



Plan of Care Advising LLC  
1815 Poplar Dr.  
Gardendale, AL 35071

**Form ADV Part 2A – Firm Brochure**

205.514.8557

Dated September 29, 2023

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

## Item 1 – Cover Page

This Brochure provides information about the qualifications and business practices of Plan of Care Advising LLC. If you have any questions about the contents of this brochure, please contact us at 205.514.8557 or [matt.payne@planofcareadvising.com](mailto:matt.payne@planofcareadvising.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Registration of Plan of Care Advising LLC with the SEC or any state securities authority as an Investment Adviser does not imply any level of skill or training. Additional information about Plan of Care Advising also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Material Changes

In the future, any material changes will be disclosed here.

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations, and routine annual updates as required by the securities regulators. Either this complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Plan of Care.

At any time, you may view the current Disclosure Brochure online at the SEC's Investment Adviser Public Disclosure website <http://www.adviserinfo.sec.gov> by searching our firm name or CRD number \_\_\_\_\_.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at 205.514.8557.

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# Item 4 – Advisory Business

## Description of Advisory Firm

Plan of Care LLC is an Investment Adviser in the state of Alabama, founded on June 15, 2023. Matthew A. Payne is the principal owner of Plan of Care.

## Types of Advisory Services

### Comprehensive Financial Planning

This service involves working one-on-one with a planner over an extended period of time. Clients work with a planner who will work with them to develop and implement their plan. The planner will monitor the plan, recommend any changes, and ensure the plan is up to date.

Planning can also be done on a one-time basis instead of an ongoing basis. Adviser and Client will meet to discuss the Client's financial situation and Adviser will supply the Client with an estimate of the hours to be billed to generate the plan. This total will be mutually agreed upon prior to Adviser beginning to build the plan. Should Adviser require further hours to complete the plan, Adviser will bring a new estimate to the Client that must be agreed to and written authorization provided by the Client. Under this arrangement, the relationship ends when the plan is delivered. There is no ongoing monitoring or follow-up by Adviser.

Financial planning involves an evaluation of a Client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information, and analysis will be considered as they affect and are affected by the entire financial and life situation of the Client. Clients purchasing this service will receive an electronic report providing the Client with a detailed financial plan designed to achieve his or her stated financial goals and objectives in alignment with their values.

In general, the financial plan will address any or all of the following areas of concern. The Client and adviser will work together to select specific areas to cover. These areas may include, but are not limited to, the following:

- **Business Planning:** We provide consulting services for Clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with the Client to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit. With this information, we will prioritize how to utilize any surplus or find ways to eliminate your deficit. Advice may also be provided on which debts to pay off first based on factors such as interest rates, tax implications, total sums, and your preferences. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals. We will also review cash

balances and strategies for utilizing these funds, in excess of funds earmarked for emergencies, toward stated goals.

- **College Savings:** Includes projecting possible future costs of higher education and strategies to reach stated amount. Considerations will be made for tax efficiency, financial aid eligibility, and multi-generational funding.
- **Employee Benefits Review:** We will review benefits offered to you by your employer to ensure you are receiving the maximum benefit for your situation. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both your business and personal goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan. This may include if a will is in place, assignment of beneficiaries to your accounts and policies, powers of attorney, trusts, and other related documents. Our advice also typically includes ways to minimize or avoid estate taxes through proper planning. We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys that specialize in this area of practice, if you wish. No Client is ever under any obligation to use the services of a specific recommended professional. We will participate in virtual meetings or phone calls with your attorney if requested and with your consent.
- **Financial Goals:** We help Clients identify financial goals based on your values and develop a plan to reach them. Following identification of goals, we will consider factors such as financial resources and time horizon to come up with a plan to help you reach your goals. This will be an ongoing process considering changes in your goals, time horizon, expected rate of return, and any other factors that affect the proposed plan. As these events occur and on a recurring basis, we will reevaluate the most recent version of your plan to see if changes need to be made to give you the best chance to reach your goals. No results are guaranteed.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile. Upon review, recommendations may be made to purchase additional coverage.
- **Investment Analysis:** This may involve developing an asset allocation strategy in alignment with the Client's values and risk tolerance, providing education on investment vehicles, account types and strategies, reviewing employer sponsored accounts, and establishing investment accounts. The philosophy and strategies Plan of Care utilizes is discussed in greater detail later in *Methods of Analysis, Investment Strategies, and Risk of Loss*.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, usually focusing on financial independence as the primary objective. For situations where projections show less than desired results, we may make recommendations that attempt to course correct and increase the likelihood of reaching the desired outcome. These recommendations include but are not limited to working longer, increasing savings rate, decreasing spending, or taking on more risk with current and future investments.

