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March 20, 2024

This Brochure provides information about the qualifications and business practices of Collie Financial Planning, Inc. If you have any questions about the contents of this Brochure, please contact Mike at (828) 654-8830 or [mcollie@colliefp.com](mailto:mcollie@colliefp.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Collie Financial Planning, Inc. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about Collie Financial Planning, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Michael Collie, CFP®, AIF®, CKA® at (828) 654-8830 or [mcollie@colliefp.com](mailto:mcollie@colliefp.com). This Brochure is also available at [www.CollieFP.com](http://www.CollieFP.com), also free of charge.

Additional information about Collie Financial Planning, Inc. is also available via the SEC’s web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC’s web site also provides information about any persons affiliated with Collie Financial Planning, Inc. who are registered, or are required to be registered, as investment adviser representatives of Collie Financial Planning, Inc.

The material changes in this brochure from the last annual updating amendment of Collie Financial Planning, Inc. February 23, 2023, are described below. Material changes relate to Collie Financial Planning, Inc.’s policies, practices or conflicts of interest.

- Collie Financial Planning, Inc. has replaced TD Ameritrade with Charles Schwab & Co., Inc. as custodian due to their merger. Collie Financial Planning, Inc. has also added Altruist as a custodian. (Item 12)

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## Item 4 – Advisory Business

Collie Financial Planning, Inc. is an independent, Fee-Only Registered Investment Advisor that provides comprehensive financial planning and investment portfolio management services to individuals and businesses and retirement plan services to small and medium sized businesses. Collie Financial Planning, Inc. was founded in 2005 by Michael Collie, CFP®, AIF®, CKA®. Michael is the sole principal owner of Collie Financial Planning, Inc.

Comprehensive financial planning is the process of helping clients create, and plan for their financial goals. This process incorporates looking at all areas of a client's financial situation, including, but not limited to, insurance planning and risk management, cash flow and lifestyle management, retirement planning and income distribution, education planning, investment and asset management, tax planning, strategic giving, and wealth transfer and estate planning.

The term Fee-Only refers to the method of compensation. The National Association of Personal Financial Advisors (NAPFA) defines a Fee-Only advisor as one who, in all circumstances, is compensated solely by the client, with neither the advisor nor any related party receiving compensation that is contingent on the purchase or sale of a financial product. A Fee-Only planner may not receive commissions, rebates, awards, finder's fees, bonuses, or any form of compensation from others because of a client's implementation of the individual's planning recommendations.

Collie Financial Planning, Inc. tailors its advisory services to the individual needs of clients. This is done by getting to know clients and their specific situation, understanding their specific goals and objectives, and discussing how our firm can partner with them in trying to achieve these goals and objectives.

When this partnership includes investment management, Collie Financial Planning, Inc., and its clients discuss various types of investment options, including any restrictions on types of securities that clients may wish to impose on the holdings within their investment accounts. In some instances Collie Financial Planning, Inc. may utilize Separately Managed Accounts that have a sub-advisor to Collie Financial Planning, Inc. to assist in managing client assets. In this case, the client will enter into a sub-advisory agreement with the sub-advisor and their fees will be charged separately from those charged by Collie Financial Planning, Inc.

### Written Acknowledgement of Fiduciary Status

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

Collie Financial Planning, Inc. serves clients on an individual basis, however Collie Financial Planning, Inc. sometimes provide educational workshops and seminars to non-clients.

As of 12/31/2023, Collie Financial Planning, Inc. managed \$120,061,234.00 in assets for its clients on a discretionary basis.

### Item 5 – Fees and Compensation

Collie Financial Planning, Inc. serves individuals, businesses and corporate retirement and profit sharing plans. Collie Financial Planning, Inc. serves these clients under three potential fee structures:

- 1) **Hourly basis** - some clients may benefit from paying for services only on an as utilized basis; these fees are charged hourly. These fees start at \$150 per hour. All efforts are made on the part of Collie Financial Planning, Inc. to provide accurate estimates of how many hours are needed to complete a particular project prior to beginning the hourly engagement.
- 2) **Quarterly Advisory Fee** – Some clients will require ongoing advisory, coaching or management services. These services are billed quarterly based on the level of assets and/or net worth managed. They are calculated in a way that ties our compensation to the success of our clients. These fees will be based on a percentage basis, ranging from 1.00% annually to .40% annually (see table below). Collie Financial Planning, Inc. retains the right to discount any of the fees at any time for any client. Here is the fee schedule:

<i>Advisor Select Wealth Management Fee Schedule</i>			
Wealth Under Management		Quarterly Fee	Annual Fee
First	\$1,000,000	0.25 %	1.00 %
Next	\$1,000,001 to \$5,000,000	0.20 %	0.80 %
Next	\$5,000,001 to \$10,000,000	0.15 %	0.60 %
Next	\$10,000,001 to	0.10 %	0.40 %

The specific manner in which fees are charged by Collie Financial Planning, Inc. is established in a client’s written agreement with Collie Financial Planning, Inc. Collie

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Financial Planning, Inc. will generally bill its fees on a quarterly basis in arrears. Clients may elect to be billed directly for fees or to authorize Collie Financial Planning, Inc. to directly debit fees from client accounts. Management fees shall be prorated for each capital contribution and withdrawal made during the applicable calendar quarter (with the exception of de minimis contributions and withdrawals). Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Collie Financial Planning, Inc.'s fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Sub-advisors in Separately Managed Accounts also charge sub-advisor fees, in addition to those charged by Collie Financial Planning, Inc., and are disclosed in the sub-advisor's advisory contract with the client.

