice of termination to the other party.

You may terminate the consulting services within five (5) business days of entering into an agreement with Atlas Financial Planning without penalty or fees due. If you terminate the consulting services after five (5) business days of entering into an agreement with Atlas Financial Planning, you will be responsible for immediate payment of any consulting work performed by Atlas Financial Planning prior to the receipt by Atlas Financial Planning of your notice. For consulting services performed by Atlas Financial Planning under an hourly arrangement, you will pay Atlas Financial Planning for any hourly fees incurred at the rates described above. In the event that there is a remaining balance of any fees paid in advance after the deduction of fees from the final invoice, those remaining proceeds will be refunded by Atlas Financial Planning to you.

### **Other Fee Terms for Financial Planning & Consulting Services**

You may pay the investment advisory fees owed for the financial planning services by submitting payment directly (for example, by check).

You should notify Atlas Financial Planning within ten (10) days of receipt of an invoice if you have questions about or dispute any billing entry.

To the extent Atlas Financial Planning engages an outside professional (i.e. attorney, independent investment adviser or accountant) while providing financial planning and consulting services to you, Atlas Financial Planning will be responsible for the payment of the fees for the services of such an outside professional, and you will not be required to reimburse Atlas Financial Planning for such payments. However, if you personally engage such an outside professional, you will be responsible for the payment of the fees for the services of such an outside professional, and Atlas Financial Planning will not be required to reimburse Client for such payments.

All fees paid to Atlas Financial Planning for services are separate and distinct from the commissions, fees and expenses charged by insurance companies associated with any disability insurance, life insurance and annuities subsequently acquired by you. If you sell or liquidate certain existing securities positions to acquire any insurance or annuity, you may also pay a commission and/or deferred sales charges in addition to the financial planning and consulting fees paid to Atlas Financial Planning and any commissions, fees and expenses charged by the insurance company for subsequently acquired insurance and/or annuities.

All fees paid to Atlas Financial Planning for financial planning and consulting services are separate and distinct from the commissions charged by a broker-dealer to implement such recommendations.

Atlas Financial planning does not receive any compensation from the sale of investment products.

It should be noted that lower fees for comparable services may be available from other sources.

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

Performance-based fees are defined as fees based on a share of capital gains on or capital appreciation of the assets held in a client's account. *Item 6* is not applicable to this Disclosure Brochure because I do not charge or accept performance-based fees.

### **Item 7 – Types of Clients**

Atlas Financial Planning generally provides investment advice to the following types of clients:

- Individuals
- High net worth individuals
- Corporations or business entities other than those listed above
- Unaffiliated Investment Advisors

You are required to execute a written agreement with Atlas Financial Planning specifying the particular advisory services in order to establish a client arrangement with Atlas Financial Planning.

### **Minimum Investment Amounts Required**

The minimum investment required for Assetmark asset allocation system program accounts is generally \$50,000 and \$250,000 for private managed accounts program. Exceptions may be granted to the minimums at the discretion of Assetmark.

The minimum fee generally charged for financial planning services provided on an hourly basis is \$350. The minimum fixed fee generally charged for financial planning services on a fixed fee basis is \$1,500 for a basic financial and \$2,000 for a more complex financial plan.

The minimum hourly fee generally charged for consulting services is \$350.

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

### **Methods of Analysis**

Atlas Financial Planning may use the following methods of analysis in formulating investment advice in our Financial Planning and Consulting Services:

Charting - This is a set of techniques used in technical analysis in which charts are used to plot price movements, volume, settlement prices, open interest, and other indicators, in order to anticipate future price movements. Users of these techniques, called chartists, believe that past trends in these indicators can be used to extrapolate future trends.

Charting is likely the most subjective analysis of all investment methods since it relies on proper interpretation of chart patterns. The risk of reliance upon chart patterns is that the next day's data can always negate the conclusions reached from prior days' patterns. Also, reliance upon chart patterns bears the risk of a certain pattern being negated by a larger, more encompassing pattern that has not shown itself yet.

Cyclical – This method analyzes the investments sensitive to business cycles and whose performance is strongly tied to the overall economy. For example, cyclical companies tend to make products or provide services that are in lower demand during downturns in the economy and in higher demand during upswings. Examples include the automobile, steel, and housing industries. The stock price of a cyclical company will often rise just before an economic upturn begins and fall just before a downturn begins. Investors in cyclical stocks try to make the largest gains by buying the stock at the bottom of a business cycle, just before a turnaround begins.

