

Item 1 – Cover Page

Perk Planning

Registered Investment Advisor

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Form ADV Part 2
Advisory Brochure
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This Form ADV Part 2 brochure provides information about the qualifications and business practices of Perk Planning. If you have any questions about the contents of this brochure, please contact Ms. Lisa Andrews, CFP® at (608) 628-8730.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or any state securities administrator. Additional information about Perk Planning is available on the SEC's website at www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD number, which is 166369.

While the firm and its associates may be registered and/or licensed within a particular jurisdiction, that registration and/or licensing in itself does not imply an endorsement by any regulatory authority, nor does it imply a certain level of skill or training on the part of the firm or its associated personnel.

Item 2 – Material Changes

This brochure has been amended from the previous version dated May 13, 2021, to disclose the firm's hourly rate increase. For future filings, this section of the brochure may address only those material changes that have occurred since the firm's last annual update.

The firm may at any time update this document and either send a copy of its updated brochure or provide a summary of material changes to its brochure and an offer to send an electronic or hard copy form of the updated brochure. Clients are also able to download this brochure from the SEC's Website: www.adviserinfo.sec.gov or may contact the firm at (608) 628-8730 to request a copy at any time.

As with all firm documents, clients and prospective clients are encouraged to review this brochure in its entirety and are encouraged to ask questions at any time prior to or throughout the engagement.

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Important Information

Throughout this document Perk Planning shall also be referred to as the “firm,” “it, or “its.” The client or prospective client may be also referred to as “you,” “your,” etc., and refers to a client engagement involving a single *person* as well as two or more *persons*. The term “advisor” and “adviser” are used interchangeably where accuracy in identification is necessary (i.e., Internet address, etc.).

This brochure contains 23 pages and should not be considered complete without all pages.

Item 4 – ADVISORY BUSINESS

Description of the Firm

Modern Financial Planning, LLC is a Wisconsin domiciled limited liability company doing business as *Perk Planning*. Ms. Lisa Andrews, CFP® is the firm's managing member, principal (supervisor), and majority unitholder (shareholder).

Perk Planning is not a subsidiary of nor does it control another entity. In addition to its 2013 registration as an investment advisor in the State of Wisconsin, the firm and anyone associated with it may register, become licensed, or meet certain exemptions to registration and/or licensing in other jurisdictions where investment advisory business is conducted.

Description of Advisory Services Offered

The firm's business is focused on financial planning and investment consultation services. Financial planning includes working with clients in such areas as cash flow and budgeting, education and retirement planning, as well as risk management and estate planning. Investment consultation involves furnishing periodic investment advice through consultations that do not include continuous management of an investment account.

Typically, the firm begins by conducting an interview to determine the scope of services for your engagement. During or prior to your first meeting, you will be provided with a current ADV Part 2 advisory brochure that incorporates the firm's privacy policy. The firm will also ensure any material conflicts of interest are disclosed that could be reasonably expected to impair the rendering of unbiased and objective advice.

Should you wish to engage Perk Planning for its services, parties must first enter into a written agreement (the firm's client services agreement); thereafter, discussion and analysis will be conducted to determine your financial needs, goals, holdings, etc. Depending on the scope of the engagement, you may be asked to provide current copies of the following documents early in the process:

- Wills, codicils and trusts,
- Insurance policies,
- Mortgage information,
- Tax returns,
- Current financial specifics including W-2s or 1099s,
- Information on current retirement plans and benefits provided by your employer,
- Statements reflecting current investments in retirement and non-retirement accounts, and
- Completed risk profile questionnaires or other forms provided by the firm.

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

Financial Planning and Investment Consultation Services

Perk Planning's financial planning services provide advice to you on such subjects as cash flow analysis, budgeting and debt management, retirement planning, education funding, risk management, estate planning, or other specific needs as you may request.

Periodic investment consulting engagements involve providing information on the types of investment vehicles available, investment analysis, employee stock or stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian of your choosing. Information involving the firm's investment strategy and recommended holdings are described in Item 8.

