

# PLAN B INVESTMENTS, INC.

## Form CRS Customer Relationship Summary

<b>FIRM INTRODUCTION</b>	<p>Plan B Investments, Inc. ("PBII") is a dually registered firm which means that we are both an Investment Advisor, registered with the State of California, and a Broker-Dealer, registered with the SEC and a member of the Financial Industry Regulatory Authority ("FINRA"). Detailed information regarding PBII Investments, Inc. can be found on public websites including <a href="http://www.finra.org">www.finra.org</a> and <a href="http://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a>. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. For more information, free and simple tools are available to research firms and financial professionals at <a href="http://Investor.gov/CRS">Investor.gov/CRS</a>, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>	
<b>WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?</b>	<p>We offer both broker-dealer (brokerage) and investment advisory services to individuals, their families and small businesses.</p> <p><b><u>Broker-Dealer Services:</u></b></p> <p>PBII provides <b>non-discretionary</b> brokerage services utilizing a limited menu of investment products such as mutual funds and variable annuities. We provide you with individualized recommendations which are discussed with you prior to transacting any purchase or sale.</p> <p>If you open a brokerage account, you will pay us a transaction based fee, generally referred to as a commission, every time you purchase an investment. Although you will not pay a transaction fee to sell one of these securities, you may incur what is called a surrender fee. <b>Non-discretionary</b> brokerage services means that all suggested changes to your account will be discussed with you prior to implementation and only upon your expressed authorization will they be implemented.</p> <p>PBII does not have minimum account requirements to open a brokerage account but some of our custodians may require a minimum ongoing balance to be retained in the account.</p> <p>We do not provide account monitoring services or custody of your brokerage account. Custody is provided by one of our third-party companies (custodians) depending on the type of investments you purchase.</p> <p>When you open a brokerage account you establish a transactional, commission-based relationship with PBII that differs from the fee-based, financial planning services we offer through our investment advisory platform and is more limited in scope of services provided.</p>	<p><b><u>Investment Advisory Services:</u></b></p> <p>PBII provides <b>non-discretionary</b> investment advisory services using several different types of investment products which may include: stocks, bonds, ETF's, mutual funds, U.S. government securities, money market accounts and real estate investment trusts (REITs), depending on your needs and objectives.</p> <p>PBII also offers the option of <b>discretionary</b> investment advisory services to clients through our relationship with Third-Party Manager/Investment Advisors.</p> <p>We offer clients the option of <u>Continuing Financial Advisory Consultations</u> (consultation only) or <u>Comprehensive Financial Planning</u> services.</p> <p>For clients that choose <u>Continuing Financial Advisory Consultations</u>, you will schedule subsequent appointments. There is no minimum asset requirement for a Financial Advisory Consultation. Under this option there is not any ongoing account monitoring provided or reports generated for you.</p> <p>For clients that select <u>Comprehensive Financial Planning</u>, your financial plan includes review and analysis of assets with a minimum account size requirement of \$25,000. PBII provides recommendations for allocating assets to provide diversification in accordance with client's risk tolerance, investment objectives, current and future financial needs, time related goals and tax status.</p> <p>For this option, investment advisory services are provided through a Third-Party Manager/Investment Advisor whose strategy aligns best with your goals and objectives. The Third-Party Manager/Investment Advisor's custodian will provide custody of your investment assets. As part of your financial plan, PBII conducts on-going reviews and evaluations of the Third-Party Manager/Investment Advisor. For a full list of planning details and options, please see our ADV Part 2A Brochure.</p>

<p><b>WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME? (CONT.)</b></p>	<p>Depending on your needs and investment objectives, we can provide you with services in a brokerage account, investment advisory account, or both at the same time. This document gives you a summary of the types of services we provide and how you pay. Please feel free at any time to ask us for more information regarding any of our services.</p> <p><b>You should carefully consider which types of accounts and services are right for you. All of our services are designed to take into account your investment objectives, your risk tolerance, your time horizon, and other financial decisions important to you.</b></p> <p><b>CONVERSATION STARTERS.</b> Ask your financial professional:</p> <ul style="list-style-type: none"> <li>• <i>Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?</i></li> <li>• <i>How will you choose investments to recommend to me?</i></li> <li>• <i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i></li> </ul> <p><b>For Additional Information</b> on our services please see our Reg BI Disclosure and our ADV Part 2A Brochure Items 4 and 13.</p>	
<p><b>WHAT FEES WILL I PAY?</b></p>	<p><b><u>Broker-Dealer Services:</u></b></p> <p>Commissions represent the compensation we receive if acting as your ‘broker’ when providing investment recommendations in brokerage-only accounts. We subsequently buy securities on your behalf based on recommendations we have made to you or complete unsolicited investment transactions you have instructed us to make. These commission charges are made through the broker-dealer side of PBII. The commission on each transaction depends on the asset purchased (mutual fund or annuity).</p> <p>When purchasing ‘load’ mutual funds or variable annuities, we receive compensation (commissions) directly from the fund or insurance company. This typically ranges from 0.00% up to 5.75% depending on the size of the purchase, the type of share class of the purchase, and the compensation schedule of the fund or insurance company.</p> <p>As compensation for providing ongoing information and services relating to your investment, we receive servicing fees, sometimes referred to as a ‘trail’ or 12(b)1 fee. These fees range from 0.00% to 1.00% but the majority are below 0.85%.</p> <p>Some investments may be subject to surrender charges if the investment is sold prior to meeting the required minimum holding period. Additional information is available in the prospectus of the mutual fund or variable annuity you are purchasing regarding any holding period requirements.</p>	<p><b><u>Investment Advisory Services:</u></b></p> <p>PBII earns a per hour fee for <u>Continuing Financial Advisory Consultations</u> or a Flat-Fee (asset-based fee) for <u>Comprehensive Financial Planning</u>.</p> <p>For <u>Continuing Financial Advisory Consultations</u>, the fee is \$250 per hour with an initial minimum fee of 2 hours (\$500). These hourly rates are negotiable.</p> <p>For <u>Comprehensive Financial Planning</u>, a Third-Party Manager/Investment Advisor is selected to manage your accounts directly. For these accounts, the advisory fee is calculated as a percentage of assets under management. Fees are calculated based upon the market value of the assets held in your account as of the last business day of the preceding calendar quarter. This fee is payable either in advance or in arrears as elected on the client agreement and is negotiable. In addition to the advisory fee, clients pay normal costs of transactions and executions charged by the Third-Party Manager/Investment Advisor.</p> <p>The Third-Party Manager/Investment Advisor, the will determine the investment advisory fee. PBII’s compensation from the Third-Party Manager/Investment Advisor’s fees will be 1.05% or less of assets under management. Fees are negotiable to the extent they are negotiable by the Third-Party Manager/Investment Advisor.</p> <p>There are additional fees relating to IRA and Qualified Retirement Plan accounts that you normally incur such as maintenance and termination fees. These types of fees are charged directly from the Third-Party Manager/Investment Advisor’s custodian that is holding your investment account. You will find these fees disclosed in the account application paperwork provided to you associated with these type of accounts.</p>

