

Item 1 - Cover Page

Reed Financial Planning LLC

3763 North High Street, Suite B

Columbus, Ohio 43214

614.263.3900

www.ReedPlanning.com

Rob@Reedplanning.com

March 29, 2011

This Brochure provides information about the qualifications and business practices of Reed Financial Planning LLC. If you have any questions about the contents of this Brochure, please contact us at (614) 263-3900 or Rob@Reedplanning.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.

Reed 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 Reed Financial Planning LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated March 29, 2011 is a new document prepared according to the SEC’s new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure. Pursuant to new SEC Rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Robert Reed, Principal of Reed Financial Planning LLC at (614) 263-3900 or Rob@Reedplanning.com. Our Brochure is also available on our web site www.ReedPlanning.com, also free of charge.

Additional information about Reed Financial Planning LLC is also available via the SEC’s web site www.adviserinfo.sec.gov. The SEC’s web site also provides information about any persons affiliated with Reed Financial Planning LLC who are registered, or are required to be registered, as investment adviser representatives of Reed Financial Planning LLC.

Item 3 -Table of Contents

Item 1 – Cover Page	i
Item 2 – Material Changes	ii
Item 3 – Table of Contents.....	iii
Item 4 – Advisory Business.....	1
Item 5 – Fees and Compensation	2
Item 6 – Performance-Based Fees and Side-By-Side Management.....	3
Item 7 – Types of Clients	3
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss	4
Item 9 – Disciplinary Information	4
Item 10 – Other Financial Industry Activities and Affiliations	5
Item 11 – Code of Ethics.....	5
Item 12 – Brokerage Practices	6
Item 13 – Review of Accounts	6
Item 14 – Client Referrals and Other Compensation.....	7
Item 15 – Custody.....	7
Item 16 – Investment Discretion.....	7
Item 17 – Voting Client Securities.....	8
Item 18 – Financial Information	8
Item 19 – Requirements for State-Registered Advisers.....	8

Brochure Supplement(s)

Item 4 – Advisory Business

FIRM DESCRIPTION

Reed Financial Planning LLC is a fee-only holistic financial planning firm providing personalized, confidential financial planning and investment management to individuals. The firm is owned and operated by Robert Reed, Ph.D., CFP® and was established in 2000. Reed Financial Planning LLC helps clients organize their financial lives by providing a wide range of services, all of which are tailored to the client’s personal objectives. Services offered include

- analyzing clients' financial situation
- education, retirement and estate planning
- risk-management
- investments
- small business planning
- tax analysis and preparation
- cash flow analysis and simplification
- estate planning assessment

Reed Financial Planning LLC does not sell insurance or investment products. It does not accept commissions for product recommendations. It does not pay referral or finder’s fees. It does not accept such fees from other firms.

TYPES OF ADVISORY SERVICE OFFERED

Reed Financial Planning LLC provides two service formats: **Open Retainer** and **Project Retainer**.

The **Open Retainer** provides comprehensive financial planning for a fixed annual fee. An Open Retainer is designed to be ongoing and long-term relationship. During the Initial Year meetings typically cover five to ten client-relevant topics (see list below). Usually each topic is addressed in a separate meeting, however, if requested, the number of meetings can be reduced by consolidating topics into one much longer meeting. Meetings are held face-to-face or via secure computer and telephonic links. Non-discretionary implementation service is available as needed.

Asset allocation/recommendations	Insurance analysis
Benefit planning	Inventory of client assets
Beneficiary review	Portfolio analysis
Budgeting and cash flow	Record-keeping
Business development	Retirement planning
Estate planning review	Tax preparation
Goal Setting	Tax planning

In Renewal Years the number of meetings depend on the level of service appropriate for the client (see serviced level descriptions below). Typical renewal year services include

Tax planning & preparation	Goal setting/review
Investment update/review	Asset rebalancing
Financial planning and/or financial services as needed	

With the **Open Retainer** agreement, the client agrees to an ongoing relationship with Reed Financial Planning LLC as their trusted guide in financial matters. Detailed investment advice and specific recommendations are provided as part of this process. The implementation of recommendations is always at the discretion of the client.