If you are at or near retirement, recommendations may be given regarding withdrawal rates and asset allocations to minimize the possibility of running out of money and/or ensuring a desired nest egg is in place for your beneficiaries.

- **Risk Management:** A risk analysis includes consideration of your exposure to financial risks that could adversely affect your financial plan. This could include concentration of your investment positions, over-exposure to certain sectors, lack of liquid assets, premature death, disability, property and casualty losses, or the need for long-term care. Advice may be given on ways to minimize risk through proper diversification, securities positioning, establishment of proper cash reserves, and/or purchase of additional insurance policies to provide adequate protection.
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based, in part, on their tax advantages with the consideration that there is always a possibility of future changes to federal, state, or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in virtual meetings or phone calls at your request and with your consent. No Client is ever under any obligation to hire any professional recommended by Plan of Care.

Once the Client has stated the desire for a comprehensive financial plan, we will begin by identifying goals and values. Plan of Care will request various financial documents and information in order to establish a Client's: net worth, cash flow, credit scores, employment and benefits, insurance coverages, investments, and life event planning. Once this information is received it will be analyzed and a plan will be constructed based on the Client's values, goals, risk tolerance, and time horizon. A meeting will be scheduled to present and review the plan with the Client and initial action steps will be discussed. Periodic review and collaboration will be provided to help the Client initiate the plan. For the entirety of the relationship, a comprehensive review of the plan will occur, at a minimum of annually, or more frequently if the Client desires. A limit to the number of meetings is at the discretion of Plan of Care based on availability but every effort will be made to accommodate the Client. Excessive meeting requests may be billed at an hourly rate at the discretion of Plan of Care with notice prior to said meeting.

### Investment Management Services

In conjunction with comprehensive financial planning, Plan of Care also offers Investment Management of individually tailored investment portfolios. We provide ongoing advice and supervision to a Client regarding the investment of funds based on the individual needs of the Client. Through Client discovery values, goals, and needs are established we develop an investment strategy tailored to that individual Client. Plan of Care also considers a Client's cash flow, liquidity needs, risk tolerance, and time horizon when developing their investment strategy. We may also review a Client's investment history and consider their family composition. Clients may impose reasonable restrictions on investments such as avoiding specific securities, types of securities, or specific market sectors. Fees pertaining to this service are covered in the *Fees and Compensation* section of this brochure. Clients who choose a self-directed approach to their investments are responsible for using their own broker and all purchasing, trading, or selling activities. They are also solely responsible for monitoring all aspects of their investment accounts. Plan of Care will not be responsible for any investment activity for a self-directed client.

### Educational Seminars and Speaking Engagements

Plan of Care will participate in seminars and speaking engagements for groups seeking general education on investments and personal finance. The content of these seminars will vary based upon the needs of the attendees and are purely educational in nature. These seminars do not involve the sale of any products. The information presented is generalized in nature and not intended for any specific individual's circumstances. Plan of Care does not provide individualized advice to attendees during these seminars.

### Client Tailored Services and Client Imposed Restrictions

All Clients are offered the same level of services. However, each Client will receive solutions and recommendations based on their specific needs and situation learned during the discovery process. This can include, but is not limited to, types of accounts opened, advice regarding liquidity, securities or fixed incomes selected, insurance recommendations, and all other advice given or products recommended or purchased during the planning relationship.

### Wrap Fee Programs

Plan of Care does not participate in wrap fee programs.

### Assets Under Management

As a newly formed Investment Adviser, as of the date of brochure creation, September 29, 2023, Plan of Care has zero assets under management on both a discretionary and non-discretionary basis.

## Item 5 – Fees and Compensation

Of note, unless a Client has received the firm's Disclosure Brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the Client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

Clients of Plan of Care always have the option to purchase recommended investment products through brokers or agents not affiliated with Plan of Care. As a fee-only fiduciary, Plan of Care does not receive compensation from the sale of any products including commissions or asset-based distribution fees from the sale of mutual funds. Our sole compensation is from our Clients. We do this to avoid conflicts of interest.