<p><b>WHAT FEES WILL I PAY? (CONT.)</b></p>	<p>For <b>brokerage accounts</b>, you will be charged with each new purchase completed in your account and therefore PBII may have an incentive to encourage you to invest more assets.</p> <p>For <b>investment advisory accounts</b>, the more assets in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account.</p> <p><i><b>You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.</b></i></p> <p><b>CONVERSATION STARTER.</b> Ask your financial professional:</p> <ul style="list-style-type: none"> <li>• <i><b>Help me understand how these fees and costs might affect my investments? If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?</b></i></li> </ul> <p><b>For Additional Information</b> on specific fees and how fees are calculated, refer to our Reg BI Disclosure (for broker-dealer services), and/or our ADV Part 2A Brochure Item 5 (for investment advisory services) and your account application paperwork.</p>
<p><b>WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS AS MY BROKER-DEALER OR WHEN ACTING AS MY INVESTMENT ADVISER?</b></p> <p><b>HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTERESTS DO YOU HAVE?</b></p>	<p><i><b>When we provide you with a recommendation as your broker-dealer or act as your investment adviser</b></i>, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:</p> <p>PBII is a ‘dually registered’ firm. This means that PBII is both a broker-dealer and investment advisor. A conflict exists because PBII may receive compensation for securities transactions placed through the broker-dealer side of PBII for investment advisory services. PBII addresses this conflict by disclosing our dual registration status to our clients and not requiring that our brokerage clients purchase advisory services from PBII.</p> <p>In addition, PBII is also an insurance agency registered with the State of California as PBII Insurance Agency. PBII may recommend to clients, products or services provided through its affiliation with one or more insurance providers. To address this conflict, in the event that any insurance products are recommended, PBII discloses our Insurance Agency affiliation and advises that the client is under no obligation to purchase the insurance product through PBII and will be provided with the opportunity to purchase the product through an unaffiliated insurance agency. PBII receives compensation for sales of such insurance products transacted through PBII Insurance Agency which is in addition to the fees mentioned above.</p> <p>You are encouraged to ask us about any conflict presented and review your account paperwork, our Reg BI Disclosure and our ADV Part 2A Brochure for additional details on these sources of compensation and the associated conflicts of interest.</p> <p><b>CONVERSATION STARTER.</b> Ask your financial professional:</p> <ul style="list-style-type: none"> <li>• <i><b>How might your conflicts of interest affect me, and how will you address them?</b></i></li> </ul> <p><b>For Additional Information</b> about our conflicts please see our Reg BI Disclosure and our ADV Part 2A Brochure Items 5, 10 and 14.</p>
<p><b>HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?</b></p>	<p>For investment advisory accounts, our financial professionals are compensated through the investment advisory service fees described on page 2 of this Relationship Summary.</p> <p>In addition to providing advisory services, our financial professionals receive commissions for any investment products they may sell to you in a brokerage account in their capacity as registered representatives of PBII’s broker-dealer. The level of compensation received for transactions in a brokerage account depends on the type of product purchased.</p> <p>To eliminate potential conflict, PBII does not use a performance-based fee structure.</p>

<b>HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY? (CONT.)</b>	<p>Non-cash compensation is provided to financial professionals in the form of education meetings and recognition trips. Portions of these programs are subsidized by external vendors and affiliates, such as mutual fund companies and insurance carriers. Consequently, product providers that sponsor and/or participate in education meetings and recognition trips gain opportunities to build relations with financial professionals, which could lead to sales of such product provider's products.</p> <p><b>For Additional Information</b> regarding our financial professional's compensation please see our Reg BI Disclosure.</p>
<b>DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?</b>	<p>No, the firm and its financial professionals have not been involved in legal or disciplinary events related to past or present investment clients.</p> <p><b>CONVERSATION STARTER.</b> Ask your financial professional:</p> <ul style="list-style-type: none"> <li>• <i>As a financial professional, do you have any disciplinary history? For what type of conduct?</i></li> </ul> <p><b>For Additional Information</b> please see our ADV Part 2A Brochure Item 9. To find out more about us and our financial professionals, visit <a href="http://Investor.gov/CRS">Investor.gov/CRS</a> or <a href="http://Brokercheck.finra.org">Brokercheck.finra.org</a>.</p>
<b>ADDITIONAL INFORMATION</b>	<p>For additional and up-to-date information about our services, or to request a copy of this Relationship Summary, please contact our firm at 888-511-4611, or by email at: <a href="mailto:mpo@planbii.com">mpo@planbii.com</a>.</p> <p><b>CONVERSATION STARTERS.</b> Ask your financial professional:</p> <ul style="list-style-type: none"> <li>• <i>Who is my primary contact person? Is he or she a representative of an investment-advisor or a broker-dealer?</i></li> <li>• <i>Who can I talk to if I have concerns about how this person is treating me?</i></li> </ul>

**FORM ADV - PART 2A**  
**December 31, 2020**

**Plan B Investments, Inc.**  
4512 N. Clybourn Avenue, Suite 100  
Burbank CA 91505

Mailing:  
PO Box 2639  
Toluca Lake, CA 91610-0639

888-511-4611

This brochure provides information about the qualifications and business practices of Plan B Investments, Inc. If you have questions about the contents of this brochure, please contact us at the phone number above. 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.

