



**Lamb** FINANCIAL PLANNING

*for every stage of life*

Hourly Fee-Only Advice

A California Registered Investment Adviser

16133 Ventura Boulevard  
Suite 700  
Encino, CA 91436  
(818) 942-7100

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

Form ADV Part 2  
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This brochure provides clients and prospective clients with information about Lamb Financial Planning, LLC and the qualifications, business practices, and nature of its services that should be carefully considered before becoming an advisory client. The contents of this brochure have not been approved or verified by the U.S. Securities and Exchange Commission (SEC) or any other state or federal governmental authority. While the firm and its associates may be registered with the State of California or other jurisdictions, it does not imply a certain level of skill or training on the part of the firm or its associated personnel.

Questions relative to the firm, its services, or this ADV Part 2 may be made to the attention of Ms. Lara Lamb at (818) 942-7100. Additional information about the firm, other advisory firms, or associated investment adviser representatives is available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Material Changes:** Pursuant *SEC Release IA-3060*, the firm has amended the format of its advisory brochure since its previous version of Form ADV Part II dated March 30, 2010. Although the document content, disclosures, and advisory fees have generally remained the same, the firm has enhanced its disclosure with respect to risks involving the firm’s strategies and investment selection (*see Section 5*) and its policies involving employee personal trading (*see Section 8*). Clients and prospective clients are encouraged to review this document in its entirety.

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**Important Note:** Throughout this document, Lamb Financial Planning, LLC may be referred to by the following terms: “the firm,” “we,” “us,” or “our.” The client or prospective client may also be referred to as: “you,” “your,” etc.

***This Brochure contains 19 pages, including the Part 2B Advisory Personnel Brochure Supplement.  
This document is not complete without all pages.***

## **Section 1 - Advisory Business**

### **About Our Firm**

*Our only focus is you and your unique situation.* As your planning partner, we work to design strategies and solutions to meet your short-term and long-term needs. In our meetings with you, we help you determine where you stand, where you want to go, and how best to get there. We want you to have the peace of mind that comes with knowing your financial affairs are in order, in every stage of life.

We hold ourselves to a *fiduciary standard*, which means our firm and its associates will act in the utmost good faith and perform in a manner believed to be in the best interest of our clients. As investment advisers we are required to put you -- the client -- first. We feel this sets us apart from other firms that may be held to a, perhaps lesser, *suitability* standard and may not be required under current regulation to place clients' interests ahead of their own or to disclose their conflicts of interest involving their clients' transactions.

We are a California-domiciled registered investment adviser that provides fee-only financial planning, investment consultation and investment management services. In addition to our registration as an investment adviser in California since 2009, our firm and its associates may register or meet certain exemptions to registration in other states in which we conduct business. Ms. Lara Lamb (noted in Section 16 (Part 2B)) is our firm principal (supervisor), managing member, and majority shareholder.

Approximately 60% of Lamb Financial Planning, LLC's advisory business activity is oriented toward *financial planning services* involving expense budgeting and savings; education, insurance, charitable and estate planning, among others. Another 10% of our firm's advisory activities involve providing *investment management services* for client accounts that does not involve continuous monitoring of investment accounts or discretionary trading authority. The remaining 30% of our time and effort is oriented toward furnishing investment advice through periodic *investment consultation*. Due to our type of engagement agreement and services, we do not have client assets directly under our management.

### **Our Services**

A complimentary interview is conducted by a qualified representative of our firm to determine the scope of services to be provided. During or prior to this meeting, we will provide you with our current ADV Part 2 brochure that incorporates our Privacy Policy.

Should you wish to engage the firm for its services, we must enter into a written agreement; thereafter discussion and analysis will be conducted to determine your financial need, goals, holdings, etc. It is important that the information or financial statements you provide are accurate. We may (but are not obligated to) verify the information you have provided and that will be used in the planning or advisory process.

**Financial Planning Services** - Advice may be provided on such subjects as cash flow analysis; retirement capital needs, military and federal benefits planning, estate planning and charitable giving, small business planning, tax planning, education funding, risk management and insurance issues, tax strategies, or other specific needs as you may request.

