

Owen Financial Planning, LLC  
325-223-2800

2526 Rice Avenue, San Angelo, TX 76904

Form ADV - Part 2A

1/05/2021

This Brochure provides information about the qualifications and business practices of Owen Financial Planning, LLC. If you have any questions about the contents of the Brochure, please contact us at 325-223-2800 or Justin@owenfinplng.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

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

Additional information about OWEN FINANCIAL PLANNING, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Owen Financial Planning, LLC is 291749.

Item 2 - Material Changes.

You will promptly be provided with a new Brochure as needed, based on material changes or new information as necessary, or at any time you request, at no charge to you.

The brochure for Owen Financial Planning, LLC may be requested by contacting Justin Owen, President at 325-223-2800 or Justin@owenfinplng.com.

Additional information about OWEN FINANCIAL PLANNING, LLC is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The IARD number for OWEN FINANCIAL PLANNING, LLC is 291749. You can also find additional information via the SEC's website about any persons affiliated with OWEN FINANCIAL PLANNING, LLC who are registered, or are required to be registered, as investment adviser representatives of Owen Financial Planning, LLC.

Item 2 - Material Changes.....	2
Item 3 – Table of Contents.....	3
Item 4 – Advisory Business.....	4
Item 5 – Fees and Compensation.....	5
Item 6 – Performance-Based Fees and Side-By-Side Management.....	6
Item 7 – Types of Clients.....	7
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	7
Item 9 – Disciplinary Information.....	8
Item 10 – Other Financial Industry Activities and Affiliations.....	8
Item 11 – Code of Ethics.....	8
Item 12 – Brokerage Practices.....	9
Item 13 – Review of Accounts.....	9
Item 14 – Client Referrals and Other Compensation.....	10
Item 15 – Custody.....	10
Item 16 – Investment Discretion.....	10
Item 17 – Voting Client Securities.....	11
Item 18 – Financial Information.....	11
Item 19 – Requirements for State-Registered Advisers.....	11
Brochure Supplement(s)	

## **Item 4 - Advisory Business**

Owen Financial Planning, LLC (OFP or Advisor) is a limited liability company, formed under the laws of the State of Texas and established in 2017 by Justin M Owen. Justin is the President and Sole owner of the firm, OFP.

OFP provides fee-only financial planning, asset management and investment advisory services to individuals and families, regardless of income or portfolio size.

We are happy to provide you Fee-Only services and advice on a wide range of financial related issues, including (but not limited to):

- Cash Flow and Debt Management - Asset Allocation - Investment Selection and Management - Risk Management - College Funding - Retirement Planning - Budgeting - Insurance Analysis.

These Fee-Only services may be general in nature or concentrate on particular areas of interest or need, depending upon your unique circumstances. OFP's process is to understand your needs and goals first, acquire needed info, data and documents and to then develop a plan based upon your unique financial situation. You can choose to implement those items you are comfortable with implementing yourself or have us assist as you deem necessary. As a common example, you may wish to establish an emergency cash reserves account at your local bank without our help. You may also desire to open, rollover or allocate accounts should you be comfortable with doing so. If not, you may retain the services of our firm for those items you are not comfortable handling yourself. One common example would include hiring our firm to directly allocate, manage and rebalance your investment accounts.

OFP specializes in retirement planning and offers in depth, comprehensive financial planning and/or asset management services for individuals and families just getting started up to those nearing or in retirement, regardless of net worth.

A Financial Plan is a comprehensive, in-depth analysis of the several factors that may play a role in your financial life. The plan takes into consideration many pieces of your financial picture together for your benefit. An example of some of these pieces are taxes, income, risk tolerance, current needs, and major life changes such as retirement. Every plan is unique and therefore tailored to each individual client or family's unique goals, needs and objectives. For clients of financial planning services, such as retirement planning, a plan must be developed before any investment selection, allocation or implementation of advice can take place. Having a plan developed and in place helps both the client and advisor track progress toward goals and minimize risk. If no plan has been developed then there is no practical or logical way to track progress toward goals. All clients that desire retirement planning must have a financial plan in place as this provides a solid foundation on how a client should be invested based upon their unique needs and circumstances.