While most economists and investors agree that there are cycles in the economy that need to be respected, the duration of such cycles is generally unknown. An investment decision to buy at the bottom of a business cycle may actually turn out to be a trade that occurs before or after the bottom of the cycle. If done before the bottom, then downside price action can result prior to any gains. If done after the bottom, then some upside price action may be missed. Similarly, a sell

decision meant to occur at the top of a cycle may result in missed opportunity or unrealized losses.

Fundamental – This is a method of evaluating a security by attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of a company). The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). Fundamental analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

The risk associated with fundamental analysis is that it is somewhat subjective. While a quantitative approach is possible, fundamental analysis usually entails a qualitative assessment of how market forces interact with one another in their impact on the investment in question. It is possible for those market forces to point in different directions, thus necessitating an interpretation of which forces will be dominant. This interpretation may be wrong and could therefore lead to an unfavorable investment decision.

Technical – This is a method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

Technical analysis is even more subjective than fundamental analysis in that it relies on proper interpretation of a given security's price and trading volume data. A decision might be made based on a historical move in a certain direction that was accompanied by heavy volume; however, that heavy volume may only be heavy relative to past volume for the security in question, but not compared to the future trading volume. Therefore, there is the risk of a trading decision being made incorrectly, since future trading volume is an unknown. Technical analysis is also done through observation of various market sentiment readings, many of which are quantitative. Market sentiment gauges the relative degree of bullishness and bearishness in a given security, and a contrarian investor utilizes such sentiment advantageously. When most traders are bullish, then there are very few traders left in a position to buy the security in question, so it becomes advantageous to sell it ahead of the crowd. When most traders are bearish, then there are very few traders left in a position to sell the security in question, so it becomes advantageous to buy it ahead of the crowd. The risk in utilization of such sentiment technical measures is that a very bullish reading can always become more bullish, resulting in lost opportunity if the money manager chooses to act upon the bullish signal by selling out of a position. The reverse is also true in that a bearish reading of sentiment can always become more bearish, which may result in a premature purchase of a security.

There are risks involved in using any analysis method.

To conduct analysis, Atlas Financial Planning gathers information from financial newspapers and magazines, inspection of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses and filings with the SEC, and company press releases.

### **Investment Strategies**

When implementing investment advice, our investment strategies include:

- Long term purchases (securities held at least a year)
- Short term purchases (securities sold within a year)

I also use model asset allocation portfolio programs provided by the Asset Mark platform.

I gather information from financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectus and other filings with the Securities and Exchange Commission and company press releases.

### **Primarily Recommend One Type of Security**

I do not primarily recommend one type of security to clients. Instead, I recommend any product that may be suitable for each client relative to that client's specific circumstances and needs.

### **Risk of Loss**

Past performance is not indicative of future results. Therefore, you should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in securities (including stocks, mutual funds, and bonds, etc.) involves risk of loss. Further, depending on the different types of investments there may be varying degrees of risk. You should be prepared to bear investment loss including loss of original principal.

Because of the inherent risk of loss associated with investing, my firm is unable to represent, guarantee, or even imply that my services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. There are certain additional risks associated with investing in securities as described below:

- 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 is also referred to as systemic risk.
- Equity (stock) market risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.
- 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. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.

- Fixed Income Risk. When investing in bonds, there is the risk that the issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- Options Risk. Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put and call options are highly specialized activities and entail greater than ordinary investment risks.
- ETF and Mutual Fund Risk – When investing in an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. You will also incur brokerage costs when purchasing ETFs.
- Management Risk – Your investment with my firm varies with the success and failure of my investment strategies, research, analysis and determination of portfolio securities. If my investment strategies do not produce the expected returns, the value of the investment will decrease.

#### **Item 9 – Disciplinary Information**

*Item 9* is not applicable to this Disclosure Brochure because there are no legal or disciplinary events that are material to a client's or prospective client's evaluation of my business or integrity.

#### **Item 10 – Other Financial Industry Activities and Affiliations**

Atlas Financial Planning is **not** and does **not** have a related person that is a broker/dealer, municipal securities dealer, government securities dealer or broker, an 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), another investment adviser or financial planner, a futures commission merchant, commodity pool operator, or commodity trading advisor, a banking or thrift institution, an accountant or accounting firm, a lawyer or law firm, an insurance company or agency, a pension consultant, a real estate broker or dealer, and a sponsor or syndicator of limited partnerships.