Our financial planning services may be broad-based or more narrowly focused as you desire. Note that when these services focus only on certain areas of your interest or need your overall financial situation or needs may not be fully addressed.

We will then present you with our analysis and a written summary of the significant observations, assumptions and recommendations over each area that our firm was engaged to provide advice. For more broad-based planning, your engagement may include investment consultation services as described in the following paragraph.

**Investment Consultation Services** - Our investment consultation services may involve providing information on the types of investment vehicles available; investment analysis and strategies, asset selection and portfolio allocation, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian of your choosing.

*You will retain full discretion over all implementation decisions and are free to accept or reject any recommendation we make. Further, it remains your responsibility to promptly notify us if there is any change in your financial situation or investment objectives for the purpose of our reviewing, evaluating, or revising previous recommendations and/or services. Upon completion of our presentation, the engagement is concluded except for any follow up services concerning items covered in the engagement agreement for 30 days thereafter.*

### **Investment Management Services**

You may also choose to engage our firm to implement the investment strategies we have recommended. We employ investment strategies we feel appropriate for each investor. In general, we prefer to employ Modern Portfolio Theory as part of our investment strategy, which is described in further detail in Section 5 of this brochure. We provide these services under a non-discretionary agreement which is defined in Section 13.

Whenever practical, we will assist our investment management services clients in preparing an investment policy statement (IPS), or similar document, reflecting investment objectives, time horizon, risk tolerance, as well as any constraints. The IPS will be designed to be specific enough to provide future guidance while concurrently allowing flexibility to respond to changing market conditions. Since the IPS is to a large extent a product of information and data provided by a client, our clients are responsible for review and final approval of their statement.

### **Workshop Presentations**

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

Our workshops are educational in nature and do not involve the sale of an investment. Information presented will not be based on any one person’s need, nor do we provide individualized investment advice to attendees during event general sessions.

## General Information

We do not provide legal or accounting services. With your consent, we may work with your attorney or accountant to assist with the coordination and implementation of accepted strategies. You should be aware that these advisers may bill you separately for services and these fees will be in addition to those of our firm.

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

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

Notwithstanding the preceding statement, nothing within our client agreement is intended to diminish in any way our fiduciary obligation to act in your best interest or in any way limit or waive your rights under federal or state securities laws or the rules pursuant those laws.

## **Section 2 - Fees and Compensation**<sup>1</sup>

### Hourly Fee

We offer financial planning and investment consultation services under an hourly engagement. Prior to entering into this agreement you will receive an estimate of the fee range. Our current hourly fee is \$250 per hour and will be billed for the actual time spent by our firm; assessed in six minute increments, and a partial increment will be treated as a whole. Services to be provided and the anticipated fee range are detailed in the written service agreement.

We may require a deposit for hourly services engagements in the amount of the lesser of \$500 or one-half of the lower-end of the estimated fee range. The balance of fees due are payable immediately upon our presentation of the plan or advice to you or your legal agent. Should your final payment not be made we anticipate withholding your plan documents that would normally be provided at the conclusion of the engagement. Most engagements last one month or less, however, engagements spanning more than three months will be directly billed.

Our fees may be negotiable at the discretion of our firm principal and comparable services may be provided elsewhere for a lower fee.

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<sup>1</sup>Lamb Financial Planning, LLC reserves the right (but is not obligated) to assess a lower fee to pre-existing clients that have engaged the firm prior to the date of this disclosure as well as its associates and related persons' accounts.

### Fixed Fee

We also offer our financial planning, investment consultation as well as investment management services on a fixed fee or retainer basis. The fixed fee ranges from \$1,000 - \$10,000 and will be determined by the estimated number of hours dedicated to the engagement as well as the complexity of your financial profile; value of the overall portfolio, number of individual accounts comprising a portfolio, whether you or our firm will implement transactions for the account(s), and other such considerations. Services to be provided under this form of engagement, length of engagement period and the anticipated fee range are detailed in the written agreement.

Our fixed fee is invoiced monthly, in advance, and due within 20 days upon invoice receipt. Partial months of service will be pro-rated for the number of days the agreement has been in force. Our fees for these services may be negotiable at the discretion of our firm principal and comparable services may be provided elsewhere for a lower fee.