For clients who desire only asset allocation or account management services, a full plan is not required but still available if the client changes his or her mind later. With this approach, we take into consideration desired account growth, risk tolerance and timeline.

For clients who desire more personal ongoing investment management custom tailored to meet their individualized needs and investment objectives, OFP offers Investment Management Services on a discretionary or non-discretionary basis. Subject to any written guidelines, which you may provide, we may be granted the discretion and authority to manage your account. Accordingly, OFP is authorized to perform various functions, at the client's expense, without further approval from the client. Such functions include the determination of securities to be purchased/sold and the amount of securities to be

purchased/sold. Once the portfolio is constructed, we provide continuous supervision of your portfolio as changes in market conditions and your circumstances require.

With the non-discretionary investment management option all buy and sell decisions are ultimately made by you based on OFP's recommendations and OFP is not allowed to make any trades on your behalf. Therefore, it is your responsibility to execute these trades and provide us with copies of your investment statements to aid in our ability to monitor your portfolio and provide ongoing investment advice.

As of January 5, 2021 Owen Financial Planning, LLC manages \$2,186,118 in discretionary assets and \$0 in non-discretionary assets. Our total assets under management is \$2,186,118. Regardless of which services you choose from our firm it is important to note that you retain custody of your accounts at all times. You also can impose restrictions on investing in certain securities or types of securities as long as you provide your wishes to us in writing. For discretionary accounts our access is strictly limited according to the terms of the limited trading and fee authorization agreement you sign when establishing the account. Our access to your account is limited to monitoring your investments, executing trades, and collecting our investment advisory fees noted below (Item 5). At no time do we take physical custody of your accounts.

With discretionary investment management, your assets will be held at an agreed upon third party brokerage firm in your name and we manage your assets thru a limited trading authorization agreement. You will receive monthly or quarterly statements from the brokerage firm as well as all applicable end of year tax documents and communications. You will also have secure access to your funds, balances, positions, and other important account information directly from the brokerage firm as well.

The items covered in your plan are defined in the agreement we signed together. If you need additional items we will need to sign an additional agreement. We highly recommend you review your financial state no less than on an annual basis or anytime there is a major change in your life.

Owen Financial Planning, LLC is also available for seminars or educational workshops for organizations such as churches or schools. These events will be entirely at our discretion, educational in nature and done for no charge. Owen Financial Planning, LLC will not actively pursue these events but will consider them if approached by individuals or organizations seeking higher education as it pertains to financial & investment matters. Should Owen Financial Planning, LLC elect to participate in one of these events it will be done for no charge as the goal is not to seek new clients. Should any person desire to seek a relationship with our firm and become a client it will be separate from the educational event and fall under the same guidelines as listed above.

## **Item 5 - Fee's and Compensation**

### **Hourly Rate:**

OFP does not charge an hourly rate. All clients seeking financial planning services of any kind will have their fee disclosed up front and prior to rendering services. OFP charges a subscription fee that can be paid monthly, quarterly or annually. The minimum annual subscription charge for financial planning services is \$1200, unless otherwise disclosed. OFP's fee for any combination of financial planning services is based on 1% of annual household income.

### **Financial Planning Services Fee:**

For all clients seeking the development of a one time financial plan, ongoing financial planning services or any of the other services that we offer (not including Investment Management) the minimum subscription fee due will be \$1200 annually, unless otherwise disclosed. The fee for financial planning services is an ongoing, annual charge and will be perpetual unless terminated by the client or Advisor. The agreement may be terminated at any time and without penalty with written notice to the other. The Fee for Financial Planning services can be collected monthly, quarterly or annually, and will be disclosed to you prior to services rendered. Our fee's for financial planning services can be paid by direct draft through AdvicePay. As mentioned above, the cost of services can vary from client to client and depending upon annual household income. OFP reserves the right to discount prices for services at our discretion.

OFP does not participate in a wrap fee.