Where appropriate, we may prepare an investment policy statement (IPS) or similar document reflecting your investment objectives, time horizon, tolerance for risk, as well as any account constraints you may have for the portfolio. Your IPS will be designed to be specific enough to provide future guidance while allowing flexibility to work with changing market conditions. Since the IPS, to a large extent, will be a product of information and data you have provided, you will be responsible for reviewing and providing final approval of the document/plan.

Educational Workshops

Perk Planning periodically offers financial educational sessions for those groups desiring general advice on personal finance and investing. Topics may include issues related to financial planning, college funding, estate planning, retirement strategies, or various other economic and investment topics.

These workshops are educational in nature and do not involve the sale of insurance or investment products. Information presented will not be based on any one person's need nor does the firm provide individualized investment advice to attendees during its general sessions.

Client-Tailored Services and Client-Imposed Restrictions

A broad-based plan is an endeavor that requires detail, therefore, certain variables can affect the cost involved in the development of the plan: the quality of your own records, complexity and number of current investments, diversity of insurance products and employee benefits you currently hold, size of the potential estate, special needs of the client or their dependents, among others.

While certain broad-based plans may require 10 or more hours to complete, complex plans may require more than 20 hours. Alternatively, we may concentrate on reviewing only a specific area (modular planning), such as college funding, a portfolio allocation, or evaluating the sufficiency of your retirement plan.

Note that when these services focus only on certain areas of your interest or need, your overall situation or needs may not be fully addressed due to limitations you may have established. Whether we have created a broad-based or modular plan, we will present you with a summary of our recommendations and guide you in the implementation of some or all of them.

Unless stated otherwise in your agreement with our firm, upon completion of our presentation or delivery of advice, our financial planning and investment consultation engagement is typically concluded. Minor and brief clarification of plan assumptions and recommendations will be provided by telephone or email upon request of the client within 30 days after your report is presented. We also recommend that you return for reviews (see Items 5 and 13 for further details).

In all instances involving our financial planning and investment consultation services, our clients retain full discretion over all implementation decisions and are free to accept or reject any recommendation we make.

Wrap Fee Programs

Our firm does not sponsor or serve as a portfolio manager in any investment program involving wrap fees.

Client Assets Under Management

Due to the nature of the firm's advisory services offering, it does not have reportable client assets directly under its management.

General Information

Perk Planning does not provide legal, tax, or accounting services, nor do we offer ongoing and continuous supervision of client portfolios. Lisa Andrews holds an insurance license and may provide advice regarding insurance, but she is not appointed as an agent of any carrier and does not sell insurance products. With your consent, the firm may work with your other professional advisors to assist with coordination and implementation of accepted strategies. You should be aware that these other advisors will charge you separately for their services and these fees will be in addition to the firm's own advisory fees.

The firm will use its best judgment and good faith effort in rendering its services. Perk Planning cannot warrant or guarantee any particular level of account performance, that an account will be profitable over time, or that planning goals will be achieved. Past performance is not necessarily indicative of future results.

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

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

Item 5 – FEES AND COMPENSATION

Hourly Fees

The firm is engaged for its financial planning and investment consultation services under an hourly fee arrangement.

The hourly rate is \$300 per hour; billed in six-minute increments (10 increments per hour), and a partial increment will be treated as a whole increment.

The firm offers ongoing client planning services billed at the same rate of \$300 per hour.

We have closed the "Ongoing Client Program," but will continue to honor the program discount for current participants. The updated pricing for grandfathered members of this program is \$200/hour PLUS \$50 per month. The monthly fee covers:

- i. Ongoing client access to the secure planning portal
- ii. Firm retention of client plans
- iii. Discounted hourly rate for ongoing services

Negotiable Fees

For all engagements, the services that are to be provided to you and the anticipated fee will be detailed in your agreement with our firm. Fees may be discounted at the discretion of the firm principal, but they are not negotiable. The firm believes its fees are reasonable in light of the services to be provided, as well as the experience and expertise of the associate serving the client; similar services may be made available from other providers.

Client Payment of Fees

You will be directly invoiced for the firm's services. Payment may be made by check or cashier's draft from a US-based bank, or automated payment via a qualified, unaffiliated third-party processor. The firm does not withdraw fees from a client investment account for its services. The firm does not accept cash or similar forms of payment for its engagements.