*Further information about our fees in relationship to our operational practices is noted in Section 9 of this document.*

### Workshops

Workshop fees will vary depending on the length of the seminar, number of participants, and the materials provided. Fees may range from \$0 - \$2,000 per day. In some cases, an employer, civic organization or non-profit group sponsoring the seminar will pay for the full cost of the seminar rather than the attendee. Our fees will be published on the seminar announcement or invitation. Fees are negotiable and may be waived by our firm in certain circumstances.

### No-Load Products

Specific product recommendations made by our firm usually involve “no-load” (i.e., no commission) selections, if available, or low-load vehicles if necessary. In some cases, such as with insurance, there may not be a suitable selection available for recommendation, however, neither our firm nor our associates will be paid a commission on your purchase.

Any transactional or custodial fees assessed by a selected service provider, individual retirement account fees, or qualified retirement plan account termination fees are borne by you as noted in the current, separate fee schedule of the selected provider. Fees paid to our firm for our services are separate from any charges you may pay for mutual funds, exchange-traded funds (ETFs) or other investments of this type. We do not receive “trailer” or SEC Rule 12b-1 fees from any investment company. Fees charged by these issuers are detailed in their prospectuses or product descriptions and you are encouraged to read these documents before investing. Our firm and its associates receive none of these described or similar fees or charges.

### Termination of Services

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

If you are a new client, you may terminate an agreement with our firm within five business days after the signing of our engagement agreement without penalty or charge. Should you terminate an engagement after this date, you may be invoiced for any time charges incurred by our firm in the preparation of your financial plan or investment allocation. In the case of any prepaid fees, we will return any unearned amount within 30 days.

For investment management services accounts, following termination notice, our firm will not be responsible for future allocations, transactional services or investment advice upon receipt of a termination notice.

### **Section 3 - Performance-Based Fees and Side-By-Side Management**

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

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

### **Section 4 - Types of Clients**

We provide our services to individual investors, trusts, estates, charitable organizations, and small businesses to assist them in meeting their financial objectives in what is believed to be a cost-effective way.

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

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

We do not require minimum income levels, minimum level of assets, or other conditions for our services. Our firm reserves the right to waive or reduce certain fees based on unique individual circumstances, special arrangements, pre-existing relationships or as otherwise may be determined by our firm principal. We also reserve the right to decline services to any prospective client for any reason.

## **Section 5 - Methods of Analysis, Investment Strategies and Risk of Loss**

### **Method of Analysis**

If we are engaged to provide investment consultation or investment management services, we will first evaluate several factors, including your:

- current financial situation;
- current and long-term needs;
- investment goals and objectives;
- level of investment knowledge; and
- tolerance for risk.

Your personal risk tolerance is determined by your ability to withstand short-term volatility without selling your investments (i.e., the “ability to sleep at night” test). Studies show that following a “fear and greed” cycle of selling low and buying high reduces overall return over time (such as selling as markets crash and buying back after markets have completely recovered). Our goal in creating your ideal portfolio is to assume the minimum level of risk necessary to achieve the required level of return – that is, the return needed for meeting your objectives.

To achieve this, we typically employ fundamental analyses to develop long-term investment strategies. Fundamental analyses involve evaluating economic factors including interest rates, current state of the economy, future growth of an issuer or sector, among others.

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

### **Investment Strategies**

To develop recommendations for investments, we follow a **low-cost, long-term, diversified-asset strategy** that is supported by objective studies and industry research.

**Low-Cost Investment Instruments** – All investment options have costs that impact their value. The actively-managed funds and investment processes that are widely promoted by the industry typically carry what we believe to be heavy fees and/or commissions. Evaluated for net return, these approaches do not demonstrate historical outperformance over long periods of time. We believe that reducing your investment costs through ETFs or index funds is essential for your portfolio’s long-term performance.

**Short-Term Goals** – We believe that any goals that must be met in the short-term (i.e., one-to-five years) should generally be targeted with conservative, low-risk, principal-protected investments such as certificates of deposit (CDs), money market accounts, or similar vehicles.

**Diversification with Low-Correlated Assets** – Our firm’s aim is to diversify portfolios using “low-correlated” assets – that is, investments that do not move synchronously during standard market fluctuations.