### Investment Management Services

Plan of Care offers comprehensive financial planning and investment management services supplemented by cash-flow analysis, personal finance coaching, and small business solutions. For discretionary investment management there is a tiered assets under management (AUM) fee as follows:

Account Value	Annual Adviser Fee	Monthly Adviser Fee
\$0 - \$1,000,000	1%	0.083%
\$1,000,001 - \$2,000,000	0.85%	0.07%

\$2,000,000 - Above	0.70%	0.058%
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The formula for computing the AUM fee is calculated on a daily ending balance average and billed in arrears at the end of the billing period. The billing period is measured on a monthly basis. The Client does not pay a prepaid fee, instead they are billed for the previous month. The fee is calculated based on the daily ending balance for that period. Plan of Care believes this method of billing prevents instances of overcharging due to the compressed time frame and accounting for daily balances. The client cannot end up paying a higher fee if the market rises drastically just before a set billing date. Should this agreement be terminated during a billing period, a prorated fee will be charged for the portion of the billing period prior to termination of this agreement.

AUM billing includes financial advising and investment management services. A separate fee may be applied for the building of the financial plan. This fee will be based on the hourly rate of \$185 per hour and will be agreed upon in advance. The total will be an estimate of the hours that the Adviser anticipates will be required to build the plan. If the Adviser requires more than the estimated number of hours the Client must be notified and agree to the new estimate in writing. The fee for the plan will be due at the time of delivery or invoiced per agreement between the Client and Adviser. This fee can be waived at the discretion of the Adviser.

Accounts included in AUM fee include taxable, non-taxable, and tax-deferred accounts. Savings accounts, education accounts (529s, ESAs), and health savings accounts (HSAs) are NOT billed or considered billable by Plan of Care. Advisory fees are directly debited from client accounts. At the end of the billing cycle, the Client will be sent a bill showing the amount of the fee, the value of the assets on which the fee was based, and the manner in which it was calculated. If the account does not maintain a sufficient cash or money market balance to satisfy the fees, the client may deposit additional funds (subject to certain restrictions for IRA accounts and Qualified Retirement Plans). If funds are not deposited to satisfy any outstanding fees, certain securities in the account may be liquidated in an amount sufficient to satisfy the fees payable to Plan of Care Advising. Clients may also make payment to Plan of Care Advising in an alternative manner acceptable to Plan of Care. Both Plan of Care Advising's Advisory Agreement and the custodial agreement may authorize the custodian to debit the client's account in compliance with all relevant agreements, and in compliance with regulatory procedures. Accounts initiated or terminated during a billing period will be charged a pro-rated fee based on the number of days remaining in the billing period. An account may be terminated effective immediately with written notice of either the Client or Plan of Care. Upon termination of the account, any unearned fee will be refunded to the Client.

### Financial Planning Hourly Fee

Hourly financial planning and advising are offered at an hourly rate of \$185 per hour. The fee is due at the completion of the engagement. For clients billed hourly, Adviser will supply Client with an estimated number of hours to be billed. Should the number of hours exceed said estimate, Adviser cannot invoice Client beyond hours given in estimate without agreement and prior written authorization of the Client. In the event of early termination by the Client, any fees for hours already worked will be due.



## Employee Benefit Plan Services

Plan of Care Advising will be compensated for Employee Benefit Plan services according to the value of plan assets not to exceed 1% of total plan assets. This does not include fees to other parties such as record keepers, custodians, or third-party administrators. Fees for this service are either paid directly by the plan sponsor or deducted directly from the plan assets by the custodian and Plan of Care's fee is remitted to Plan of Care. The fee schedule for Employee Benefit Plans are as follows:

Account Value	Annual Adviser Fee	Monthly Adviser Fee
\$0 - \$1,000,000	1%	0.083%
\$1,000,001 - \$2,000,000	0.85%	0.07%
\$2,000,000 - Above	0.70%	0.058%

## Educational Seminars / Speaking Engagements

Speaking engagements to groups and organizations are offered on a variety of financial topics. Fees are negotiable and the range is based on the content, amount of research conducted, the number of hours of preparation needed, the number of attendees, and any other financial costs placed on Adviser. In the event of inclement weather or flight cancellation, the Speaker will make all reasonable attempts to make alternate travel arrangements to arrive in time for the presentation. If travel proves impossible the Speaker's fee is waived. Client is not responsible for covering the travel costs of Adviser. The total agreed upon fee is due the day of the speaking engagement upon completion of the event.