Additional information about Plan B Investments, Inc. also is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## **Item 2: Material Changes:**

---

### **Annual Update**

The Material Changes section of this Brochure will be updated annually when material changes occur after the previous release of this Brochure. When there are Material Changes to our business, we will inform you by providing a new Brochure or giving you a summary of the changes we made.

Since our last annual amendment on December 31, 2019, the following change has been made:

- PBII has entered into a referral/solicitor compensation arrangement with some of the Third-Party Managers/Investment Advisors that provide investment management services.

### **Full Brochure Available**

You may request a free copy of our Brochure at any time by contacting Martin P. O'Malley, Jr. at (888) 511-4611 or mpo@planbii.com.

### **Item 3: Table of Contents**

<b>ITEM 2: MATERIAL CHANGES:</b>	<b>2</b>
<b>ITEM 4: ADVISORY BUSINESS</b>	<b>4</b>
<b>ITEM 5: FEES AND COMPENSATION</b>	<b>7</b>
<b>ITEM 6: PERFORMANCE-BASED FEES</b>	<b>8</b>
<b>ITEM 7: TYPES OF CLIENTS</b>	<b>8</b>
<b>ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS</b>	<b>9</b>
<b>ITEM 9: DISCIPLINARY INFORMATION</b>	<b>10</b>
<b>ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS</b>	<b>10</b>
<b>ITEM 11: CODE OF ETHICS AND CONFLICTS OF INTEREST</b>	<b>11</b>
<b>ITEM 12: BROKERAGE PRACTICES</b>	<b>12</b>
<b>ITEM 13: REVIEW OF ACCOUNTS</b>	<b>13</b>
<b>ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION</b>	<b>13</b>
<b>ITEM 15: CUSTODY</b>	<b>13</b>
<b>ITEM 16: INVESTMENT DISCRETION (WITH PLAN B INVESTMENTS, INC.)</b>	<b>14</b>
<b>ITEM 17: VOTING CLIENT SECURITIES</b>	<b>14</b>
<b>ITEM 18: FINANCIAL INFORMATION</b>	<b>14</b>
<b>ITEM 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS</b>	<b>14</b>
<b>FORM ADV PART 2B: BROCHURE SUPPLEMENT</b>	

**MARTIN P. O'MALLEY, JR. (CRD# 1522931)**

#### **Item 4: ADVISORY BUSINESS**

---

**Plan B Investments, Inc.** ("Firm" or "Advisor") was founded by Martin P. O'Malley, Jr. in March 2006 and is a state-registered Investment Advisor in California. Martin P. O'Malley, Jr. is the principal owner of the firm and is currently the sole Registered Advisory Agent of Plan B Investments, Inc. Detailed information regarding Plan B Investments, Inc. and Mr. O'Malley can be found on public websites including [www.finra.org](http://www.finra.org) and [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Plan B Investments, Inc. provides personalized confidential Financial Planning services to individuals and small businesses. These services are individually structured to meet the particular needs and objectives of each client. Plan B Investments, Inc. incorporates all aspects of its client's financial situation including financial objectives and goals, time parameters and risk tolerance. Plan B Investments, Inc. may recommend specific investments for its clients and, if appropriate, recommend or select outside Third-Party Manager/Investment Advisors to implement such strategies.

Plan B Investments, Inc. provides **non-discretionary** investment advice using several different types of investment products which may include stocks, bonds, ETF's, mutual funds, U.S. government securities, money market accounts and real estate investment trusts (REITs), depending on your needs and objectives. We do not provide advice on commodities, futures, commercial paper, or Bitcoin. When applicable, clients may place restrictions on investing in certain securities, or types of securities. We do not take discretionary trading authority over your accounts. You make the final decision on investment selection. You always maintain investment control. A non-discretionary investment advisory account is an account where buy and sell decisions are made by the client. This means that you must direct all transactions to be completed on an account. We do not have the ability to complete transactions without first getting permission from the you.