### **Investment Management Fee's:**

For accounts that are directly managed by OFP, fee's will be deducted directly from your account/ accounts in twelve equal parts on a monthly basis and according to the following: Fee's are billed in arrears based on the ending monthly balance of your account and according to the schedule below:

Investment Management Charge = 1% annually, regardless of the balance.

OFP reserves the right to discount fee's at our discretion.

You are free to use any brokerage firm of your own choice to purchase any of the mutual funds, ETFs, and other investments we recommend as part of your plan. We may also recommend a highly regarded firm to act as your custodian if you choose to have us manage your investments directly. Any fees, commissions, and other expenses charged by the brokerage firm are completely separate from our fees. You can learn more about brokerage fees and services in Item 12 Brokerage Practices of this brochure. You are encouraged to obtain a complete schedule of these fees from the service provider prior to entering into any engagement with a broker or custodian. Owen Financial Planning, LLC does not receive any payment or compensation from the broker and/or agency fees.

The fees and expenses of our services also are completely separate from any fees and expenses associated with the mutual funds, ETFs or other investments that we may recommend or invest in on your behalf. Each investment has an explanation of its expenses in its prospectus. You are encouraged to read the prospectus before investing if you are handling your investments on your own. Owen Financial Planning, LLC does not receive any payment or compensation of any kind from your investment transactions or the transactions we make on your behalf. The only compensation received by Owen Financial Planning, LLC is the fees we charge you directly for our planning/management services and any fees for assets directly under our management. OFP strives to only use mutual funds, ETF's and index funds that are "no load", low expense and well diversified whenever possible to keep cost down inside client accounts. Occasionally, OFP will use individual company stocks/bonds when market conditions favor these securities.

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

Owen Financial Planning, LLC does not charge any performance based fees. Performance based fees are fees based on a share of capital gains/appreciation of the assets of a client.

## **Item 7 - Types of Clients**

Owen Financial Planning, LLC offers financial planning and portfolio management services to individuals and families only, regardless of net worth. OFP has no minimum requirements for opening or maintaining an account at this time.

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

Owen Financial Planning, LLC uses the methods of analysis and investment strategies as detailed below:

Step 1) An in depth examination of you or your family's unique financial situation, needs, goals, objectives and tolerance for risk will first be completed. This is completed through extensive questionnaires that you complete as well as in depth conversations that we will have together. Next, we use the data acquired from the questionnaires and conversation as well as documents you supply to complete an analysis. The goal is to fully understand your personal situation, so it is imperative that we are provided with a complete and accurate picture of your financial condition.

Step 2) We then use the data gathered to put together a plan that balances the applicable components of your financial picture into a financial plan that is optimized around your entire financial picture, as opposed to one single account or one single individual.

Step 3) We use our best judgment to make asset allocation and investment decisions. Our goal is to help you achieve your overall financial objectives and at the same time keep risk and cost down as much as can be done.

Asset allocation is a key component of investment portfolio design. We believe that the appropriate allocation of assets across diverse investment categories (stock vs. bond, foreign vs. domestic, large cap vs. small cap, high quality vs. high yield, etc.) is critical in the long-term success of one's financial objectives.

Our investment selection, philosophy, and implementation strategy is to focus on fundamental analysis. We take into account transactions costs, underlying fees and expenses, turnover, and tax impact when making investment decisions. Our recommendations are based on publicly available reports, analysis, research materials, computerized asset allocation models, and various subscription services. All investments have some risk associated with them and all have a potential for loss. Clients should be prepared to bear this risk of loss. Our research based approach focuses on lower turnover and expense within your overall investment portfolio in order to minimize transaction costs and tax impact. Taxes and fees as well as any potential risks and rewards to your overall investment portfolio are always considered when determining whether to buy or sell any given security in your account. The ultimate goal is to maximize your returns after fees, taxes, and expenses while minimizing unnecessary risks to your financial health.

## **Item 9 - Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Owen Financial Planning, LLC or the integrity of Owen Financial Planning, LLC's management.

Owen Financial Planning, LLC and its management have had no legal and/or disciplinary events, and does not have any pending events.