In the event the Client decides to cancel or change the date of the event for any reason besides weather or similar unforeseen circumstances, the Client will still be responsible for 25% of the Speaker's fee if the cancellation occurs within 30 days of the event. If the Speaker must cancel due to health or similar unforeseen circumstances, the Speaker will make all attempts to find a reasonable alternative engagement date and will absorb any incremental additional costs for obtaining alternative travel arrangements. If an alternative date cannot be obtained, the Client will not be responsible for any of the Speaker's fees and will be refunded any fees already paid.

## Other Types of Fee and Expenses

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the Client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer fees, electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting and recommending broker-dealers for Client transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

## Item 6 – Performance-Based Fees and Side-by-Side Management

Performance based fees are additional fees where an adviser shares in the profits of capital gains or capital appreciation of a client’s assets such as if a client is placed in a hedge fund or pooled investment. Plan of Care does not utilize these high-risk vehicles and does not charge a performance-based fee of any kind.

Side-by-Side management is an instance where an adviser manages accounts that are charged a performance-based fee and accounts that are charged another type of fee such as hourly, flat fee, or asset-based. This can create a conflict of interest where advisers are incentivized to favor the accounts in which they are paid a performance-based fee. Again, Plan of Care eliminates this conflict by not accepting performance-based fees of any kind.

## Item 7 – Types of Clients

Plan of Care provides financial planning, advising, and investment management services to individuals, families, and small businesses.

We strongly believe that everyone should have access to a financial professional and proudly have no account minimum.

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

Plan of Care offers comprehensive financial planning and investment management. Each Client has their own unique set of circumstances including, but not limited to, age, family composition, income, net worth, values/goals, risk tolerance, time horizon, investing experience, knowledge of personal finance topics, knowledge of investing strategies and financial markets, and desired level of involvement of day-to-day decisions. For these reasons, and many more, no two Clients will have the exact same financial plan or investment portfolio. Every Client receives a plan and portfolio composition tailored to their individual circumstances and desired outcomes. However, Plan of Care does follow certain principles within our Philosophy for Financial Wellness.

Plan of Care prioritizes passive investment management, low costs, diversification, dollar cost averaging, and a buy and hold strategy.

## Passive Investment Management

Plan of Care primarily utilizes passive investment management. Passive investing consists of mutual funds or exchange traded funds that are built to track the performance of a particular index. Index funds (passive funds tracking an index) typically have much lower expense ratios (costs to the investor) than managed funds due to the lower trading activity within the fund. These funds also tend to be more tax efficient to the investor due to lower turnover. These cost savings have been proven consistently to be one of the biggest indicators of success of a portfolio.

Plan of Care may utilize active management, based on an individual investor's situation, however; this is not our primary method of investment management due to its higher costs, decreased tax efficiency, and history of limited success outperforming passive funds. Actively managed funds are characterized by a more hands-on approach by the fund managers. They employ different strategies to attempt to outperform a specified index or the market overall. These managers may use alternative strategies to reach their objective which increases risk to the investor. These funds have higher trading activity and higher turnover (investors moving in and out of the position) which increases the costs and decreases the tax efficiency of the fund. Finally, multiple studies over multiple decades have consistently shown that a minority of active managers outperform passive funds each year and an even smaller number of active managers can do so year after year.

## Low Costs

Plan of Care looks to minimize the costs incurred by investors through the methods mentioned above. This allows investors to retain more of their funds in their accounts allowing for greater compounding over time and providing for increased returns.

## Diversification

All investing involves risk of loss. Many of these risks can be reduced, but not eliminated, through diversification. Diversification is the practice of spreading investments across multiple asset classes to reduce the risk of loss if one asset class underperforms. Concentration (having a large percent of investments in a single asset or asset class) can lead to above average returns but also greatly increases the risk of above average losses. Plan of Care uses passive index funds to place Clients' investments in many different asset classes and in many different sized companies.

## Dollar Cost Averaging

Plan of Care firmly believes Clients win through time in the market, not timing the market. We advocate investing consistently over the long term. Every situation is different, but we believe establishing a consistent savings rate and investing a set amount of funds on a set time frame. This strategy is known as dollar cost averaging. Dollar cost averaging typically leads to lower cost basis of investments which leads to greater returns in the long term. It also builds a structure with rules that take emotion out of the equation and prevent mistiming of the market. It prevents the common mistake of buying high and selling low. Finally, it keeps Clients on track with their established financial plan.