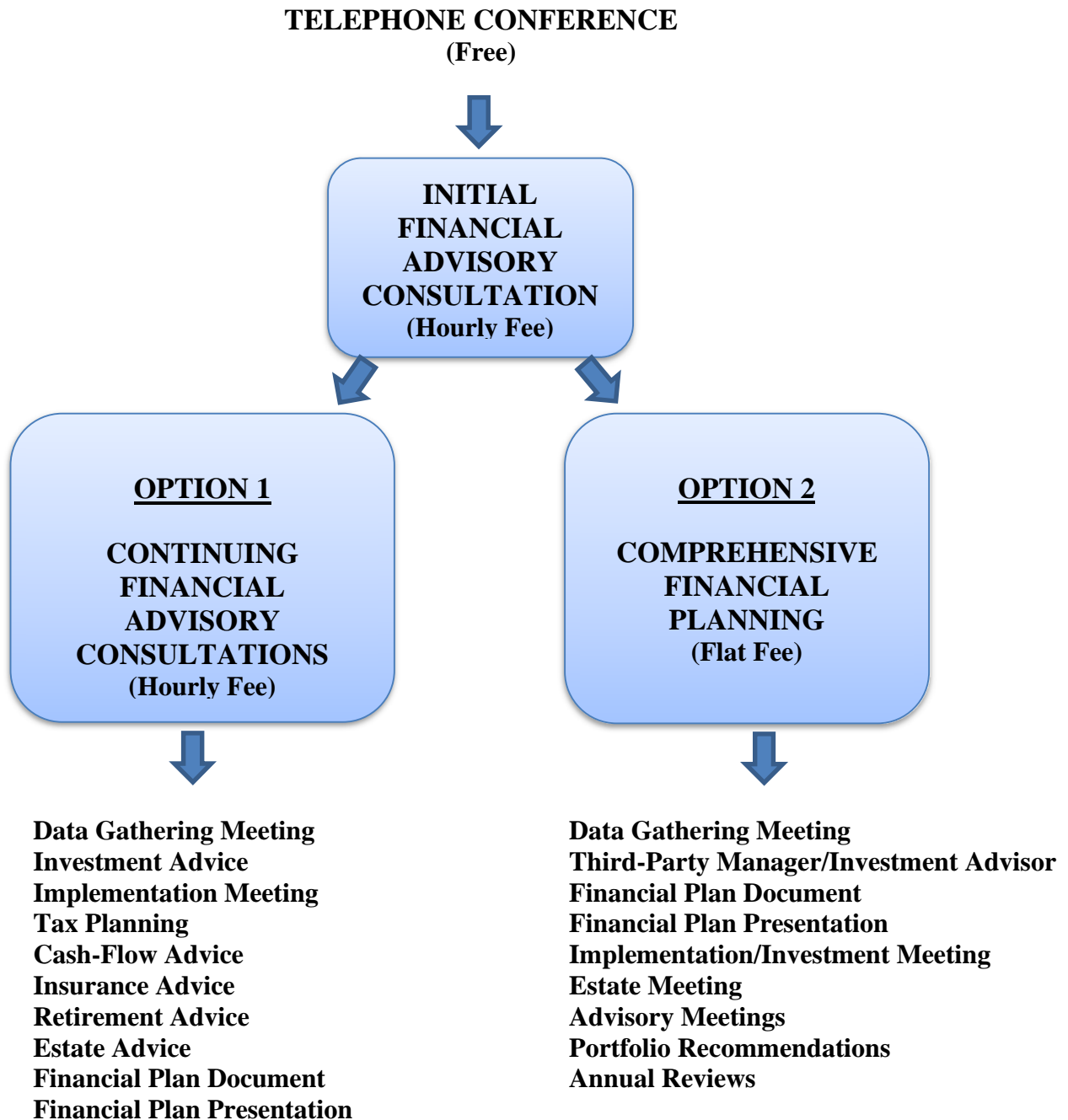
Plan B Investments, Inc. offers the option of **discretionary** personal financial advisory services to clients through our relationship with Third-Party Manager/Investment Advisors. A discretionary investment advisory account is an account where buy and sell decisions are made by your portfolio manager for your account. The term "discretionary" refers to the fact that investment decisions are made at the portfolio manager's discretion.

The initial contact is a **TELEPHONE CONFERENCE** where we get personal and financial information about you in preparation for a face-to-face meeting. This call is free of charge and helps us determine the extent to which Financial Planning will be of benefit to you and allows you to ask questions about our process. The Financial Planning sequence includes ongoing meetings and account reviews. Other professionals, such as lawyers and accountants, etc., are included in the meetings by telephone as needed, making the most of your time with us.

The **INITIAL FINANCIAL ADVISORY CONSULTATION (IFAC)** is \$250 per hour with an initial 2-hour minimum (initial \$500 minimum) or as long as needed. First, we gather important information about you, your goals, and your objectives. We then prepare "hypothetical" reports showing your initial financial situation to be used during the meeting. This is the framework that allows Plan B Investments, Inc to know you well enough to answer your investment questions. This is an advice only meeting and **no** investments are made. At the end of the IFAC meeting, Plan B Investments, Inc will recommend either:

1. **CONTINUING FINANCIAL ADVISORY CONSULTATIONS**, or
2. **COMPREHENSIVE FINANCIAL PLANNING**. If suitable for Comprehensive Financial Planning, you will be provided a fee quote for these services.

## **TYPES OF ADVISORY SERVICES**



## **OPTION 1 CONTINUING FINANCIAL ADVISORY CONSULTATIONS**

### **FEE: HOURLY**

Those who choose this option will schedule subsequent appointments. There is no minimum asset requirement for a Financial Advisory Consultation. Under this option there are not any ongoing reports generated for you. For review and evaluation of a client's portfolio, asset allocation, or other situations, the Investment Advisory fee is \$250.00 per hour, with an initial minimum of \$500.00. Meetings may last as long as required by the client. A good faith estimate of time and charges will be provided and Plan B Investments, Inc. and the client will negotiate the method of payment. The fees charged by Plan B Investments, Inc. are negotiable.

## **OPTION 2 COMPREHENSIVE FINANCIAL PLANNING**

### **FEE: FLAT FEE WITH CONTINUING PERCENTAGE OF ASSETS UNDER MANAGEMENT, BILLED QUARTERLY**

#### *Our Philosophy*

We use the orthodox Financial Planning process for Certified Financial Planners, which includes six steps:

- Data Gathering
- Goal Setting
- Identifying Financial Problems
- Providing a written Financial Plan Document
- Implementing of Recommendations
- Continuous and Regular Supervisory and Management Services

#### *Our Process*

Our Financial Planning process begins with construction of your Financial Plan document. Once created, we look to find a Third-Party Manager/Investment Advisor whose strategy aligns best with your goals and objectives.

Your financial plan includes review and analysis of assets, including securities, real estate, insurance, pension and profit sharing plans, and other tangible assets to establish a baseline portfolio. Plan B Investments, Inc. provides recommendations for allocating assets to provide diversification in accordance with client's risk tolerance, investment objectives, current and future financial needs, time related goals and tax status. When applicable, clients may place restrictions on investing in certain securities, or types of securities.

Plan B Investments, Inc. conducts on-going reviews and evaluations of the Third-Party Manager/Investment Advisors and performs comparisons of results to market standards and related indices. From time to time, Plan B Investments, Inc. may recommend replacing a Third-Party Manager/Investment Advisor based on this review and evaluation. Plan B Investments, Inc. also conducts at least quarterly reviews of all client accounts to determine whether optimal asset allocation is being implemented.

Plan B Investments, Inc.'s Option 2, the Comprehensive Financial Planning Program, requires with a minimum account size of \$25,000. This option offers you unlimited hours of consultation without an hourly charge.