For example, if stocks are moving down, a portfolio would typically include assets such as Treasury Inflation Protected Securities (TIPS) and/or a real estate index fund, which are less likely to lose value under the same conditions. This helps the portfolio sustain its value during volatile periods.

In the short term, there may be events (such as in 2008) when a “perfect storm” of a bubble or economic downturn affects multiple markets simultaneously. During these events a low-correlation strategy may not provide obvious benefits. However, in the longer term, low-correlated assets will stabilize a portfolio’s return over time as well as reduce the investor’s overall risk (i.e., standard deviation).

### Risk of Loss

While we believe our strategies and investment recommendation are designed to potentially produce the highest possible return for a given level of risk, we cannot guarantee that an investment objective or planning goal will be achieved. Past performance is not necessarily indicative of future results.

Some investment decisions may result in loss, including potential loss of the original principal invested. Each client must be able to bear the various risks involved in the investment of account assets, which may include market, currency, interest rate, liquidity, operational or political risk, among others.

When our research and analyses is based upon commercially available software, rating services, general market and financial information, or due diligence reviews, we are relying upon the accuracy and validity of the information or capabilities being provided by selected vendors, rating services, market data, and the issuers themselves. We make a reasonable effort to determine the accuracy of the information received but we cannot predict events, actions taken or not taken, or the validity of all information researched or provided which may or may not affect the advice to a client or account.

When a portfolio employs a passive, efficient markets theory, you will need to consider the potential risk that your broader allocation may generate lower-than-expected returns than that from a specific asset, and that the return on each type of asset is a deviation from the average return from the asset class. We believe this variance from the “expected return” is generally low under normal market conditions if the portfolio is made up of diverse, non-correlated assets.

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 their stated benchmark (index). Since the core of a portfolio may attempt to closely replicate a stated benchmark, the source of the tracking error or deviation may come from a “sample index” that may not as closely align the stated benchmark. In these instances, our firm may choose to reduce the weighting of a holding or use a “replicate index” position as part of its core holdings to minimize the effects of the tracking error in relation to the overall portfolio.

Also, while many index funds and ETFs are known for their potential tax-efficiency and higher “qualified dividend income” (QDI) percentages, there are certain asset classes or holding periods within a fund or ETF that may not benefit. Shorter holding periods or certain commodities and currencies (potentially

within the fund/ETF) may be considered non-qualified, therefore the investments QDI will be considered if tax efficiency is an important aspect of your portfolio.

### **Section 6 - Disciplinary Information**

Neither Lamb Financial Planning, LLC nor its associates have been subject of a reportable legal or disciplinary event pursuant the Investment Advisers Act of 1940 (as amended) or similar state statute.

### **Section 7 - Other Financial Industry Activities and Affiliations**

Our policies require our firm and its associates to conduct business activities in a manner that avoid actual or potential conflicts of interest between the firm, its employees and clients, or that may be contrary to law.

We will provide disclosure to each client prior to and throughout the term of an engagement regarding any conflicts of interest which might reasonably compromise our impartiality or independence.

Neither our firm nor an associate is affiliated with or maintain a material relationship or arrangement with another financial services industry entity, such as a broker/dealer.

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

Associates of the firm may hold individual membership in professional industry associations or organizations such as the Financial Planning Association (FPA); National Association of Personal Financial Advisers (NAPFA), or the Certified Financial Planner Board of Standards, Inc. Generally, participation in any of these entities require membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and ongoing educational requirements.

### **Section 8 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

#### **Code of Ethics**

We have adopted a Code of Ethics that establishes policies of ethical conduct for all our personnel. Our 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.

Our policies include prohibitions against insider trading, circulation of industry rumor, certain political contributions, among others.

Associates who are CFP® designees or FPA members also adhere to the Certified Financial Planner Board of Standards Code of Ethics. These principles include:

### *Principle 1 – Integrity*

An adviser will provide professional services with integrity. Integrity demands honesty and candor which must not be subordinated to personal gain and advantage.

Advisers are placed by clients in positions of trust by clients, and the ultimate source of that trust is the adviser's personal integrity. Allowance can be made for innocent error and legitimate differences of opinion; but integrity cannot co-exist with deceit or subordination of one's principles.