## Buy and Hold

Plan of Care understands that a buy and hold strategy goes hand in hand with dollar cost averaging. Using these two strategies together provides the maximum benefits described above. Holding investments for the long term allows for a lower cost basis as the market rises and prevents losses incurred by poor market timing. Additionally, holding investments for the long term is more tax efficient

and cost efficient as fewer trading costs are incurred and capital gains are taxed at a lower, long term, rate.

## Item 9 – Disciplinary Information

### Criminal or Civil Actions

Plan of Care Advising and its management have not been involved in any criminal or civil action.

### Administrative Enforcement Proceedings

Plan of Care Advising and its management have not been involved in administrative enforcement proceedings

### Self-Regulatory Organization Enforcement Proceedings

Plan of Care Advising and its management have not been involved in legal or disciplinary events involving any of the self-regulatory organizations.

## Item 10 – Other Financial Industry Activities and Affiliations

No Plan of Care employee is registered, or has an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No Plan of Care employee is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator, or a commodity trading adviser.

Plan of Care does not have any related parties. As a result, we do not have a relationship with any related parties.

Plan of Care Advising only receives compensation directly from Clients. We do not receive compensation in the form of commissions for products sold or any form of compensation that would incentivize recommending one investment over another. As a fiduciary, all our recommendations are in the best interest of the Client.

Plan of Care does not receive compensation, directly or indirectly, for recommending any outside servicer to our Clients including but not limited to insurance providers, accountants, attorneys, real estate agents, or banking institutions.

### Recommendations or Selections of Other Investment Advisers

Plan of Care does not recommend Clients to outside managers to manage their accounts.

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

As a fiduciary, our practice and its associates have a duty of utmost good faith to act solely in the best interests of each Client. Our Clients trust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is at the core of our Code of Ethics and is the basis for all actions the practice takes operationally and interpersonally. Plan of Care welcomes this higher standard of practice and considers our fiduciary duty in every decision we make for every Client. We are committed not only to complying with all regulatory requirements, but to act ethically, morally, and with integrity always.

## Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. An overview of the Code of Ethics' Principles follows.

- Integrity – Associated persons are committed to working for Clients in a manner that upholds the highest standard of integrity in every action and decision they make. We choose to be held to a fiduciary standard because we want to act in the best interests of our Clients in decisions that are public as well as private.
- Honesty – Associated persons will go beyond just always being honest with Clients. It is not simply enough to always tell the truth. Disclosure of all relevant information is also required to truly act in an honest manner. Associated persons are committed to fully disclosing information regarding fees, disciplinary actions, types of compensation, and any other matters that could even remotely be considered a conflict of interest.
- Service – Plan of Care believes the most noble pursuit is the service of others. All associated persons will always place the highest importance on the service we provide our Clients. Customer service encompasses all components of our Code of Ethics and the attitude we bring to every client interaction. We will conduct ourselves in a manner that expresses to our Clients that it is an honor to serve them.
- Competence – Associated persons commit to a lifetime of learning. Minimum standards of competence and licensure will always be held in accordance with the appropriate regulatory entity, but we are committed to continually learning and staying up to date on market conditions, laws and regulations, investment vehicles, financial planning concepts, personal finance best practices, and any other form of learning that could be used to the benefit of a Client.
- Trustworthiness – Associated persons will exhibit traits to earn and foster the Trust of our Clients. By carrying ourselves in a manner reflective of our Code of Ethics, in addition to, protecting the personal information of each Client. Clients share personal and financial information with us so that we can best serve their needs. Associated persons will protect this

information in our actions and through our use of technology. We will protect the confidentiality of our Clients' information at all times.

- Professionalism – Associated persons will always conduct themselves in a professional manner in their words, actions, and appearance. At no time will we engage in statements, actions, or appearance that will in any way demean our Practice, our profession, or our Clients.

Our Code of Ethics is reviewed periodically to ensure that it remains current with the culture of Plan of Care. All associated persons must attest to their understanding and adherence to these principles at least annually. Our firm will provide a copy of the Code of Ethics to any Client or prospective Client upon request and as a part of the disclosure of this brochure.

### Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our practice, its 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 practice or a related person has a material financial interest, such as in the capacity of an underwriter, adviser to the issuer, etc.