Payment is due upon receipt of the firm's invoice for hourly engagements (see *Advance Payment for Certain Services*); typically, upon completion of the engagement however an engagement extending beyond three months may be billed quarterly, in arrears.

Additional Client Fees

1. Any transactional or service fees assessed by a selected service provider (i.e., a custodian), individual retirement account fees, or account termination fees will be borne by the account holder and are per those provided in current, separate fee schedules of any selected service provider. Fees paid by the firm's clients to the firm for its advisory services are separate from any transactional charges a client may pay, as well as those for mutual funds, exchange-traded funds (ETFs) or other investments of this type.
2. Any tax consequences that result from planning advice will be borne by the account holder

Additional information about the firm's fees in relationship to its business practices are noted in Items 12 of this document.

Advance Payment for Certain Services

The firm may require an advance payment of \$500 or one-half the lower end of the estimated fee (whichever is less) for its hourly planning services. Residual fees are due upon delivery of the plan or advice.

Termination of Services

Either party may terminate the agreement at any time, which will typically be in writing. Should you verbally notify the firm of the termination and, if in two business days following this notification the firm has not received your notice in writing; the firm will make a written notice of the termination in its records and send you its own termination notice as a substitute.

If the firm's ADV Part 2 advisory brochure was not delivered to you at least 48 hours prior to entering into the investment advisory contract, then you have the right to terminate the engagement without penalty within five business days after entering into the agreement. Should you terminate an engagement after this time period, you may be assessed fees for any time or charges incurred by the firm in the preparation of your plan or investment allocation. The firm will promptly return any prepaid, unearned amount upon receipt of termination notice. The firm will not be responsible for future financial planning or investment advice upon receipt of a termination notice.

External Compensation for the Sale of Securities to Clients

The firm is engaged for fee-only services and will recommend "no load" investments whenever appropriate. The firm does not charge or receive a commission or mark-up on your securities transactions, nor will the firm be paid a commission on your purchase of an insurance contract or securities investment that may be recommended.

The firm does not receive "trailer" or SEC Rule 12b-1 fees from an investment company offering that may be recommended. Fees charged by issuers are detailed in prospectuses or product descriptions and you are encouraged to read these documents before investing. The firm does not receive these described fees or similar charges that may be assessed. You will always have the option to purchase recommended investments through your service provider of choice.

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

Perk Planning does not offer ongoing management of client accounts and does not receive an asset-based fee; therefore, the firm's fees will not be based upon a share of capital gains or capital appreciation (growth) of any portion of managed funds, also known as "performance-based fees." Performance-based compensation creates an incentive for a firm or their representatives to recommend an investment that may carry a higher degree of risk to a client, which may result in a conflict of interest between the firm and its clients.

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

Item 7 – Types of Clients

Perk Planning primarily provides its financial planning and investment consultation services to individuals and their families to assist them in meeting their financial objectives. The ability to provide such service and advice depends on access to important information. Accordingly, you are expected to provide an adequate level of information and supporting documentation throughout the term of the engagement, including but not limited to source of funds, income levels, your (or your legal agent's) authority to act on behalf of the account, among other

information. This helps the firm determine the appropriateness of its financial planning or investment strategy for you and your account.

It is also very important that you keep the firm informed on significant changes that may call for an update to your financial and investment plans. Events such as changes in employment or marital status, an unplanned windfall, or the purchase or sale of a home or business can have a large impact on your circumstances and needs. The firm needs to be aware of such events, so it can make the adjustments needed to your plan or advice in order to keep you on track toward your goals.

The firm does not require minimum income levels, minimum level of assets or other conditions for its services. The firm reserves the right to waive or reduce certain fees based on unique individual circumstances, special arrangements, or pre-existing relationships. The firm also reserves the right to decline services to any prospective or returning client for any non-discriminatory reason.

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

Method of Analysis

If Perk Planning is engaged to provide investment advice, the firm will first gather and consider several factors, including your:

- current financial situation,
- current and long-term needs,
- investment goals and objectives,
- tolerance for risk,
- life stage,
- level of investment knowledge

Research and recommendations may be drawn from sources that include financial publications, investment analysis and reporting services, research materials from outside sources, annual reports, prospectuses or other regulatory filings, and company press releases.