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

OFP focuses primarily on providing financial planning advice, which includes investment analysis, recommendations, and investment management. In addition however, the advisor will volunteer services to Christian based organizations & schools if requested, and at our discretion.

In addition to service to clients, we may provide referrals to other professionals, such as CPAs, attorneys, real estate professional etc. OFP does not have agreements with and does not receive/provide referral fees from any other professionals to which it refers business.

Owen Financial Planning, LLC is not registered as, nor do we have an application pending as a securities broker-dealer. We are also not registered and do not have an application pending as a futures commission merchant, commodity pool operator, or commodity-trading adviser.

We may execute or recommend that clients execute their securities transactions through various firms including, but not limited to broker-dealers such as Altruist, Interactive Brokers (IBKR) or Betterment. These firms may charge commissions (ticket charges) for executing our transactions. We do not receive any part of these separate charges which are assessed directly to clients. These firms do not have a role with respect to Adviser's investment advisory accounts, however they may serve as the broker-dealer in cases where clients wish to execute recommendations as part of the implementation of a financial plan. It is important to note that these broker-dealers do not maintain supervisory relationships with respect to OFP or its representatives nor are they in any way affiliated with us. We are independently owned and operated.

We do not have any other arrangements that are material to our advisory business or our clients with a related person who is a broker-dealer, investment company, other investment adviser, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer or entity that creates or packages limited partnerships.

No one associated with Owen Financial Planning, LLC or any related person is a general partner in any partnership that solicits clients to invest.

## **Item 11 - Code of Ethics**

It will be common for employees of OFP and other related parties to the advisor to own securities that we also recommended to you. However, at no time will we or any related party receive preferential treatment

over you. It should be noted that the securities owned by and recommended by OFP will create no conflict of interest.

Owen Financial Planning, LLC has adopted a code of ethics that sets forth the basic policies of ethical conduct for everyone associated with the firm. This code of ethics governs employees' personal trading and is intended to ensure that their securities transactions are conducted in a lawful manner that avoids any actual or potential conflicts of interest between such persons and clients of the firm.

A copy of the firm's code of ethics is available upon request by any client or potential client. Owen Financial Planning, LLC adheres to the Certified Financial Planner Board of Standards Code of Ethics, which may be found at: [www.cfp.net/learn/ethics.asp](http://www.cfp.net/learn/ethics.asp) and the National Association of Personal Financial Advisors ("NAPFA") Fiduciary Oath, which can be found at <http://www.napfa.org/about/FiduciaryOath.asp>.

## **Item 12 - Brokerage Practices**

Owen Financial Planning, LLC is not associated with any broker-dealer firm. OFP will however make recommendations to use the services of a low-cost provider, such as, Altruist, Interactive Brokers and or Betterment Securities when the need arises. Broker or custodian recommendations are based on individual client needs. Due to the fact that each client may only have access to certain investment products, level of service, brokerage fees and commissions, our recommendations will be tailored to fit each individual client. We receive no referrals, benefits, or compensation of any kind from these firms. OFP receives no "soft dollar benefits" of any kind. OFP does not aggregate trades at this time. OFP only rebalances accounts on an annual basis or if a change in your life, or the market, provides good cause. It is possible that this practice could cause a higher purchase price on some securities should your rebalance fall directly after another clients rebalance date.

## **Item 13 - Review of Accounts**

Owen Financial Planning, LLC recommends all its clients have periodic financial check-ups and portfolio reviews no less than on an annual basis. We will send out a reminder to inform you that an annual review is needed. We will initiate contact with you anytime a review is needed. You are also encouraged to contact us whenever there is any major change in your financial circumstances, condition, goals, or situation that we may not be aware of. It is the preference of OFP to check held away accounts no less than quarterly. OFP will send reminders to clients indicating this but it is the responsibility of the client to see that the needed statements are provided to the Advisor upon request.

Each engagement between you and OFP is separate, meaning the Service Agreement covers only what was specified in its terms. Additional services will require we implement an additional Service Agreement and collect any related fees.