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

Our practice and its related persons may buy or sell securities similar to, or different from, those we recommend to Clients for their accounts. To reduce or eliminate certain conflicts of interest involving the practice or 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 the firm Principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

### Trading Securities At/Around the Same Time as Client's Securities

At Plan of Care, we utilize the methods we recommend for Clients in our personal financial strategies. We also utilize many of the same passive funds in our personal accounts that we recommend for our Clients due to their superior attributes described above. As such, from time to time, our practice and its related persons may buy or sell securities for themselves at or around the same time as Clients.

## Item 12 – Brokerage Practices

### Factors Used in Selection of Custodians and/or Broker-Dealers

Plan of Care does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to the Client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

#### 1. Research and Other Soft-Dollar Benefits

Soft-Dollar benefits are benefits that custodians kickback to an Investment Adviser in exchange for using their platform. This is often disclosed in the form of "research, access to issuer executives, and payment for data and technology services." This presents a conflict of interest as it incentivizes the adviser to

choose a custodian based on the benefit to the practice as opposed to what is truly best for the Client. This is a permissible conflict if it is disclosed here, on Form ADV.

Plan of Care does not receive Soft-Dollar benefits and one of the reasons Altruist is our custodian of choice is their open disdain and attempt to thwart this practice.

## 2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

## 3. Clients Directing Which Broker-Dealer/Custodian to Use

We do recommend a specific custodian for Clients to use, however; Clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing Clients to choose a specific custodian, we may be unable to achieve the most favorable execution of Client transactions, and this may cost Clients money over using a lower cost custodian.

## The Custodian and Brokers We Use

Plan of Care utilizes Altruist LLC as its custodian of choice. Altruist offers services which include custody of securities, trade execution, clearance, and settlement of transactions. Altruist is a modern custodian that uses the latest technology to optimize tax efficiency and asset allocation. Altruist was built and continues to grow solely to serve the registered investment adviser (RIA) space. It does not compete for the business of its advisers' Clients and is constantly improving based upon the input of the advisers they work with.

Plan of Care also can utilize Charles Schwab for custodial services and planning and advisory Clients can retain any custodian of their choice.

## Aggregating (Block) Trading for Multiple Client Accounts

When possible, we combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this is known as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts, however; they will not be given preferential treatment.

Outside managers used by Plan of Care may block Client trades at their discretion. Their specific practices are further discussed in their ADV Part 2A.

# Item 13 – Review of Accounts

An investment adviser representative (IAR) with Plan of Care Advising will work with Clients to obtain current information regarding their assets and investment holdings and will review their information as part of our financial planning process. Plan of Care does not provide specific reports to Clients outside of their financial planning documents.

Client accounts will be reviewed on a regular basis by an IAR of the practice as part of our ongoing management. Accounts are reviewed with regards to the Client's investment policies and risk tolerance levels. Events that may cause a special review would be unusual performance, addition or deletion of Client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the practice or per Client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements. Clients will also receive annual tax reporting statements from their custodian showing all activity in the accounts including receipt of dividends and interest.

## Item 14 – Client Referrals and Other Compensation

As discussed under Item 10, Plan of Care utilizes Altruist for its custodial services and, as such, will recommend Clients to open or transfer accounts to their platform. Plan of Care receives zero compensation in the form of commissions, bonuses, referral-based incentives, or any other monetary compensation for directing Clients to Altruist. By using Altruist as our custodian we receive, as part of normal operations of the custodian, receipt of duplicate Client statements and confirmations, consulting services, access to a trading desk serving Adviser participants, access to block trading, the ability to have advisory fees deducted directly from Client accounts, access to an electronic communications network for Client order entry and account information, access to mutual funds with no transaction fees and to certain institutional money managers, and discounts on compliance, marketing, research, technology, and practice management products or services provided to Plan of Care by third party vendors. Some of the products or services made available by Altruist may benefit Plan of Care but not the Clients' accounts. These products or services may assist Plan of Care in the management or administration of Client accounts, including accounts not maintained at Altruist. Altruist may also offer services that help the registered investment adviser (RIA) manage or develop the business. The benefits received by the RIA or its personnel through participation do not depend on the number of brokerage transactions directed to Altruist. As a fiduciary, every action and decision made by Plan of Care is in the best interest of its Clients. Clients should be aware, however, that the receipt of stated benefits by the RIA or an IAR presents a conflict of interest and may indirectly influence the adviser's choice of Altruist for custody and brokerage services.