Investment Strategies

Perk Planning views the market as generally efficient and holds to a long-term, buy-and-hold (passive) investment philosophy. Strategic asset allocation across a diversified group of asset categories (such as cash, short-term and intermediate-term bonds, domestic and international stocks, etc.) is a key factor in long-term portfolio performance and an important element in the investment strategy recommendation.

The firm takes the position that periodic rebalancing of portfolio assets to maintain the recommended target asset allocation is also an important factor in long-term portfolio performance, and that generally annual rebalancing is recommended. A client may choose to rebalance more frequently based on their individual goals and circumstances.

Investment Vehicles Generally Recommended

The firm primarily recommends the use of index mutual funds and ETFs, or funds with characteristics similar to index mutual funds and ETFs, to provide broad diversification within asset categories. These investment vehicles generally aim to replicate well-known, widely-followed indices and are considered readily marketable.

Other types of mutual funds, including “loaded” and actively managed funds, may be recommended in instances where the client’s investment choices are limited, such as within employer-sponsored retirement plans, or when

warranted by the client's particular requirements and circumstances. Subsequently, certain client portfolios may hold a broad range of index mutual funds, ETFs, individual equity and fixed income holdings, certificates of deposit (CDs) and money markets, among others, to create as broad a diversification as necessary to meet demands of the portfolio or to effectively allocate pre-existing holdings.

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

Investment Strategy and Method of Analysis Material Risks

The firm believes its strategies and investment recommendations are designed to produce the appropriate potential return for the given level of risk; however, it cannot guarantee that an investment objective or planning goal will be achieved. As an investor you must be able to bear the risk of loss that is associated with your account, which may include the loss of some or your entire principal. In general, risks regarding markets include interest rates, company, and management risk, among others. Examples include:

Company Risk

When investing in securities, there is always a certain level of company or industry-specific risk that is inherent in each company or issuer. 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. This is also referred to as *unsystematic risk* and can be reduced through appropriate diversification.

Financial Risk

Excessive borrowing to finance a business operation increases profitability risk because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Fundamental Analysis

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

Inflation Risk

When any type of inflation is present, a dollar today will not buy as much as a dollar next year because purchasing power is eroding at the rate of inflation.

Management Risk

An investment with a firm varies with the success and failure of its investment strategies, research, analysis and determination of its portfolio. If an investment strategy were not to produce expected returns, the value of the investment would decrease.

Market Risk

When the stock market as a whole or an industry as a whole falls, it can cause the prices of individual stocks to fall indiscriminately. This is also called systemic or systematic risk.

Passive Market Strategies

When a portfolio employs a passive, efficient markets approach, an investor will need to consider the potential risk that the broader allocation may at times generate lower-than-expected returns than that from a specific asset, and that the return on each type of asset is a deviation from the market return for the asset class. It is felt that this variance from the "expected return" is generally low under normal market conditions if the portfolio is made up of

diverse, low or non-correlated assets. Correlation refers to the extent in which prices move in the same direction, therefore, non-correlated investment strategies may be used within a portfolio to neutralize or counterbalance the risk should one or more types of holdings fall in value.

Research Data

When research and analyses are based on commercially available software, rating services, general market and financial information, or due diligence reviews, a firm is relying on the accuracy and validity of the information or capabilities provided by selected vendors, rating services, market data, and the issuers themselves. Therefore, while the firm makes every effort to determine the accuracy of the information received, it cannot predict the outcome of events or actions taken or not taken, or the validity of all information researched or provided which may or may not affect the advice on or investment management of an account.

Socially Conscious Investing

If you require your portfolio to be invested according to socially conscious principles, you should note that a return on an investment of this type may be limited and because of this limitation you may not be able to be as well diversified among various asset classes. The number of publicly traded companies that meet socially conscious investment parameters is also limited, and due to this limitation, there is a probability of similarity or overlap of holdings, especially among socially conscious mutual funds or ETFs. Therefore, there could be a pronounced positive or negative impact on a socially conscious portfolio, which could be volatile compared to a fully diversified portfolio.