Clients are not required to complete investments with Plan B Investments, Inc. Clients are able to implement the investment and insurance recommendations created on their behalf by Plan B Investments, Inc. with any broker-dealer or agent of their choosing.

You may discontinue participating with the Comprehensive Financial Planning Program at any time and instead opt to transfer to our Continuing Financial Advisory Consultation Service, which charges hourly fees.

## **ITEM 5: FEES AND COMPENSATION**

---

### **Summary Description of Fees and Compensation**

As stated above, Plan B Investments, Inc. earns a per hour fee under Option 1 or a Flat-Fee under Option 2.

Under Option 1, the fee is \$250.00 per hour, with an initial minimum of \$500.00. The Client may terminate this program at any time. Upon termination, Clients shall be entitled to a refund of all deposits not already earned by Plan B Investments, Inc. Should the Client terminate their Option 1 hourly agreement within five (5) business days, they will receive a refund of no less than one-half of the retainer provided, or any unearned portion of the retainer, whichever is greater.

Under Option 2, when a Third-Party Manager/Investment Advisor is selected to manage your accounts directly, the advisory fee is calculated as a percentage of assets under management. Fees are calculated based upon the market value of the assets held in your account as of the last business day of the preceding calendar quarter. This fee is payable either in advance or in arrears as elected on the client agreement and is negotiable. In addition to the advisory fee, clients pay normal costs of transactions and executions.

Your account will be held with the Third-Party Manager/Investment Advisor custodian where your fees will be assessed and deducted. When applicable, the fee will be paid to Plan B Investments, Inc. by the Third-Party Manager/Investment Advisor from the fees it charges to the client. Any transaction fees are included in the transaction amount charged or credited to the account by the custodian. For more complete fee details, please see the applicable Third-Party Manager/Investment Advisor's disclosure brochures, investment advisory contracts, and account opening documents. Clients are encouraged to contact Plan B Investments, Inc. with any questions regarding the nature of fees charged to their account(s).

In the event that the client's account is referred to a Third-Party Manager/Investment Advisor, the Third-Party Manager/Investment Advisor will determine the fee. The client is advised to carefully review the fees and charges disclosed in the Third-Party Manager/Investment Advisor's Form ADV and brochure. The Third-Party Manager/Investment Advisor's fees are paid quarterly in advance or in arrears as required by the Third-Party Manager/Investment Advisor and are negotiable to the extent they are negotiable by the Third-Party Manager/Investment Advisor. **Plan B Investment, Inc.'s compensation from the Third-Party Manager/Investment Advisor's fees will be 1.05% or less of assets under management.** The Third-Party

Manager/Investment Advisor and Plan B Investments, Inc. will provide clients with a separate written disclosure document that provides detailed information regarding the fee split, the overall fee, the basis for calculating the fee and other important information that the client can review to determine if this is the right program for their investment needs. Please see “Client Referrals and Other Compensation” for more information about these fees and related conflicts of interest.

If an account is opened during the quarter, the advisory fee will be prorated from the date the account is funded to the end of the quarter.

The Agreement for services with a Third-Party Manager/Investment Advisor may be terminated at any time by written notification by either party to the other. The contract shall terminate upon receipt of such notification. A pro-rata refund of the fee paid will be provided for any time remaining in the fee period (if any). A client may terminate the Advisory Agreement by notifying Plan B Investments, Inc. in writing of the termination. The date of termination will be the date the termination notice is received by Plan B Investments, Inc.

There are additional fees relating to IRA and Qualified Retirement Plan accounts that you normally incur such as maintenance and termination fees. These types of fees are charged directly from the Third-Party Manager/Investment Advisor’s custodian that is holding your investment account. You will find these fees disclosed in the account application paperwork provided to you associated with these accounts.

In addition to providing advisory services, our Advisory Representatives have the ability to offer to sell you securities products and other investment and insurance products in their capacity as registered representatives of Plan B Investments, Inc. and as licensed insurance agents of PBII Insurance Agency. We will receive additional compensation in connection with this activity and the amount of compensation will depend on the type of product purchased. We will have a greater financial incentive to sell certain products as opposed to others (for example, in the case of mutual funds those that have a higher 12b-1 fee than others). While our security transactions are reviewed for suitability by an appointed supervisor, you should be aware of the incentives we have to sell certain securities products and are encouraged to ask us about any conflict presented.

Please be aware that you are under no obligation to purchase products or services recommended by us or members of Plan B Investments, Inc. in connection with providing you with any advisory service that we offer.

---

## **ITEM 6: PERFORMANCE-BASED FEES**

---

### **Sharing of Capital Gains**

Fees are NOT based on a share of the capital gains or capital appreciation of any of your investments. Plan B Investments does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

---

## **ITEM 7: TYPES OF CLIENTS**

---

Plan B Investments, Inc. provides advisory services to individuals, couples, widows/widowers, retirees, family trusts and estates, 401(k) and retirement plans, and small business owners. When

a business owner has a retirement plan, such as a pension or profit-sharing plan, we may also include that plan.

### **Account Asset Minimums**

- Continuing Financial Advisory Consultations (Option 1): No minimums.
- Comprehensive Financial Planning (Option 2): Minimum \$25,000. Plan B Investments may lower this minimum in certain instances.

## **Item 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

---

**Investments in securities involve the risk of loss and the client should be prepared to bear such loss.**

All investments have risks associated with them. For example, clients in equities run the risk that the market as a whole could decline, dragging otherwise healthy stocks with it. Bond clients could see their income reduced by rising inflation. Equity and bond clients could experience a changing legal and regulatory requirement that could detrimentally impact their portfolio. Many times, a client will assume one type of risk in the effort of avoiding another. For instance, a client may have fled the volatile equities market for the safety of fixed income, only to be left on the sidelines should the market experience a significant rebound.

Plan B Investments, Inc. endeavors to manage risk through investment strategies that include diversification. Through this strategy, risk is distributed over a variety of asset classes, securities types or other distinct classes or styles.