I am an independent registered investment adviser and only provide investment advisory services. I am not engaged in any other business activities and offer no other services except those described in this Disclosure Brochure. However, while I do not sell products or services other than investment advice, our

representatives may sell other products or provide services outside of their role as investment adviser representatives with us.

### **Insurance Agent**

You may work with your investment adviser representative in his or her separate capacity as an insurance agent. When acting in his or her separate capacity as an insurance agent, the investment adviser representative may sell, for commissions, general disability insurance, life insurance, annuities, and other insurance products to you. As such, your investment adviser representative in his or her separate capacity as an insurance agent, may suggest that you implement recommendations of Atlas Financial Planning by purchasing disability insurance, life insurance, annuities, or other insurance products. This receipt of commissions creates an incentive for the representative to recommend those products for which your investment adviser representative will receive a commission in his or her separate capacity as an insurance agent. Consequently, the advice rendered to you could be biased. You are under no obligation to implement any insurance or annuity transaction through your investment adviser representative.

### **Other Investment Advisory Firms**

As described in **Item 4 – Advisory Business** and **Item 5 – Fees and Compensation**, Atlas Financial Planning, has formed a relationship with Assetmark Financial to select other managers through their program. When Atlas Financial Planning utilizes third party money managers via the Assetmark Program, you need to know that the firm will receive a portion of the fee charged. Therefore, Atlas Financial Planning has a conflict of interest in that it will only recommend third party money managers that will agree to compensate the firm by paying Atlas Financial Planning a portion of the fees billed to your managed account in the Assetmark program.

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

### **Code of Ethics Summary**

An investment adviser is considered a fiduciary and has a fiduciary duty to all clients. Atlas Financial Planning has established a Code of Ethics to comply with the requirements of the securities laws and regulations that reflects its fiduciary obligations and those of its supervised persons. The Code of Ethics also requires compliance with federal securities laws. Atlas Financial Planning's Code of Ethics covers all individuals that are classified as "supervised persons". All employees, officers, directors and investment adviser representatives are classified as supervised persons. Atlas Financial Planning requires its supervised persons to consistently act in your best interest in all advisory activities. Atlas Financial Planning imposes certain requirements on its affiliates and supervised persons to ensure that they meet the firm's fiduciary responsibilities to you. The standard of conduct required is higher than ordinarily required and encountered in commercial business.

This section is intended to provide a summary description of the Code of Ethics of Atlas Financial Planning. If you wish to review the Code of Ethics in its entirety, you should send me a written request and upon receipt of your request, I will promptly provide a copy of the Code of Ethics to you.

### **Affiliate and Employee Personal Securities Transactions Disclosure**

Atlas Financial Planning or associated persons of the firm may buy or sell for their personal accounts, investment products identical to those recommended to clients. This creates a conflict of interest. It is the express policy of Atlas Financial Planning that all persons associated in any manner with my firm must place clients' interests ahead of their own when implementing personal investments. Atlas Financial Planning and its associated persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of employment or association with my firm unless the information is also available to the investing public upon reasonable inquiry.

I am now and will continue to be in compliance with applicable state and federal rules and regulations. To prevent conflicts of interest, I have developed written supervisory procedures that include personal investment and trading policies for my representatives, employees and their immediate family members (collectively, associated persons):

- Associated persons cannot prefer their own interests to that of the client.
- Associated persons are prohibited from trading or recommending clients purchase investments in which you or a related person has a material financial interest.
- Associated persons cannot buy or sell securities for their personal accounts when those decisions are based on information obtained as a result of their employment, unless that information is also available to the investing public upon reasonable inquiry.
- Associated persons are prohibited from purchasing or selling securities of companies in which any client is deemed an "insider".
- Associated persons are discouraged from conducting frequent personal trading.
- Associated persons are generally prohibited from serving as board members of publicly traded companies unless an exception has been granted to the Chief Compliance Officer of Atlas Financial Planning.

Any associated person not observing our policies is subject to sanctions up to and including termination.