Security-Specific Material Risks

Equity (Stock) Market Risk

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

ETF and Mutual Fund Risk

ETFs and mutual funds may carry additional expenses based on their share of operating expenses and certain brokerage fees, which may result in the potential duplication of certain fees. The risk of owning these types of holdings also reflects the risks of their underlying securities.

Fixed Income Risks

Various forms of fixed income instruments, such as bonds, money market funds, bond funds, and certificates of deposit, may be affected by various forms of risk, including:

Credit Risk

The potential risk that an issuer would be unable to pay scheduled interest or repay principal at maturity, sometimes referred to as "default risk." Credit risk may also occur when an issuer's ability to make payments of principal and interest when due is interrupted. This may result in a negative impact on all forms of debt instruments, as well as funds or ETF share values that hold these issues. Bondholders are creditors of an issuer and typically have priority to assets before equity holders (i.e., stockholders) when receiving a payout from liquidation or restructuring. When defaults occur due to bankruptcy, the type of bond held will determine seniority of payment.

Duration Risk

Duration is a measure of a bond's volatility, expressed in years to be repaid by its internal cash flow (interest payments). Bonds with longer durations carry more risk and have higher price volatility than bonds with shorter durations.

Interest Rate Risk

The risk that the value of the fixed income holding will decrease because of an increase in interest rates.

Liquidity Risk

The inability to readily buy or sell an investment for a price close to the true underlying value of the asset due to a lack of buyers or sellers. While certain types of fixed income are generally liquid (i.e., bonds), there are risks which may occur such as when an issue trading in any given period does not readily support buys and sells at an efficient price. Conversely, when trading volume is high, there is also a risk of not being able to purchase a particular issue at the desired price.

Reinvestment Risk

With declining interest rates, investors may have to reinvest interest income or principal at a lower rate.

Index Investing

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

QDI Ratios

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

Item 9 – Disciplinary Information

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

Item 10 – Other Financial Industry Activities and Affiliations

The firm’s policies require the firm and any associated person to conduct business activities in a manner that avoids conflicts of interest between the firm and its clients, or that may be contrary to law. The firm will provide disclosure to each client prior to and throughout the term of an engagement regarding any conflicts of interest which might reasonably compromise its impartiality or independence.

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

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Neither Perk Planning nor its management has a material relationship with any of the following types of entities:

- municipal securities dealer or government securities dealer or broker;
- banking or thrift institution;

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

Upon your request, the firm may provide referrals to various professionals, such as an accountant or attorney. While these referrals are based on the firm’s best information, it does not guarantee the quality or adequacy of the work provided by these referred professionals.

The firm does not have an agreement with or receive fees from these professionals for these informal referrals. Any fees charged by these other entities for their services are completely separate from fees charged by this firm.

Recommendation or Selection of Other Investment Advisors and Conflicts of Interest

While it typically is not the firm’s practice to do so, should the firm ever provide you with a recommendation to an unaffiliated registered investment advisor, the firm will first ensure it has conducted what it believes to be an appropriate level of due diligence on the recommended advisor including ensuring their firm is appropriately registered or notice-filed within your jurisdiction. Please note that the firm is not paid for this referral nor does it share in any fees these firms may receive in managing your account.

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

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

Code of Ethics Description

Perk Planning holds itself to a *fiduciary standard*, which means the firm will act in the utmost good faith, performing in a manner believed to be in the best interest of its clients.

The firm has adopted a Code of Ethics that establishes policies for ethical conduct for its personnel. The firm accepts the obligation not only to comply with all applicable laws and regulations but also to act in an ethical and professionally responsible manner in all professional services and activities. Firm policies include prohibitions against insider trading, circulation of industry rumors, and certain political contributions, among others.

The firm periodically reviews and amends its Code of Ethics to ensure that it remains current, and requires access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. A copy of the firm’s Code of Ethics is made available to any client or prospective client upon request.