Clients are advised of other general types of risk associated with investment in the securities markets:

- **Capital Risk:** the risk that the client will not fully recover his/her entire investment. Options and other speculative investments have a high degree of this type of risk, while quality short-term investments such as Treasury bills enjoy minimal capital risk.
- **Selection Risk:** the risk of selecting a security that performs worse than other available securities.
- **Timing Risk:** the risk of buying or selling at an inopportune time, thus limiting profit or incurring a loss.
- **Legislative Risk:** the risk that future legislation will impact today's investment decisions. Federal, state and local laws or regulations may change without notice, possibly impacting a security's performance.
- **Liquidity Risk:** the risk that, should the quality or desire of a particular investment decrease, the holder will have a difficult time selling.
- **Market Risk:** the risk that the value of a security will decline due to overall market conditions, not by any fault of the issuing company.
- **Credit Risk:** the risk that a securities issuer may become unable to pay interest and/or principal when due on fixed income securities. U.S. Government securities are the least likely to default on payments, while "junk" bonds have a high degree of credit risk.

- **Inflationary Risk:** the risk that inflation will reduce the purchasing power of a dollar over time. Equity securities tend to provide the best protection against this type of risk, while bonds are more susceptible due to their fixed income and possible long-term exposure to rises in inflation.
- **Interest Rate Risk:** the risk that, as interest rates rise, a bond client's holdings will decline as more attractive offerings enter the market. The longer the maturity on the bond, the greater the risk. Some stocks are susceptible to this type of risk as well (companies that borrow for financing operations will see less profit should the cost of borrowing increase; this will decrease their stock price).

Listed above are some of the primary risks associated with the way we recommend investments to you. Please do not hesitate to contact us to discuss these risks and others in more detail. In instances where we recommend that a Third-Party Manager/Investment Advisor manage your assets, please refer to the Third-Party's ADV and associated disclosure documents for details on their investment strategies, methods of analysis and associated risks.

---

### **Item 9: DISCIPLINARY INFORMATION**

---

Registered investment advisers are required to disclose all facts regarding any legal or disciplinary events that would be material to your evaluation of them or the integrity of their management. We have no material disclosure applicable to this item.

Clients may view up-to-date records of Plan B Investments, Inc. and Martin P. O'Malley's regulatory track record on public websites including [www.finra.org](http://www.finra.org) and [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

---

### **Item 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

---

Plan B Investments, Inc. is a dually registered firm which means that we are both an Investment Advisor, registered with the State of California, and a Broker-Dealer, registered with the SEC and a member of the Financial Industry Regulatory Authority ("FINRA"). As a broker-dealer, Plan B Investments receives compensation for securities transactions placed through Plan B Investments, Inc. This may create a material conflict of interest as it is possible that Plan B Investments, Inc. could receive compensation from the same client in both its advisory and broker-dealer capacity. Plan B Investments, Inc. addresses this conflict by disclosing our dual registration status to our clients and not requiring that our brokerage clients purchase advisory services from Plan B Investments, Inc.

Plan B Investments is also an insurance agency registered with the State of California as PBII Insurance Agency. Plan B Investments, Inc. recommends to clients, products or services provided through its affiliation with one or more insurance providers. This may create a material conflict of interest since Plan B Investments, Inc. could generate insurance-related commissions from advisory clients by offering to sell insurance products to them. To address this conflict, in the event that any insurance products are recommended, Plan B Investments, Inc. discloses our Insurance Agency affiliation and advises that the client is under no obligation to purchase the insurance product through Plan B Investments, Inc. and will be provided with the opportunity to purchase the product through an unaffiliated insurance agency. Plan B Investments, Inc. receives

compensation for sales of such insurance products transacted through Plan B Investments, Inc. which is in addition to the fees mentioned above.

### **No Other Registrations**

We are not registered, nor do we intend to register, as a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of those entities.

## **Item 11: CODE OF ETHICS AND CONFLICTS OF INTEREST**

---

Plan B Investments, Inc. has implemented a Code of Ethics to govern conflicts of interest inherent in its business.

### **Code of Ethics**

We have adopted a Code of Ethics for all employees of the firm which describes our high standard of business conduct and fiduciary duty to our clients. The Code of Ethics and the compliance manual include provisions relating to the confidentiality of your information, a prohibition on insider trading, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Plan B Investments, Inc. must acknowledge the terms of the Code of Ethics and compliance manual annually, or as amended. We will provide a copy of our Code of Ethics to you upon request.

### **Recommendations of Securities and Material Financial Interests**

We do not engage in principal transactions, cross trading or agency cross transactions. Any exceptions to this policy must be approved in advance by the Chief Compliance Officer ("CCO").

### **Personal Trading**

Our employees may purchase or sell the same securities we recommend to you. The CCO will review personal trading and holdings of securities in all employee accounts to ensure that clients are not being harmed by employee trading activity. We require that employees pre-clear IPO offerings and limited offerings with the CCO. In the rare case where non-pooled product trades are made in client accounts, employees will have a blackout period of one trading day for those securities.

Further, it is the policy of the firm not to allow any employee or any member of an employee's immediate family (referred to as "employees") of Plan B Investments, Inc. to benefit in his or her own personal investments, directly or indirectly, at the expense of clients, nor to take advantage of, or to "trade" on the knowledge he or she may have of the market impact on transactions carried out for clients.

(Immediate family for purposes of this policy is deemed to include an employee's parents, spouse, children, brothers and sisters living in the same household as the employee, or under circumstances where the employee has control or influence over the investment decisions of such relative.) To ensure compliance with the firm's trading policies, all employees are required to report on a quarterly basis purchased and sales of common stocks or common stock equivalent for any account in which they or their immediate family have a beneficial interest.

As a registered broker-dealer, Plan B Investments, Inc. earns compensation for transactions, in addition to its advisory fee. While clients are not obligated to implement Plan B Investments, Inc.'s recommendations through Plan B Investments, Inc., clients are hereby advised of the conflict of interest Plan B Investments, Inc. has when recommending its brokerage services in addition to or as a component of investment advice.