### **Item 12 – Brokerage Practices**

Clients are under no obligation to act on the financial planning recommendations of Atlas Financial Planning. If the firm assists in the implementation of any recommendations, I am responsible to ensure that the client receives the best execution possible. Best execution does not necessarily mean that clients receive the lowest possible commission costs but that the qualitative execution is best. In other words, all conditions considered, the transaction execution is in your best interest. When considering best execution, I look at a number of factors besides prices and rates including, but not limited to:

- Execution capabilities (e.g., market expertise, ease/reliability/timeliness of execution, responsiveness, integration with our existing systems, ease of monitoring investments)
- Products and services offered (e.g., investment programs, back office services, technology, regulatory compliance assistance, research and analytic services)
- Financial strength, stability and responsibility

- Reputation and integrity
- Ability to maintain confidentiality

I exercise reasonable due diligence to make certain that best execution is obtained for all clients when implementing any transaction by considering the back-office services, technology and pricing of services offered.

### **Brokerage Recommendations**

If I assist you in the implementation of any investment recommendations, the client's managed assets will be held directly with Assetmark or the Mutual Fund Company issuing the recommended investment vehicle. Atlas Financial Planning is independently owned and operated and not affiliated with any broker dealer, trust company or investment company.

### **Directed Brokerage**

Clients should understand that not all investment advisors require the use of a particular broker/dealer or custodian. Some investment advisors allow their clients to select whichever broker/dealer the client decides. By requiring clients to use a particular broker/dealer, Atlas Financial Planning may not achieve the most favorable execution of client transactions and the practice requiring the use of specific broker/dealers may cost clients more money than if the client used a different broker/dealer or custodian. However, for compliance and operational efficiencies, Atlas Financial Planning has decided to require our clients to use broker/dealers and other qualified custodians determined by Atlas Financial Planning.

### **Soft Dollar Benefits**

An investment adviser receives soft dollar benefits from a broker-dealer when the investment adviser receives research or other products and services in exchange for client securities transactions or maintaining an account balance with the broker-dealer.

Atlas Financial Planning does not have a soft dollar agreement with a broker-dealer or a third-party.

### **Handling Trade Errors**

Atlas Financial Planning has implemented procedures designed to prevent trade errors; however, trade errors in client accounts cannot always be avoided. Consistent with its fiduciary duty, it is the policy of Atlas Financial Planning to correct trade errors in a manner that is in the best interest of the client. In cases where the client causes the trade error, the client is responsible for any loss resulting from the correction. Depending on the specific circumstances of the trade error, the client may not be able to receive any gains generated as a result of the error correction. In all situations where the client does not cause the trade error, the client is made whole and any loss resulting from the trade error is absorbed by Atlas Financial Planning if the error is caused by Atlas Financial Planning. If the error is caused by the broker-dealer, the broker-dealer is responsible for handling the trade error. If an investment gain results from the correcting trade, the gain remains in the client's account unless the same error involved other client account(s) that should also receive the gains. It is not permissible for all clients to retain the gain. Atlas Financial Planning may also confer with a client to determine if the client should forego the gain (e.g., due to tax reasons).

Atlas Financial Planning will never benefit or profit from trade errors.

### **Block Trading Policy**

Investment advisors may elect to purchase or sell the same securities for several clients at approximately the same time when they believe such action may prove advantageous to clients. This process is referred to as aggregating orders, batch trading or block trading. Atlas Financial Planning does not engage in block trading.

It should be noted that implementing trades on a block or aggregate basis may be less expensive for client accounts; however, it is our trading policy to implement all client orders on an individual basis. Therefore, I do not aggregate or “block” client transactions. Considering the types of investments, I hold in advisory client accounts, I do not believe clients are hindered in any way because I trade accounts individually. This is because I develop individualized investment strategies for clients and holdings will vary. Our strategies are primarily developed for the long-term and minor differences in price execution are not material to our overall investment strategy.

### **Agency Cross Transactions**

Our associated persons are prohibited from engaging in agency cross transactions, meaning I cannot act as brokers for both the sale and purchase of a single security between two different clients and cannot receive compensation in the form of an agency cross commission or principal mark-up for the trades.

## **Item 13 – Review of Accounts**

### **Account Reviews and Reviewers**

Our financial planning services terminate upon the presentation of the written plan. Our financial planning and consulting services do not include monitoring the investments of your account(s), and therefore, there is no ongoing review of your account(s) under such services.

For clients participating in the Assetmark program, accounts are reviewed and managed on an on-going basis by the third-party money manager. Atlas Financial Planning will also monitor the performance and investment decisions of the third-party money manager on at least a calendar quarterly basis. Additional reviews may be done upon client request. The same level of review is performed for all types of accounts.