Discretionary accounts managed by us are monitored and reviewed on a routine basis, which is no less than Monthly. Non-discretionary accounts such as a client's 401k are reviewed whenever statements are provided to us by the client which is usually no less than quarterly. Clients who have an investment advisory agreement with us are also entitled to an included one hour annual review of their investment accounts and financial plan. In certain cases it may be necessary to review progress more frequently than

annually. If so, these additional reviews are to be determined by the Advisor. At this review we will examine the progress and performance of the accounts in relationship to the original plan and determine if any adjustments are needed. We also provide a written performance report to the client during or promptly following the review.

Recommendations, advice, and primary client contact is provided by Justin Owen, President and Principal Owner of the firm.

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

Owen Financial Planning, LLC nor any related person has any arrangements, either orally or in writing, to be paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients. It is also our policy not to receive any compensation, either directly or indirectly, for client referrals. The only compensation OFP receives is in the form of fees paid directly by the client.

## **Item 15 - Custody**

Custody--holding, directly or indirectly, client funds or securities, or having any authority to obtain possession of them. The investment adviser has custody if a related person holds, directly or indirectly, client funds or securities, or has any authority to obtain possession of them, in connection with advisory services the investment adviser provides to clients. Custody includes: any arrangement (including a general power of attorney) under which the investment adviser is authorized or permitted to withdraw client funds or securities maintained with a custodian upon the investment adviser's instruction to the custodian. Clients shall remain in custody and control of all their assets and accounts at all times.

OFP shall at no time take physical custody of the client's assets, accounts, or investments.

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct your custodian to deduct our advisory fees directly from your account. Your custodian maintains actual custody of your assets.

Statements for your accounts will come from the custodian holding your investments per your agreement with them. OFP encourages you to review and verify your account every time you receive a statement which should be on a quarterly basis.

## **Item 16 - Investment Discretion**

Owen Financial Planning, LLC accepts discretionary authority to manage security accounts on behalf of those clients who enter into a discretionary investment advisory agreement with our firm. The client must also execute any limited trading and fee authorization forms required for all investment accounts in which they want to give us this authority. Owen Financial Planning, LLC also provides services on a non-discretionary basis as well. Should you desire to seek our services but manage your own held away

accounts we will then enter into a non-discretionary relationship. You can still partake in the services that we offer but would be fully responsible to implement the advice on your accounts as we would not have authority to do so on your behalf.

Clients should also communicate to us in writing any limitations they wish to place on the securities or types of securities selected in their accounts. Owen Financial Planning, LLC requires all clients who wish to give us discretionary authority on their accounts to first have a financial plan in place from our firm. This financial plan will take into account your specific financial situation, tolerance for risk, as well as your investment objectives and goals. The plan will also help determine the long-term strategic allocation necessary for us to choose those investments that will help best meet your goals.

### **Item 17 - Voting Clients Securities**

As a matter of firm's policy and practice, Owen Financial Planning, LLC does not have any authority to and does not vote proxies on behalf of advisory client's. It is the client's responsibility for receiving and voting proxies for any and all securities maintained in client portfolios.

Owen Financial Planning, LLC may provide advice to clients regarding the clients' voting of proxies at the client's request and also at our own discretion.

### **Item 18 - Financial Information**

This item requires Registered Investment Advisers to provide you with certain financial information or disclosures about Owen Financial Planning, LLC's financial condition. At this time, Owen Financial Planning, LLC has:

- no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients,
- has not been in the past, is not currently, and is not pursuing any bankruptcy proceeding

### **- Item 19 - Requirements for State Registered Advisers**

This item requires State Registered Investment Advisers to provide you with certain information or disclosures about the principals of Owen Financial Planning, LLC.

- Completed and passed Series 65 exam to obtain certification
- Associate Wealth Manager with Miller Premier Investment Planning, LLC
- President and Founder of Owen Financial Planning, LLC

Ethics disclosure:

- No past, current or pending arbitration settlements
- No past, current or pending civil or criminal actions
- No past, current or pending personal bankruptcy proceedings