CERTIFIED FINANCIAL PLANNER™ Professionals, such as Ms. Andrews, adhere to the Certified Financial Planner Board of Standards, Inc. principles, which state:

Principle 1 – Integrity

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

Principle 2 – Objectivity

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

Principle 3 – Competence

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

Principle 4 – Fairness

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

Principle 5 – Confidentiality

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

Principle 6 – Professionalism

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

Principle 7 – Diligence

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

Privacy Policy Statement

Perk Planning respects the privacy of all clients and prospective clients ("customers"), both past and present. It is recognized that you have entrusted the firm with non-public personal information and it is important that both access persons and customers are aware of firm policy concerning what may be done with that information.

The firm collects personal information about customers from the following sources:

- Information clients provide to complete their financial plan or investment recommendation;
- Information clients provide in engagement agreements, account applications, and other documents completed in connection with the opening and maintenance of their accounts;
- Information customers provide verbally; and
- Information received from service providers, such as custodians, about client transactions.

The firm does not disclose nonpublic personal information about its customers to anyone, except in the following circumstances:

- When required to provide services its clients have requested;
- When firm customers have specifically authorized the firm to do so;
- When required during the course of a firm assessment (i.e., independent audit); or
- When permitted or required by law (i.e., periodic regulatory examination).

Within the firm, access is restricted to customer information to staff that need to know that information. All access persons and service providers understand that everything handled in firm offices are confidential and they are instructed to not discuss customer information with someone else that may request information about an account unless they are specifically authorized in writing by the customer to do so. This includes, for example, providing information about a spouse's IRA account or to adult children about parents' accounts, etc.

To ensure security and confidentiality, the firm maintains physical, electronic, and procedural safeguards to protect the privacy of customer information.

The firm will provide you with its privacy policy on an annual basis per federal law and at any time, in advance, if firm privacy policies are expected to change.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither the firm nor its associates is authorized to recommend to a client, or effect a transaction for a client, involving any security in which the firm or a "related person" (e.g., associate, an immediate family member, etc.) has a material financial interest, such as in the capacity as an underwriter or advisor to an issuer of securities, etc.

The firm and its associates are prohibited from borrowing from or lending to a client unless the client is an approved financial institution.

The firm believes offering its financial planning and investment consultation services without implementing the investment management of your portfolio or acting as agent for an insurance policy you may choose to purchase allows the firm to remain unbiased and, therefore, avoids an inherent conflict of interest that may result from a recommendation made to you involving your plan. Please note, however, that you are under no obligation to act on a recommendation and, if you elect to do so, you are under no obligation to complete through the firm or a service provider whom the firm may recommend.

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

Perk Planning does not trade for its own account (e.g., proprietary trading). The firm's related persons may buy or sell securities that are the same as, similar to, or different from, those recommended to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client; clients often have different objectives and risk tolerances. At no time will the firm or a related person receive preferential treatment over a client.

In an effort to reduce or eliminate certain conflicts of interest involving personal trading (i.e., trading ahead of a client's order, etc.), firm policy requires the restriction or prohibition of related parties' transactions in specific securities. Any exceptions or trading pre-clearance must be approved by the firm in advance of the transaction in a related person's account, and the firm maintains required personal securities transaction records per regulation.

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

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

Item 12 – Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

Perk Planning does not maintain physical custody of your assets (see Item 15). Your account must be maintained by a qualified custodian (generally a broker/dealer, bank or trust company) that is frequently reviewed for its capabilities to serve in that capacity by their respective industry regulatory authority. The firm is not a custodian nor is there an affiliate that is a custodian.

When engaged to provide investment consultation services, the firm may recommend the service provider with whom your assets are currently maintained. Should you prefer a new service provider, a recommendation made by the firm would be based on your needs, overall cost, and ease of use.

The firm prohibits non-cash compensation (termed "soft dollars" in certain jurisdictions), and will not "pay up" to receive additional services from a service provider.

The firm periodically conducts an assessment of any service provider it recommends, which generally involves a review of their range and quality of services, reasonableness of fees, among other items, and in comparison to their industry peers.

Best Execution

In light of the nature of the firm's services, it is believed "best execution" review obligations with regard to client transactions are not required under current industry guidelines.