### **Statements and Reports**

Financial planning clients do not receive any report or statement other than the written plan originally contracted for and provided by Atlas Financial Planning.

You are encouraged to always compare any correspondence provided by me against the account statements delivered from the qualified custodian. When you have questions about your account statement, you should contact my firm and the qualified custodian preparing the statement.

Clients participating in Assetmark will receive monthly account statements, transaction ledgers and quarterly reports showing the investment performance of their account from Assetmark Financial Wealth Management, Inc.

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

Atlas Financial Planning does not directly or indirectly compensate any person for client referrals.

The only compensation received from advisory services is the fees charged for providing investment advisory services as described in *Item 5* of this Disclosure Brochure. Atlas Financial Planning receives no other forms of compensation in connection with providing investment advice.

*Please see Item 5, Fees and Compensation, Item 10, Other Financial Industry Activities and Affiliations and Item 12, Brokerage Practices, for additional discussion concerning other compensation.*

#### **Item 15 – Custody**

Custody, as it applies to investment advisors, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment adviser has the ability to access or control client funds or securities, the investment adviser is deemed to have custody and must ensure proper procedures are implemented. According to this definition, Atlas Financial Planning does **not** have custody of client funds or securities.

#### **Item 16 – Investment Discretion**

Atlas Financial Planning will maintain trading authorization over client accounts. Upon receiving written authorization from the client, Atlas Financial Planning may implement trades on a **discretionary** basis (as detailed in our agreement for services). When discretionary authority is granted, Atlas Financial Planning will have the authority to determine the type of securities and the amount of securities that can be bought or sold for the client's portfolio without obtaining the client's consent for each transaction. However, it is the policy of Atlas Financial Planning to consult with and advise the client prior to making changes in an account even when discretionary trading authority is granted by the client.

If you decide to grant trading authorization only on a **non-discretionary** basis, I will be required to contact you prior to implementing changes in your account. Therefore, you will be contacted and required to accept or reject our investment recommendations including:

- The security being recommended
- The number of shares or units
- Whether to buy or sell

Once the above factors are agreed upon, I will be responsible for making decisions regarding the timing of buying or selling an investment and the price at which the investment is bought or sold. If your

accounts are managed on a non-discretionary basis, you need to know that if you are not able to be reached or are slow to respond to our request, it can have an adverse impact on the timing of trade implementations and I may not achieve the optimal trading price.

All clients have the ability to place reasonable restrictions on the types of investments that may be purchased in an account. Clients may also place reasonable limitations on the discretionary power granted to our Firm so long as the limitations are specifically set forth or included as an attachment to the client agreement.

## **Item 17 – Voting Client Securities**

### **Proxy Voting**

Atlas Financial Planning does not vote proxies on behalf of Clients. I have determined that taking on the responsibilities for voting client securities does not add enough value to the services provided to you to justify the additional compliance and regulatory costs associated with voting client securities. Therefore, it is your responsibility to vote all proxies for securities held in Account.

You will receive proxies directly from the qualified custodian or transfer agent; I will not provide you with the proxies. You are encouraged to read through the information provided with the proxy-voting documents and make a determination based on the information provided. Although I do not vote client proxies, if you have a question about a particular proxy feel free to contact me. However, you will have the ultimate responsibility for making all proxy-voting decisions.

## **Item 18 – Financial Information**

This *Item 18* is not applicable to this brochure. Atlas Financial Planning does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance. Therefore, I am not required to include a balance sheet for the most recent fiscal year. I am not subject to a financial condition that is reasonably likely to impair my ability to meet contractual commitments to clients. Finally, Atlas Financial Planning has not been the subject of a bankruptcy petition at any time.

## **Item 19 – Requirements for State-Registered Advisers**

### **Executive Officer and Management Personnel**

#### **Jeffrey E. Edwards**

##### *Educational Background:*

California State University Long Beach, Bachelor of Arts: 1997

University of California Irvine, Certificate Personal Financial Planning: 2010

##### *Business Experience:*

Atlas Financial Planning, Managing Member, 11/2017 to Present;

Northwestern Mutual Investment Services LLC, Associate Wealth Management Advisor, 08/2000 to 10/2017.

**Other Business Activities**

See *Item 10 – Other Financial Industry Activities and Affiliations*.

**No Performance Based Fees**

As previously disclosed in *Item 6*, Atlas Financial Planning does not charge or accept performance-based fees.