Such charges, fees and commissions are exclusive of and in addition to Collie Financial Planning, Inc.'s fee, and Collie Financial Planning, Inc. shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Collie Financial Planning, Inc. considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

- 3) **Per project basis** - Specific projects or engagements may be priced based on the level of work committed to by Collie Financial Planning, Inc. A full comprehensive plan typically ranges from \$1,500 to \$7,500+, depending upon the complexity and nature of the project.

Fees are negotiable. Contracts will renew annually and may be terminated by the client or Collie Financial Planning, Inc. at any time, provided notice has been given in writing to all parties involved.

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

Collie Financial Planning, Inc. does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

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## **Item 7 – Types of Clients**

Collie Financial Planning, Inc. provides comprehensive financial planning and investment management services to individuals, high net worth individuals, corporate pension and profit-sharing plans and corporations.

The majority of Collie Financial Planning, Inc.’s clients fall into one of the following four categories of clients:

- 1) Young Individuals and Families. They are emerging in their careers and are in need of establishing goals and a plan for achieving them.
- 2) Maturing Individuals and Couples. They are in the latter years of raising a family and are now able to make significant strides toward accomplishing their financial goals and preparing for the changing phases of life.
- 3) Retired Individuals and Couples. They are concerned about preserving what they have saved over the years, and efficiently managing their sources of income, including the income produced by their assets.
- 4) Small and Medium Sized Businesses. They either have existing retirement plans, such as 401(K), SEP, Simple, Deferred Comp or Defined Benefit Pension plans, or are in need of offering them to themselves and their employees. They have a need for ensuring that these plans are functioning in a way that is most beneficial to participants and is cost effective for the plan sponsor.

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

Collie Financial Planning, Inc. typically follows a process of understanding clients’ goals and objectives and tolerance of risk. Following this process typically results in a comprehensive financial plan, which quantifies the rate-of-return needed to achieve Clients’ goals. That rate-of-return goal is then used to design a portfolio. Collie Financial Planning, Inc.’s investment philosophy is based on Modern Portfolio Theory, which holds that asset allocation is the primary determinant of portfolio performance. Collie Financial Planning, Inc. then calculates Client’s customized “target asset allocation,” which is a portfolio designed to accommodate Client’s unique constraints, and expected to achieve Client’s rate-of-return goal, while minimizing unnecessary risk. This customized target asset allocation is documented in Client’s written investment policy statement, signed by both Client and Collie Financial Planning, Inc.

Collie Financial Planning, Inc. typically implements Client’s target asset allocation using no-load, institutional asset class mutual funds or exchange traded funds, known commonly as ETF’s. Collie Financial Planning, Inc. may use “index” mutual funds and/or “actively managed” mutual funds, individual securities, and non-traditional investment products. It is not Collie Financial Planning, Inc.’s typical investment strategy to attempt to:

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(1) time the market, or (2) select individual securities. However, with Client's written authorization, Collie Financial Planning, Inc. may change its investment strategy to accommodate special situations like: low-basis stock, stock options, legacy holdings, inheritances, closely held businesses, collectibles, and special tax situations. Clients authorize Collie Financial Planning, Inc. to use its discretion (based on investment costs, tax efficiency, product availability, and new product introductions) when implementing Client's target asset allocation.

Typically, Collie Financial Planning, Inc. reviews Client's portfolio on a monthly basis by measuring the risk level, rate-of-return, and market value. Periodically, and following significant market moves, Collie Financial Planning, Inc. rebalances Client's actual portfolio back to Client's target asset allocation, if the trades are expected to result in a benefit to Client. Quarterly, Collie Financial Planning, Inc. provides Client with performance reports that track Client's portfolio's historical rate-of-return, risk level, and market value. During Client's annual review meeting, Collie Financial Planning, Inc. re-educates Client about prudent investing, gives the past year's results for the asset classes owned by Client, and may provide information on new investment products and services, and new academic research that affects Client. Clients re-educate Collie Financial Planning, Inc., too, updating their financial status, objectives, and constraints, and focusing on any changes since the last meeting. All of this is used to update Client's wealth management strategy, which includes the rate-of-return goal, risk tolerance level, and Client's written investment policy statement. Finally, if it is expected to result in a benefit to Client, Collie Financial Planning, Inc. reallocates Client's portfolio. Collie Financial Planning, Inc. calculates a "target asset allocation," expected to achieve Client's newly updated rate-of-return goal, designed for Client's unique objectives and constraints.