### *Principle 2 – Objectivity*

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

### *Principle 3 – Competence*

Advisers will maintain the necessary knowledge and skill to provide professional services competently.

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

### *Principle 4 – Fairness*

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

### *Principle 5 – Confidentiality*

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

### *Principle 6 – Professionalism*

Advisers will act in a manner that demonstrates exemplary professional conduct. Professionalism requires behaving with dignity and courtesy to all who use their services,

fellow professionals, and those in related professions. Advisers cooperate with fellow advisers to enhance and maintain the profession's public image and improve the quality of services.

#### *Principle 7 – Diligence*

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

Additionally, associates of our firm that are NAPFA or Garrett members adhere to the NAPFA *Fiduciary Oath* that states that:

*“The adviser shall exercise his/her best efforts to act in good faith and in the best interests of the client.*

*The adviser shall provide written disclosure to the client prior to the engagement of the adviser, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the adviser.*

*The adviser, or any party in which the adviser has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product.*

*The adviser does not receive a fee or other compensation from another party based on the referral of a client or the client's business.*

#### **Following the NAPFA Fiduciary Oath means I shall:**

- \* Always act in good faith and with candor.*
- \* Be proactive in disclosing any conflicts of interest that may impact a client.*
- \* Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.”*

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually.

Our firm will provide of copy of its Code of Ethics to any client or prospective client upon request.

#### Privacy Policy

We respect the privacy of all our clients and prospective clients; both past and present. We recognize that you have entrusted us with non-public personal information and it is important to us that all employees and clients of our firm know our policy concerning what we do with that information.

We collect personal information about our clients from the following sources:

- Information our clients provide to us to complete their financial plan or investment recommendation;
- Information our clients provide to us in agreements, account applications, and other documents completed in connection with the opening and maintenance of their accounts;
- Information our clients provide to us orally; and
- Information we may receive from service providers, such as custodians, about client transactions.

We do not disclose non-public personal information about our clients to anyone, except in the following circumstances:

- When required to provide services our clients have requested;
- When our clients have specifically authorized us to do so in writing;
- 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 our firm, we restrict access to client information to staff that need to know that information. All personnel and our service providers understand that everything handled in our office is confidential and they are instructed to not discuss client information situation with someone else that may request information about an account unless they are specifically authorized in writing by the client to do so. This includes, for example, providing information about a spouse's IRA account; children about parents' accounts, etc.

To ensure security and confidentiality, we maintain physical, electronic, and procedural safeguards to protect the privacy of client information.

We will notify you annually of our privacy policy and at any time, in advance, if our policy is expected to change.

#### Participation or Interest in Client Transactions

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

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

We recognize that should we act as the adviser to the sponsor of an ERISA-qualified retirement plan (i.e., 401(k) or pension plan) and one of our associates serves in an advisory capacity to one or more of the plan's participants, a potential or implied conflict of interest may occur. We may require our associate to cease in this plan participant advisory capacity or, upon disclosure to and approval from the plan sponsor, allow the dual advisory role to continue with consideration being made to offset fees where appropriate.

Our firm provides a range of services to you and all of our clients, which includes financial planning, investment consultation services, and investment management services where we are paid a fee. Due to our firm's ability to offer part or all of these services to you, a potential conflict of interest may exist. Therefore, you are under no obligation to act upon our recommendations and, if you elect to act on any of our recommendations, you are under no obligation to complete all of them through our firm.

### Personal Trading

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

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

### Section 9 - Brokerage Practices

Lamb Financial Planning, LLC is not affiliated with any bank, custodian, or broker-dealer firm ("service provider"). When engaged to provide investment consultation or investment management services, we will offer to use the service provider with whom your assets are currently maintained. Should you prefer a new service provider, we will suggest a custodian or discount brokerage firm whom we believe will best fits your individual need, budget, as well the provider's ease of use.

It is our policy to limit non-cash compensation (termed "soft dollars" in certain jurisdictions) that we may receive from any provider to those services that enhance our ability to equally serve our clients, and we will not "pay up" to receive additional services from a service provider.