Directed Brokerage

The firm does not require or engage in directed brokerage involving client accounts. Clients are free to use any particular service provider to execute their transactions and they are responsible for negotiating any terms or arrangements for their account. The firm will not be obligated to conduct due diligence of the client's selected service provider, seek better execution services or prices from any provider, or aggregate client transactions for trade execution.

Aggregating Securities Transactions

Perk Planning is not engaged for continuous investment supervisory services; the firm does not have discretionary authority over an account and, therefore, aggregating ("batching") trades on behalf of client accounts will not be conducted. Since your transactions are completed independently at a service provider of your choice, you may potentially pay more for your transaction than those accounts where trades have been aggregated.

Item 13 – Review of Accounts

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

The firm believes that your plan will be most effective if it is reviewed and revised on an annual basis. Given that the firm's capacity to serve clients is limited, the firm can only assure the availability of ongoing access to clients who participate in the firm's ongoing client program and pay the monthly program fee.

You should contact the firm for additional reviews when you anticipate or have experienced changes in your financial situation (i.e., changes in employment or marital status, an inheritance, the birth of a child, or other circumstances).

Periodic financial check-ups or reviews are recommended, and the firm believes they should occur at least on an annual basis whenever practical. Reviews normally involve analysis and possible revision of your previous financial plan or investment allocation. A copy of revised plans or asset allocation reports will be provided to the client upon request.

Reviews are generally conducted under a new or amended agreement and will be assessed at the firm's current fee rate.

Review of Client Accounts on Non-Periodic Basis

You are free to contact the firm for additional reviews when there are material changes that occur in your financial situation or should you prefer to change requirements involving your account.

Non-periodic reviews are generally conducted by Ms. Andrews, under a new or amended agreement, and will be assessed at the firm's published rate. A copy of revised plans or asset allocation reports will be provided to the client upon request.

Content of Client Provided Reports and Frequency

You will receive account statements sent directly from mutual fund companies, transfer agents, custodians or brokerage companies where your investments are held. The firm urges you to carefully review these statements for accuracy and clarity, and to ask questions when something is not clear.

The firm may provide portfolio allocation reports if it is engaged for periodic asset allocation or investment advice; the firm does not provide ongoing performance reporting under its engagements. Clients are urged to carefully review and compare account statements that they have received directly from their service provider with any report received from this firm.

Item 14 – Client Referrals and Other Compensation

Economic Benefit from External Sources and Potential Conflicts of Interest

The firm does not receive economic benefit from an external source it may recommend to you.

Advisory Firm Payments for Client Referrals

The firm does not engage in solicitation activities as defined by statute.

Ms. Andrews may hold individual membership or serve on boards or committees of professional industry associations. Generally, participation in any of these entities require membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and educational requirements.

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

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

Item 15 – Custody

Your assets will be maintained by an unaffiliated, qualified custodian, such as a bank, broker/dealer, mutual fund companies, or transfer agent. Your assets are not held by the firm or any of its associates. In keeping with this policy involving client funds or securities, Perk Planning:

- Restricts the firm or an associate from serving as trustee or having general power of attorney over a client account;
- Prohibits the firm or an associate from having authority to directly withdraw securities or cash assets from a client account;
- Does not accept or forward client securities (i.e., stock certificates) erroneously delivered to the firm;
- Will not collect advance fees of \$500 or more for services that are to be performed six months or more into the future; and
- Will not authorize an associate to have knowledge of a client's account access information (i.e., online 401(k), brokerage or bank accounts).

You will be provided with transaction confirmations and summary account statements provided directly to you by your selected service provider, such as your custodian of record. Typically statements are provided on at least a quarterly basis or as transactions occur within your account. The firm will not create an account statement for you nor be the sole recipient of your account statement provided by your custodian of record.

You are reminded that you should carefully review and compare your account statements that you have received directly from your service provider with any report you may receive from the firm.

Item 16 – Investment Discretion

Firm policy prohibits discretionary trading authority within a client account. Should the firm be asked by you to assist in any trade execution (including account rebalancing) on your behalf, it will only be completed with your selected service provider, in your presence, and with your prior approval; termed *non-discretionary authority*.