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

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Collie Financial Planning, Inc. or the integrity of Collie Financial Planning, Inc.'s management. Collie Financial Planning, Inc. has no information applicable to this Item.

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

Collie Financial Planning, Inc. does not have any other financial industry activities and affiliations outside of the normal business operations of Collie Financial Planning, Inc., as detailed in this filing.

### **Item 11 – Code of Ethics**



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Collie Financial Planning, Inc. has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Collie Financial Planning, Inc. must acknowledge the terms of the Code of Ethics annually, or as amended.

Collie Financial Planning, Inc. anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which Collie Financial Planning, Inc. has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which Collie Financial Planning, Inc., its affiliates and/or clients, directly or indirectly, have a position of interest. Collie Financial Planning, Inc.'s employees and persons associated with Collie Financial Planning, Inc. are required to follow Collie Financial Planning, Inc.'s Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of Collie Financial Planning, Inc. and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for Collie Financial Planning, Inc.'s clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Collie Financial Planning, Inc. will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Collie Financial Planning, Inc. and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with Collie Financial Planning, Inc.'s obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. Collie Financial Planning, Inc. will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

Collie Financial Planning, Inc.'s clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Michael Collie.

It is Collie Financial Planning, Inc.'s policy that the firm will not affect any principal or agency cross securities transactions for client accounts. Collie Financial Planning, Inc. will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A

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principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

## **Item 12 – Brokerage Practices**

Custodians/broker-dealers will be recommended based on Collie Financial's duty to seek "best execution," which is the obligation to seek to execute securities transactions for a client on terms that are the most favorable to the client under the circumstances. The client will not necessarily pay the lowest commission or commission equivalent, and Collie Financial may also consider the market expertise and research access provided by the payment of commissions, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers to aid in the research efforts of Collie Financial. Collie Financial will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker-dealer/custodian. Collie Financial Planning, Inc. assists the client in completing all necessary paperwork to begin working with the custodian.

Collie Financial recommends Charles Schwab & Co. Inc. Member FINRA/SIPC and Altruist LLC.

Provided that Collie Financial Planning, Inc., and the client have entered into a written and signed Financial Consulting and Compensation Agreement, that entitles and authorizes such discretionary transactions, Collie Financial Planning, Inc. may have authority to determine, without obtaining specific client consent, the securities, and the amount thereof, to be bought or sold.

## **Item 13 – Review of Accounts**

Reviews are conducted periodically on all investment advisory client accounts. These reviews are scheduled per each individual client's needs and are encouraged to occur at least annually. Triggers for additional reviews are initiated by the client anytime their particular goals, objectives or financial situation changes. Reviews are conducted by Collie Financial Planning, Inc. staff, appropriately assigned as it pertains to the client's situation.

Clients to whom Collie Financial Planning, Inc. provides investment advisory services may receive a quarterly report summarizing account activity and performance from Collie Financial Planning, Inc. Clients are also provided with transaction confirmation notices and regular summary account statements directly from the custodian of the client's accounts.

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

Collie Financial Planning, Inc. may, via written arrangement, retain third parties to act as solicitors for Collie Financial Planning, Inc.'s investment management services. All compensation with respect to the foregoing will be fully disclosed to each client to the extent required by applicable law. Collie Financial Planning, Inc. will ensure each solicitor is properly registered in all appropriate jurisdictions. All such referral activities will be conducted in accordance with Rule 206(4)-3 under the Advisers Act, where applicable.

Collie Financial Planning, Inc. currently has a solicitor relationship with Dave Ramsey's SmartVestor Pro Program.

## **Item 15 – Custody**

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. Collie Financial Planning, Inc. urges clients to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

## **Item 16 – Investment Discretion**

Collie Financial Planning, Inc. usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. This authority is granted when the client signs the Investment Advisory Agreement and/or Custodial account applications. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, Collie Financial Planning, Inc. observes the investment policies, limitations and restrictions of the clients for which it advises. Investment guidelines and restrictions must be provided to Collie Financial Planning, Inc. in writing.

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

On occasion, with written acceptance from Collie Financial Planning, Inc., client may authorize Custodian to forward proxy soliciting materials, annual reports and other related issuer material, normally sent to client, to Collie Financial Planning, Inc. and to allow Collie Financial Planning, Inc. to vote proxies on clients' behalf. Clients may obtain a copy of Collie Financial Planning, Inc.'s complete proxy voting policies and procedures upon request. Clients may also obtain information from Collie Financial Planning, Inc. about how Collie Financial Planning, Inc.

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voted any proxies on behalf of their account(s).

### **Item 18 – Financial Information**

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about Collie Financial Planning, Inc.’s financial condition. Collie Financial Planning, Inc. has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.