In light of the nature of our advisory services, we do not believe we are obligated to conduct "best execution" assessments of client transactions under current guidelines. We will periodically conduct a review of any provider we recommend to assess their range of services and capabilities, reasonableness of fees, among other items, in comparison to industry peers.

### Client Referrals

All compensation paid to our firm is paid directly by our clients and, therefore, we do not receive additional compensation when you engage a recommended service provider.

### Directed Brokerage

We do not require or engage in directed brokerage involving our accounts. You are free to use any particular service provider to execute some or all transactions and are responsible for negotiating the terms and/or arrangements for each account. We will not be obligated to conduct due diligence, seek better execution services or prices from your selected service provider, or aggregate transactions for execution.

## Trade Aggregation

Since our firm is not directly engaged for continuous investment supervisory services, it does not aggregate trades on behalf of client accounts. Transactions for each of our clients will be completed independently and this may result in potentially less favorable transaction rates or greater price spreads than those accounts where trades have been aggregated.

## **Section 10 - Review of Accounts**

***Financial Planning and Investment Consultation Services*** - Periodic financial check-ups or reviews are recommended for clients receiving financial planning and investment consultation services; and it is the client's responsibility to initiate these reviews.

Reviews will be conducted by the assigned financial planner and normally involve analysis and possible revision of a previous financial plan or investment allocation. Portfolio "Snapshot" reports may be provided when our firm is engaged to provide asset allocation or investment advice as part of its investment consultation services, however, we will not provide ongoing performance reporting.

***Investment Management Services*** - Investment management services accounts are periodically reviewed throughout the engagement by the assigned investment adviser representative, supervisory personnel (such as our firm principal), and/or a qualified independent entity engaged by our firm.

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

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

Investment management services clients will receive account statements sent directly from mutual fund companies, transfer agents, custodians or brokerage companies where their investments are maintained. Our firm may provide periodic portfolio reviews for these accounts, however, we do not provide our own ongoing performance reporting.

## **Section 11 - Client Referrals and Other Compensation**

We do not engage in solicitation activities as defined by Rule 206(4)-3 of the Investment Advisers Act of 1940, or similar state statute.

As noted earlier, Lamb Financial Planning, LLC and its associates may be members of Garrett, FPA, NAPFA or other professional associations. A benefit these entities may provide to the investing public is the availability of online search tools that allow interested parties (prospective clients) to search for participant firms or individual financial planners within a selected state or region. A portion of our membership fees may be used so that our name will be listed in some or all of these entities' websites (or other listings).

These passive websites may provide means for interested persons to contact a firm or financial planner via electronic mail, telephone number, or other contact information, in order to interview the participating firm or planner. Members of the public may also choose to telephone association staff to inquire about a firm or individual planner within their area, and they would receive the same or similar information.

Prospective clients locating our firm or one of our associates via this method are not actively marketed by these associations. Clients who find us in this way do not pay more for their services than clients referred to us in another fashion, such as by another client. We do not pay these entities for prospective client referrals, nor is there a fee-sharing arrangement reflective of a solicitor engagement.<sup>2</sup>

We also participate in a program established by Garrett and The Motley Fool ([www.fool.com](http://www.fool.com)) that identifies fee-only financial planners that members of The Motley Fool community may be interested in engaging. Although this program is informational only, our firm has chosen to opt-in to generate additional potential interest from the public. *Should* we pay a fee to The Motley Fool, it would be a flat monthly rate and assessed regardless of whether an interested person become a client. We do not believe this arrangement is a “solicitor” relationship but feel the relationship is important to be disclosed. Clients referred to our firm by The Motley Fool do not pay more for services than others who learn about us from other sources.

We may provide referrals to various other professionals, such as an attorney, as a service to our clients. We do not have an agreement with or receive referral 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 Lamb Financial Planning, LLC.

## **Section 12 - Custody**

Your funds and securities will be maintained by an unaffiliated, qualified custodian that you select, such as a bank; broker/dealer, mutual fund company, or transfer agent -- not with our firm or our associates.