**No Arbitrations**

Atlas Financial Planning or any of its associated persons have not been the subject of any client arbitrations or similar legal disputes.

**No Arrangement with Issuer of Securities**

Atlas Financial Planning and its management do not have any relationship or arrangement with any issuer of securities.

**Important California Financial Planning Disclosure**

Per the requirements of CCR Section 260.238(k), I have fully disclosed all material conflicts of interest regarding Atlas Financial Planning and my employees that could reasonably be expected to impair the rendering of unbiased and objective advice.

**Business Continuity Plan**

Atlas Financial Planning has a business continuity and contingency plan in place designed to respond to significant business disruptions. These disruptions can be both internal and external. Internal disruptions will impact my ability to communicate and do business, such as a fire in the office building. External disruptions will prevent the operation of the securities markets or the operations of a number of firms, such as earthquakes, wildfires, hurricanes, terrorist attack or other wide-scale, regional disruptions.

My continuity and contingency plan has been developed to safeguard employees' lives and firm property, to allow a method of making financial and operational assessments, to quickly recover and resume business operations, to protect books and records, and to allow clients to continue transacting business.

The plan includes the following:

- Alternate locations to conduct business;
- Hard and electronic back-ups of records;
- Alternative means of communications with employees, clients, critical business constituents and regulators; and
- Details on the firms' employee succession plan

My business continuity and contingency plan is reviewed and updated on a regular basis to ensure that the policies in place are sufficient and operational.

### **Customer Privacy Policy Notice**

Atlas Financial Planning is a registered investment advisor in the business of providing investment advisory services to clients. I am committed to safeguarding the confidential information of our clients and hold all personal information provided to me in the strictest confidence. Except as required or permitted by law, I do not share confidential information about clients with non-affiliated third parties. In the unlikely event there were to be a change in this fundamental policy that would permit additional disclosures of the client's confidential information, I provide written notice to the client, and the client is given an opportunity to direct me as to whether such disclosure is permissible.

#### **AN IMPORTANT NOTICE CONCERNING CLIENTS' PRIVACY**

**Customer Information Collected.** I collect and develop personal information about clients, and some of that information is non-public personal information (Customer Information). The essential purpose for collecting Customer Information is to provide and service the financial products and services the client obtains from us. The categories of Customer Information collected by me depend upon the scope of the engagement with Atlas Financial Planning and are generally described below. As an investment advisor, I collect and develop Customer Information about the client in order to provide investment advisory services.

Customer Information collected includes:

- Information received from the client on financial inventories through consultation with our associated persons. This Customer Information may include personal and household information such as income, spending habits, investment objectives, financial goals, statements of account and other records concerning the client's financial condition and assets, together with information concerning employee benefits and retirement plan interests, wills, trusts, mortgages and tax returns.
- Information developed as part of financial plans, analyses or investment advisory services.
- Information concerning investment advisory account transactions, such as wrap account transactions.
- Information about the client's financial products and services transactions with us.

**Data Security.** I restrict access to Customer Information to associated persons and employees who need the information to perform their job responsibilities within the firm. I maintain agreements, as well as physical, electronic and procedural securities measures, that comply with federal regulations to safeguard Customer Information about the client.

**Use and Disclosure of Customer Information to Provide Customer Service to Client Accounts.** To administer and service client accounts, process transactions and provide related services for client accounts, it is necessary for me to provide access to Customer Information within the firm and to non-

affiliated companies such as other investment advisors, other broker/dealers, trust companies, and custodians. I may also provide Customer Information outside of the firm as permitted by law, such as to government entities, consumer reporting agencies or other third parties in response to subpoenas.

**Former Clients.** If the client closes an account with us, I continue to operate in accordance with the principles stated in the Notice.

**Requirements of Federal Law.** In November of 1999, Congress enacted the *Gramm-Leach-Bliley Act (GLBA)*. The *GLBA* requires certain financial institutions, including broker/dealers and investment advisors, to protect the privacy of Customer Information. To the extent a financial institution discloses Customer Information to non-affiliated third parties other than as permitted or required by law, clients must be given the opportunity and means to opt out (or prevent) such disclosure. Please note that I do not disclose Customer Information to non-affiliated third parties, except as permitted or required by law (e.g., disclosures to service client's account or to respond to subpoenas).