Item 17 – Voting Client Securities

Proxy Voting

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

Other Corporate Actions

The firm does not offer guidance on or have the power, authority, responsibility, or obligation to take any action with regard to any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets.

Receipt of Materials

You may receive proxies or other similar solicitations sent directly from your selected custodian or transfer agent. Should the firm receive a duplicate copy, note that it does not forward these or any correspondence relating to the voting of your securities, class action litigation, or other corporate actions.

Item 18 – Financial Information

The firm will not take physical custody of your assets nor will it directly withdraw its advisory fees from your accounts.

The firm's services do not require that it collects fees from you of \$500 or more for advisory services that it will perform six months or more in advance.

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

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

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

The firm and its management have not been the subject of a bankruptcy petition.

Item 19 – Requirements for State-Registered Advisers

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

Principal Executive Officers and Management Persons

Managing Member/Principal/Investment Advisor Representative

Lisa Marie Andrews, CFP®

Year of Birth: 1967

CRD Number: 3038887

Educational Background

- Certificate in Financial Planning - The American College; Denver, CO
- CERTIFIED FINANCIAL PLANNER™, CFP®¹ - Certified Financial Planner Board of Standards, Inc.
- Masters of Business Administration - University of Wisconsin; Madison, WI
- Chartered Property Casualty Underwriter, CPCU®, The Institutes, Risk & Insurance Knowledge Group
- Bachelor of Science in Business Administration - Bemidji State University; Bemidji, MN

Business Experience

- University of Wisconsin-Madison [2018-Present] Madison, WI
Faculty Associate, Dept. of Consumer Science
- Modern Financial Planning, LLC *dba Perk Planning* (IARD # 166369) [2013-Present] Madison, WI
Managing Member/Principal/Investment Advisor Representative
- Garrett Investment Advisors, LLC [2012] Eureka Springs, AR (Madison, WI Office)
Investment Advisor Representative
- Modern Financial Planning, LLC (IARD # 153583) [2010-2011] Madison, WI
Managing Member/Principal/Investment Advisor Representative
- Surebond, Inc. [2008-2009] Madison, WI
Chief Executive Officer (CEO)
- American Family Insurance [2006-2008, 2011] Madison, WI
Consultant
- PIC Wisconsin [2004-2006] Madison, WI
Associate Vice-President, Marketing and Distribution
- State Farm Insurance [2001-2004] Madison, WI
Agency Field Executive

Other Business Activities

There are no other reportable business activities for Ms. Andrews. She is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. Therefore, she does not receive commissions,

bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

Additional Compensation

Ms. Andrews is not compensated for advisory services involving performance-based fees, and she is not a senior executive of or insider to an issuer of a security. Firm policy prohibits an associated person from accepting or receiving additional economic benefit, such as sales awards or other prizes, for providing advisory services to its clients.

Disciplinary Information

Registered investment advisors are required to disclose certain material facts regarding any legal or disciplinary events that would be material to your evaluation of each officer or a supervised person providing investment advice. No reportable information is applicable to this section for Ms. Andrews.

Supervision

Ms. Andrews serves in multiple capacities for Perk Planning: Managing Member, Principal and investment advisor representative. It is recognized there is an inability to segregate certain duties which may potentially create conflicts of interest; however, policies and procedures are employed to ensure appropriate recordkeeping and oversight. Questions relative to the firm, its services or this Form ADV Part 2 may be made to the attention of Ms. Andrews at (608) 628-8730.

Additional information about the firm, other advisory firms, or an associated investment advisor representative, including Ms. Andrews, is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD number. The IARD number for Perk Planning is 166369. You may also search Ms. Andrews by name or her reference number, which is 3038887.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the Wisconsin Division of Securities at (608) 266-2139.

Requirements for State-Registered Advisers (Arbitration Awards/Sanctions/Financial Matters)

There have been neither arbitration awards nor any sanctions or other matters where Ms. Andrews had been found liable in any civil, self-regulatory or administrative proceeding. Further, Ms. Andrews has not been the subject of a bankruptcy petition.

Business Continuity Plan

The firm maintains a business continuity plan that is designed to ensure it appropriately responds to events that pose a significant disruption to its operations. A statement concerning the firm's current plan is available under separate cover.