

KEENER FINANCIAL PLANNING
FORM CRS RELATIONSHIP SUMMARY January 2025

INTRODUCTION

Keener Financial Planning is registered with the Securities and Exchange Commission (SEC).

Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational material about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. We provide financial planning services in which we provide advice and recommendations regarding your personal financial goals and objectives, retirement, education, investments, tax planning, risk management, cash flow and estate issues. In financial planning services, we do not monitor your investments and you make the ultimate decision regarding the purchase and sale of investments.

We also provide investment management services that we offer on a discretionary basis. As part of investment management services, we will implement your portfolio recommendations and continuously monitor your investments by reviewing your portfolio at least once a quarter. When you grant us discretionary authority you provide us with authority to determine the investments to buy and sell in your account on an ongoing basis within the parameters of your investment policy statement. While non-discretionary investment management services are no longer offered to new clients, we do have some legacy non-discretionary client relationships. Non-discretionary authority means that we will not execute transactions without your prior approval.

For financial planning services, our starting live planning service has a \$750 fee. For ongoing planning and investment management retainer services, we require a minimum \$900 quarterly retainer. There is no minimum account size, but we believe that investment costs matter and should be kept low. In the event of investment assets under \$300,000, we would only offer retainer services if most of our fee would be allocated to the financial planning services to be provided rather than the investment management.

Additional information about our services can be found in ADV Part 2A, Items 4 and 7.

Ask your financial professional...

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

What fees will I pay?

Retainer services are provided for a flat quarterly fee. At the beginning of the relationship, clients will pay a separate financial planning fee in addition to the retainer quarterly fee. After the initial separate financial planning fee, updates and maintenance to the financial plan are included in the ongoing retainer fee. The annual fee is based on the services to be provided, the number of investment accounts, complexity of your situation, and household total investment assets.

Financial planning fees are based on a rate of \$300 per hour for engagements led by a Firm Financial Planner. Engagements led by the Firm Principal are based on a rate of \$380 per hour. Existing clients' fee quotes may be based on a lower rate.

In addition to our fees, you may incur additional fees and costs related to the investments in your account, such as custodian fees, account maintenance fees, transaction costs, surrender charges, wire transfer and electronic fund fees, internal management fees of mutual funds and variable annuities, and other product related fees such as redemption fees. Our firm's investment research has demonstrated

strong benefits to keeping investment costs low, and our recommendations reflect our commitment to low-cost investing.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Please refer to firm's ADV Part 2, Item 5 for additional information regarding our fees.

Ask your financial professional: Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

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

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

As the firm does not do block trading, clients may receive better or worse pricing on ETFs than other clients or employees on the same day depending on market fluctuation and the time of execution.

As a fee only financial planning and investment advisor firm, all of our compensation comes directly from you, our clients. We make no more or less money based on the products we recommend to you. This approach is designed to promote objectivity and reduce conflict of interest as much as possible.

Ask your financial professional: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are compensated with a salary and quarterly bonus potential. Salary and bonus levels are set for financial professionals based on the performance appraisal process which evaluates technical quality and quantity of financial planning work, client service, teamwork/collaboration, and developing the firm. Financial professionals receive no more or less compensation based on the financial products recommended to clients.

Bonus calculations are based on attainment of firm revenue objectives. As a result, all team members financially benefit by helping the firm grow, signing on new clients, and retaining existing ones. The firm's bonus structure is aligned with clients' best interest because it incents us to provide outstanding service and advice to retain clients and attract more referrals. Our ongoing success also promotes continuity of service over clients' financial lives. The potential conflict for an advisor would be to engage clients for whom we were not a good fit or offer services not in the client's best interest to boost firm bonus pay-outs. We have ongoing plan review and performance appraisal processes in place to very quickly identify, stop, and correct any such behavior because it would be completely inconsistent with firm values.

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

No – Please visit Investor.gov/CRS for a free and simple search tool to research you and your financial professionals.

Ask your financial professional: As a financial professional, do you have any disciplinary history? For what type of conduct?

Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

Additional information about Keener Financial Planning's service and to request a copy of ADV Part 3 (Form CRS), please contact us at 817-993-0401 or info@KeenerFinancial.com.