State law prohibits Atlas Financial Planning from sharing any of your personal information with a third party without your permission. You have a right not to permit Atlas Financial Planning to share this information with anyone else. As a registered investment advisor, in order for Atlas Financial Planning to provide financial services and service your accounts,

You must check the "yes" box below if you consent to our sharing such information. You must then complete, sign and return the form to our firm.

Consent granted:     Yes             No

Signature: \_\_\_\_\_

Printed name: \_\_\_\_\_

Date: \_\_\_\_\_

## FORM ADV PART 2B BROCHURE SUPPLEMENT - Jeffrey E. Edwards

### **Item 1 – Cover Page**

Jeffrey E. Edwards  
Atlas Financial Planning LLC  
66 Avondale  
Irvine, CA 92602  
(949) 424-7703

[www.atlasfinancialplans.com](http://www.atlasfinancialplans.com)

Date of Supplement: January 2021

**This brochure supplement provides information about Jeffrey E. Edwards that supplements the Atlas Financial Planning LLC (“Atlas Financial Planning”) disclosure brochure. You should have received a copy of that brochure. Please contact Jeffrey E. Edwards at (949) 424-7703 or at [jeff.edwards@atlasfinancialplans.com](mailto:jeff.edwards@atlasfinancialplans.com) if you did not receive Atlas Financial Planning’s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Jeffrey E. Edwards is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Item 2 – Educational Background and Business Experience**

#### **Jeffrey E. Edwards**

Born 1971, CRD #4266543

#### ***Post-Secondary Educational Background:***

California State University Long Beach, Bachelor of Arts: 1997

University of California Irvine, Certificate Personal Financial Planning: 2010

#### ***Business Background:***

Atlas Financial Planning, Managing Member, 11/2017 to Present;

Northwestern Mutual Investment Services LLC, Associate Wealth Management Advisor, 08/2000 to 10/2017

#### ***Professional Designations***

#### **Certified Financial Planner (CFP) - 2011**

The CERTIFIED FINANCIAL PLANNER™, 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 62,000 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, administered in 10 hours over a two-day period, 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 in order 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.

CFP Acknowledgment: (ADVISOR) acknowledges his responsibility as a CFP® Certificant to adhere to the standards that have been established in the CFP Board’s Standards of Professional Conduct. If you become aware that (ADVISOR)’s conduct may violate the Standards of Professional Conduct, you may file a complaint with the CFP Board at [www.CFP.net/complaint](http://www.CFP.net/complaint).

## Code of Ethics for CFP

The following disclosure has been included in the COE section of the 2A.

In addition to abiding by our Code of Ethics, some of our representatives are Certified Financial Planners™ (CFP®) and also abide by the Code of Ethics and Responsibility Code of the Certified Financial Planner™ Board of Standards, Inc. The Code of Ethics and Responsibility Code requires CFP® designees to not only comply with all applicable laws and regulations but to also act in an ethical and professional responsible manner in all professional services and activities. The principles guiding CFP® designees are:

- Integrity
- Objectivity
- Competence (in providing services and maintaining knowledge and skills to do so)
- Fairness (to clients, principals, partners and employers and disclosing any conflicts of interest in providing services)
- Confidentiality (keeping all client information confidential without the specific client consent unless in response to legal process or in defense of charges of wrongdoing or civil dispute)
- Professionalism
- Diligence

You can obtain a copy of the Code of Ethics and Responsibility Code by requesting a copy from one of our representatives.

### **Item 3 – Disciplinary Information**

Jeffrey E. Edwards has no legal or disciplinary events to report.

### **Item 4 – Other Business Activities**

#### **Insurance Agent**

Jeffrey E. Edwards is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Jeffrey E. Edwards will receive commissions for selling insurance and annuity products.

Jeffrey E. Edwards may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of Jeffrey E. Edwards when recommending products to its clients. While Jeffrey E. Edwards endeavors at all times to put the interest of his clients first as a part of Atlas Financial Planning's overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest, and may affect Jeffrey E. Edwards's decision making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Jeffrey E. Edwards and may choose any independent insurance agent and insurance company to purchase

insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

**Item 5 – Additional Compensation**

Jeffrey E. Edwards has no additional compensation to report.

**Item 6 – Supervision**

Jeffrey E. Edwards is the Chief Compliance Officer of Atlas Financial Planning. He is responsible for overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives. Jeffrey E. Edwards can be contacted at (949) 424-7703.

**Item 7 – Requirements for State-Registered Advisers**

Jeffrey E. Edwards has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2,500. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, he has not been the subject of a bankruptcy petition.