## Item 15 – Custody

Plan of Care does not accept custody of Client funds except in the instance of withdrawing Client fees.



For Client accounts in which Plan of Care directly debits their advisory fee:

1. For AUM Clients, Plan of Care sets up a fee schedule through the custodian at account opening. The custodian calculates the fee based upon the fee schedule in Item 5 and bills the account at the end of the billing cycle. The custodian will send an invoice to the Client at the end of each billing cycle.
2. The custodian will send at least quarterly statements to the Client showing all disbursements for the account, including the amount of the advisory fee.
3. The Client will provide written authorization to Plan of Care permitting them to be paid directly for their accounts held by the custodian.

## Item 16 – Investment Discretion

For those Client accounts where we provide Investment Management Services, we maintain discretion over Client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to Clients in detail when an advisory relationship begins. At the start of the advisory relationship, the Client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the Client.

## Item 17 – Voting Client Securities

Plan of Care does not vote Client proxies. Clients maintain exclusive responsibility for: 1. voting proxies, and 2. acting on corporate actions pertaining to the Client's investment assets.

The Client shall instruct their custodian to forward to them copies of all proxies and shareholder communications relating to the Client's investment assets. We are available to give our opinion regarding any proxy vote at the Client's request.

In most cases, the Client should receive proxy materials directly from the account custodian. In the event we receive any proxy material on the Client's behalf, we will forward the materials to the Client in the appropriate manner.

## Item 18 – Financial Information

Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to Clients, and we have not been the subject of any bankruptcy proceedings.

We do not have custody of Client funds or securities or require or solicit prepayment of more than \$500 in fees per Client six months in advance.

## Item 19 – Requirements for State-Registered Advisers

All required responses to Item 17 are addressed in Part 2A and Part 2B of Form ADV.

# Item 1: Cover Page

## PLAN OF CARE ADVISING LLC

1815 Poplar Dr.  
Gardendale, AL 35071  
205.514.8557  
Dated September 29, 2023

### Form ADV Part 2B – Brochure Supplement

For

Matthew A. Payne CRD# 7428330

Founder and Chief Compliance Officer

This brochure supplement provides information about Matthew A. Payne that supplements the Plan of Care Advising brochure. A copy of that brochure precedes this supplement. Please contact Matthew A. Payne if the Plan of Care brochure is not included with this supplement or if you have any questions regarding the contents of this supplement.

Additional information about Matthew A. Payne is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number CRD# 7428330.

# Item 2: Educational Background and Business Experience

Matthew A. Payne

Born: 1985

## Educational Background

- 2019 – BSN, Jacksonville State University
- 2013 – ADN, Jefferson State Community College

## Business Experience

- 06/2023 - Present, Plan of Care Advising LLC, Founder
- 03/2023 - 05/2023, Care Wealth Management, Investment Adviser Representative
- 08/2022 - 12/2022, The Prudential Insurance Company of America, Registered Representative
- 08/2021 - 03/2022, Pruco Securities, Financial Professional
- 11/2021 - Present, Aya Healthcare / Atlas Medstaff, Travel Registered Nurse

- 05/13 - 11/2021, Children's Hospital of Alabama, Registered Nurse

#### Professional Designations, Licensing & Exams

- S65 – Uniform Investment Adviser Law Examination – Passed, 04/25/2023
- S63 – Uniform Securities Agent State Law Examination – Credit, 01/02/2023
- S66 – Uniform Combined State Law Examination – Passed, 10/02/2021
- S7TO – General Securities Representative Examination – Passed, 09/04/2021
- SIE – Securities Industry Essentials Examination – Passed, 06/23/2021

## Item 3 – Disciplinary Information

No management person at Plan of Care Advising LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## Item 4 – Other Business Activities

Matthew A. Payne does not engage in any other investment-related business or occupation and does not have any pending applications to any other investment-related business.

Matthew A. Payne continues to work hours as a registered nurse.

## Item 5 – Additional Compensation

Matthew A. Payne does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through Plan of Care Advising.

## Item 6 – Supervision

Matthew A. Payne as Founder and Chief Compliance Officer of Plan of Care Advising is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

## Item 7 – Requirements for State Registered Advisers

Matthew A. Payne has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.