PBII Insurance Agency and Mr. O'Malley are licensed to sell insurance products and are compensated for insurance products recommended by and purchased through Plan B Investments, Inc. Plan B Investments, Inc. may recommend to clients products or services provided through its affiliation with one or more insurance providers. In the event that any insurance products are recommended, the client is under no obligation to purchase the product through Plan B Investments, Inc. and may purchase the product through an unaffiliated insurance agency. If a client purchases an insurance product recommended by and through PBII Insurance Agency, Plan B Investments, Inc. receives compensation for sales of such insurance products. Clients are hereby advised of Plan B Investments, Inc.'s conflict of interest in recommending insurance products for which it will be compensated.

## **Item 12: BROKERAGE PRACTICES**

---

Plan B Investments, Inc. is a Broker Dealer, registered with the SEC and member of Financial Industry Regulatory Authority ("FINRA").

### **Broker for Client Referrals / Directed Brokerage**

Although Plan B Investments, Inc. does not recommend brokers to its clients, it does recommend Third-Party Manager/Investment Advisors. Each of the Third-Party Manager/Investment Advisors has a relationship with a Third-Party qualified custodian. The brokerage practices of the third parties is in large part determined by the custodians, who may charge execution, transaction or other fees. The brokerage practices of the third parties are explained in the Third-Party Manager/Investment Advisor's Form ADV Part 2A (or "Brochure"). Clients are encouraged to ask Plan B Investments, Inc. for clarification or explanation if needed to ensure a full understanding of the scope, amount and other facets of account fees and costs.

### **Best Execution**

We evaluate and periodically review the performance of each approved broker based on factors like:

- Quality of Service
- Frequency of trading errors originating at the broker-dealer
- Ability to resolve trading errors
- Ability to deal with non-standard, difficult transactions
- Timeliness and execution of reporting
- Financial standing and reputation

At least annually, we review our procedures and this process to make sure they are effective.

### **Research and Other Soft Dollar Benefits**

Plan B Investments, Inc. does not engage in "soft dollar" practices involving the receipt of research or other brokerage service from client commission money, nor does Plan B Investments, Inc. receive any research or other products in connection with client transactions.

### **Aggregation of Orders**

Since Plan B Investments, Inc. does not complete transactions for its client's investment advisory accounts, Plan B Investments, Inc. does not aggregate orders for completion. Third-Party Manager/Investment Advisors that Plan B Investments, Inc. uses to manage your investment advisory account may aggregate orders for completion. Please refer to the Third-Party's ADV and associated disclosure documents for additional details regarding the aggregation of orders.

### **Item 13: REVIEW OF ACCOUNTS**

---

On a monthly basis, Martin P. O'Malley reviews reports of each account. The reports provide Plan B Investments, Inc. with insight as to the account's performance, positions and activity. Significant market or economic events will also trigger a review.

On an annual basis, Plan B Investments, Inc. provides each Client with a report which provides a current summary of the account and a comparison to relevant market indices. Clients are encouraged to compare the reports provided by Plan B Investments, Inc. to the statements they receive from the account custodian, and to contact Plan B Investments, Inc. or the custodian with questions or concerns.

### **Item 14: CLIENT REFERRALS AND OTHER COMPENSATION**

---

PBII has arrangements with Third-Party Manager/Investment Advisors, that permit PBII to refer clients to the third party for a fee. PBII has selected the third parties based on a variety of criteria that includes the third party's management style, management results and other criteria. At or before the time of account opening, in addition to the Third-Party Manager/Investment Advisor's disclosure brochure and related documents, referred clients will receive a separate disclosure statement that includes important information about the fee-sharing arrangement between PBII and the third party. Clients are required to sign the separate disclosure statement to acknowledge their understanding of the amount and timing of the fee(s) paid to PBII, and the impact of these fees on the overall cost of investment management.

### **Item 15: CUSTODY**

---

**Plan B Investments, Inc. does not maintain custody of client account securities or holdings.**

Plan B Investments, Inc. and the Third-Party Manager/Investment Advisors it refers asset management clients to utilize the services of a qualified custodian for carrying customer accounts. The qualified custodian provides clients with a separate individualized statement of account positions no less than quarterly.

Clients should carefully review the custodian's statements as a means for cross referencing the holdings in their account(s) and for comparing the custodian's statements to any statements or reports provided by Plan B Investments, Inc.

## **Item 16: INVESTMENT DISCRETION (WITH PLAN B INVESTMENTS, INC.)**

---

Plan B Investments, Inc. has no investment discretion. **We DO NOT take discretionary authority over your investments.** Discretionary accounts give the advisor a Power of Attorney to buy and sell in your account without your specific consent. We do not believe you should ever give control to an advisor. For all of our clients, we provide **non-discretionary** advice based on your investment objectives and any restrictions you place on your account.

Plan B Investments, Inc. offers the option of **discretionary** personal financial advisory services to clients through our relationship with Third-Party Manager/Investment Advisors. A discretionary investment advisory account is an account where buy and sell decisions are made by your portfolio manager for your account. The term "discretionary" refers to the fact that investment decisions are made at the portfolio manager's discretion.

## **Item 17: VOTING CLIENT SECURITIES**

---

Plan B Investments does not vote proxies on your behalf. You retain the responsibility for receiving and voting proxies for any and all securities maintained in your account. You will receive proxy solicitations from mutual funds and direct participation program sponsors.

## **Item 18: FINANCIAL INFORMATION**

---

In its capacity as a broker-dealer, Plan B Investments, Inc. is subject to the Uniform Net Capital Rule of the SEC and is required to maintain a Minimum Net Capital of not less than \$5,000. A client may request a copy of Plan B Investments, Inc.'s most recent certified annual audit performed under its financial reporting requirements as a broker-dealer.

Plan B Investments does not solicit prepayment of more than \$500 in fees per client, six months or more in advance.

Plan B Investments has no financial conditions that might impair its ability to meet contractual commitments and fiduciary commitments to you. Plan B Investments has never had any bankruptcy proceedings and is not at present the subject of any bankruptcy proceeding.

## **Item 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS**

---

Plan B Investments, Inc. is subject to the California Code of Regulation as that applies to Investment Advisors.