In keeping with our policy of not having custody of client funds or securities, we:

- Restrict our firm and associates from acting as trustee for or having full power of attorney over a client account.
- Do not accept or forward client securities (i.e., stock certificates) erroneously delivered to our firm.
- Will not collect fees of \$500 or more for services to be performed six months or more in advance.
- Will not authorize any associate to have knowledge of a client’s account access information (i.e., online 401(k), brokerage or bank accounts), even for the convenience or accommodation of the client or their legal agent.

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<sup>2</sup>The firm believes this arrangement is in consonance with SEC No-Action Letter No. 1251421 in its response to the National Football League Players Association.

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

Should you ever receive periodic reports or “Snapshots” from our firm that may include performance-related information, you are urged to compare your account statements that you have received directly from your service provider with any report you receive from our firm.

### **Section 13 - Investment Discretion**

We provide our investment management services to our clients through a *non-discretionary* account agreement which requires all account transactions to occur after your approval, including periodic rebalancing. Because of this pre-approval requirement, you must make yourself available and keep our firm apprised of your current contact information so that transaction instructions can be efficiently effected on your behalf. *By definition and absent your written instruction to the contrary, non-discretionary transactions do not involve a trade’s execution price or time.*

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

### **Section 14 - Voting Client Securities**

#### Proxy Voting

Our firm does not vote proxies on your behalf. You will maintain exclusive responsibility for directing the manner in which proxies solicited by issuers of securities that are beneficially owned by you shall be voted, as well as making all other elections relative to mergers, acquisitions, tender offers or other events pertaining to your holdings.

#### Other Corporate Actions

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

#### Firm’s Receipt of Materials

You may receive proxies or other solicitations directly from your selected custodian or transfer agent. If our firm receives correspondence relating to the voting of your securities, class action litigation, or other corporate actions, we typically forward the correspondence to your address of record or to another entity such as your attorney if you direct us to do so.

## **Section 15 - Financial Information**

Due to the nature of our services, an audited balance sheet is not required nor included in this disclosure.

## **Section 16 - Part 2B: Brochure Supplement (Advisory Personnel)**

### **Managing Member/Majority Shareholder/Firm Principal/Investment Adviser Representative**

Lara G. Lamb [Born 1976]

### **Educational Background and Business Experience**

#### ***Educational Background***

Bachelor of Science Degree - California State University of Northridge  
Personal Financial Planning - University of California, Los Angeles - Extension  
CERTIFIED FINANCIAL PLANNER™ Practitioner (CFP®)<sup>1</sup>

#### ***Business Experience***

Lamb Financial Planning, LLC - Lake Balboa, CA  
Financial Planner/Firm Principal (2009-Present)

Gainsborough Financial Consultants, Inc. - Los Angeles, CA  
Partner & Vice President (2001-2009)

### **Disciplinary Information**

None

### **Other Business Activities**

Ms. Lamb may be engaged as an independent contractor financial planner on an *ad hoc* basis for other investment adviser firms. She is also periodically engaged as an instructor for students undergoing the formal program of instruction in preparation for the CFP® Board examination program.

Ms. Lamb currently serves on the Los Angeles chapter of the Financial Planning Association (FPA) Board of Directors and is currently its President-Elect.

In total, all of these activities may involve up to 10% of her time each month during business hours.

### **Additional Compensation**

The firm prohibits employees from accepting or receiving additional economic benefit, such as sales awards or other prizes, for providing advisory services to its clients.

## Supervision

Ms. Lamb serves in multiple capacities with our firm, including Managing Member, Firm Principal (Supervisor) and Investment Adviser Representative. We recognize not having all organizational duties segregated may potentially create a conflict of interest, however, we believe our policies and procedures are designed to ensure appropriate recordkeeping and supervision. Certain functions may be outsourced to assist in these efforts when deemed necessary. Questions relative to the firm, its services, or this ADV Part 2 may be made to the attention of Ms. Lamb at (818) 942-7100.

Additional information about our firm, other advisory firms, associated investment adviser representatives, including Ms. Lamb, is available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). A search of this site for firms or their associated personnel can be accomplished by their name or a unique firm identifier, known as an *IARD number*. The IARD number for Lamb Financial Planning, LLC is 150239.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the California Securities Division at (866) 275-2677.

<sup>1</sup>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.