Martin P. O'Malley, Jr. is the sole advisory associate, manger and owner of Plan B Investments, Inc.

Martin P. O'Malley's education and business background are provided on Form ADV Part 2B, which is incorporated as an attachment to this brochure.

Martin P. O'Malley is also registered as a securities registered representative of Plan B Investments, Inc. (the broker-dealer side).

Martin P. O'Malley's activities as an investment adviser consume approximately 90 % of his overall work time. The remainder of his work time (10%) is dedicated to his affiliation with Plan B Investments, Inc. (as a broker-dealer) and as an insurance agent with PBII. Insurance Agency.

Plan B Investments, Inc. does not charge performance-based fees in any of our investment advisory programs.

Plan B Investments, Inc. and Martin P. O'Malley have not been the subject of any arbitration claim nor any civil, self-regulatory organization, or administration proceeding.

## **Form ADV Part 2B: Brochure Supplement**

**Martin P. O'Malley, Jr.**  
**Plan B Investments, Inc.**

4512 N. Clybourn Avenue, Suite 100  
Burbank CA 91505

Mailing:  
PO Box 2639  
Toluca Lake, CA 91610-0639

December 31, 2020

*This brochure supplement provides information about Martin P. O'Malley, Jr. that supplements the Plan B Investments, Inc. brochure. You should have received a copy of that brochure. Please contact Martin P. O'Malley, Jr. at 818-859-7300 or by email at [mpo@planbii.com](mailto:mpo@planbii.com) if you did not receive Plan B Investments, Inc. brochure or if you have any questions about the contents of this supplement.*

*Additional information on Martin P. O'Malley, Jr. is available at [www.finra.org/brokercheck](http://www.finra.org/brokercheck) and also on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).*

## Education and Business Standards

Plan B Investments, Inc. (“PBII”) generally requires that individuals involved in determining or giving investment advice have at least two years of advisory, brokerage-related, or educational experience that Plan B Investments, Inc. deems appropriate.

The following disclosures provide information related to Plan B Investments, Inc.’s advisory representative Martin P. O’Malley, Jr.

### Martin P. O’Malley, Jr. (CRD# 1522931)

	Educational Background and Business Experience
<b>Year of Birth:</b>	1957
<b>Education:</b>	<p>Illinois State University BS Agribusiness</p> <p>FINRA Administered Exams/Registrations:</p> <ul style="list-style-type: none"> <li>* Series 3 (National Commodity Futures Representative)</li> <li>* Series 7 (General Securities Representative)</li> <li>* Series 24 (General Securities Principal)</li> <li>* Series 27 (Financial and Operations Principal)</li> <li>* Series 63 (Uniform Securities Agent State Law Exam)</li> </ul> <p>Licensed to provide life, accident and health insurance.</p>
<b>Business Background:</b>	Plan B Investments, Inc., 2005 – Present; Sole Proprietor, CEO/President, Chief Financial Officer/FinOp, and Chief Compliance Officer
	Disciplinary Information
<b>Event Description:</b>	Mr. O’Malley has no disciplinary disclosures.
	Other Investment-Related Business Activities
<b>Business Name:</b>	<p>In addition to holding securities and advisory registrations with Plan B Investments, Inc. Mr. O’Malley is a licensed insurance agent with PBII Insurance Agency. M. O’Malley spends less than 10% of his working time on his insurance related endeavors.</p> <p>Mr. O’Malley is also a registered representative of Plan B Investments, Inc., an SEC registered Broker-Dealer and a member of FINRA.</p>

<b>Business Relationship:</b>	<p>Mr. O'Malley conducts his insurance activities through an agency under his ownership and control, PBII Insurance Agency, and under CA insurance license #0760229</p> <p>Mr. O'Malley conducts all of his securities transactions, that are not completed through a Third-Party Portfolio Manager through Plan B Investments, Inc., an SEC registered Broker-Dealer and member of FINRA, under his ownership and control.</p>
<b>Compensation:</b>	<p>Mr. O'Malley earns commission-based compensation for sales of insurance products through his insurance agency, PBII Insurance Agency.</p> <p>Mr. O'Malley also earns a commission and 12b-1 fees for non-investment advisory related transactions that are completed through his broker-dealer Plan B Investments, Inc.</p>
<b>Conflicts of Interest:</b>	Mr. O'Malley endeavors at all times to put the interest of the clients first as part of Plan B Investments, Inc.'s fiduciary duty. Please refer to the Form ADV Part 2A for disclosures regarding specific conflicts of interest.
	<b>Other Material Business Activities</b>
<b>Description:</b>	Mr. O'Malley is the sole proprietor of SINRA Successor Trustee Services, Inc. This is a non-investment related business that performs as a successor trustee for probate, trust, estate management and liquidation.
	<b>Additional Compensation</b>
<b>Description of Arrangement:</b>	In addition to providing advisory services, Mr. O'Malley is able to sell you securities products and other investment and insurance products as a registered representative of Plan B Investments, Inc. and as licensed insurance agents of PBII Insurance Agency. Mr. O'Malley will receive additional compensation in connection with this activity and the amount of compensation will depend on the type of product purchased. Mr. O'Malley may have a greater financial incentive to sell certain products as opposed to others (for example, in the case of mutual funds those that have a higher 12b-1 fee than others). While Mr. O'Malley's security transactions are reviewed for suitability by an appointed supervisor, you should be aware of the incentives he has to sell certain securities products

	and are encouraged to ask Mr. O'Malley about any conflict presented.
	<b>Supervision</b>
<b>Description:</b>	Mr. O'Malley is the principal owner, supervisory principal, and Chief Compliance Officer of Plan B Investments, Inc. As such he is self-supervising. Clients should be aware that Plan B Investments, Inc. has implemented a compliance program including a Code of Ethics. A copy of the Code of Ethics is available upon request.
<b>Supervisor's Name:</b>	Martin P. O'Malley, Jr.
<b>Supervisor's Title:</b>	Chief Compliance Officer
<b>Supervisor's Phone #:</b>	888-511-4611