Project retainers are available for clients with less complex situations and/or a limited set of financial planning concerns. A Project retainer is consists of a two-hour review of up to three topics selected in

advance by the client. Due to time limitations, the specificity of answers is inversely proportional to the complexity of the issues addressed. No follow-up or implementation services are provided.

TAILORED RELATIONS

The goals and objectives for each client are documented in recommendation sheets created during each client meeting. These meeting records document the client's current situation, their goals and the steps needed to achieve those goals. Clients may impose restrictions on investing in certain securities or type of securities. Agreements may not be assigned without client consent.

Reed Financial Planning LLC is a fee-only financial advisory firm and does not sell investment or insurance products. All fees are generally non-negotiable and are paid as described above, directly by the client.

The client or Reed Financial Planning LLC may terminate an engagement upon written notice within five days of signing a retainer agreement, at which time any unearned fee paid will be refunded. Additionally, clients may terminate their agreements, without penalty, at any time upon thirty days written notice. If the client has made an advance payment, the unearned portion of that payment will be refunded.

Clients are under no obligation to implement any advice given.

TAX PREPARATION AGREEMENT

Tax preparation service is included in the Open Retainer agreement. Eligible federal, state and local returns are filed electronically without an additional fee.

PAST DUE ACCOUNTS AND AGREEMENT TERMINATION

Reed Financial Planning LLC reserves the right to stop work on any account that is more than 120 days overdue. In addition, Reed Financial Planning LLC reserves the right to terminate any financial planning engagement where a client willfully conceals or refuses to provide pertinent information about financial situations when necessary and appropriate, in Reed Financial Planning LLC's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within thirty days.

Item 5 – Fees and Compensation

DESCRIPTION

Open Retainer client fees are based on several factors, including—but not limited to—the client's income and assets, the complexity of the client's personal and financial situation, the time anticipated to perform client services and the level of responsibility assumed by Reed Financial Planning LLC. An assessment of these factors, none of which is definitive in itself, determines the client's appropriate service level. Each service level has a fixed fee that applies to all clients at that level. Fees for the initial year run from \$2,205 to \$14,448. Renewal year fees run from \$1,575 to \$10,320.

There is a \$250 charge for each amended tax return based on an initial return not prepared by Reed Financial Planning LLC. There is a charge of up to \$250 per return of client dependents. Credits and miscellaneous adjustments may be applied if the client has an adequate estate plan (will or trust), or for other reasons, if appropriate.

The Project retainer fee is \$925 for the general public, \$725 for referrals from existing Open Retainer clients. It is a one-time fee.

FEE QUOTE REVISIONS

Financial planning work sometimes uncovers financial issues that clients were not aware of before the start of the engagement. If it becomes necessary to revise the initial fee quoted, the reasons for the revision will be discussed with the clients, provided in writing and approved by the client before proceeding.

FEE BILLING

Initial Open Retainer fees are billed one-half at contract signing and one-half after six months. A prorated fee (based on the client's service level base fee) is then billed to extend the contract through December 31.

Renewal Open Retainer fees are billed annually in December, payment generally made in two semi-annual payments due on January 31 and July 31. Clients can expect recurring costs at their service level fee. Clients change service levels only when their need for ongoing continuous service changes.

Project fees are paid at the time of the meeting.

OTHER FEES

Custodians may charge transaction fees on purchases or sales of certain mutual funds or exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

EXPENSE RATIOS

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. This fee is additional to the fee you pay Reed Financial Planning LLC.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Item 6 – Performance-Based Fees and Side-By-Side Management

Reed Financial Planning LLC does not charge performance-based fees, that is, fees based on a share of capital gains or capital appreciation of client assets.

Item 7 – Types of Clients

Reed Financial Planning LLC provides holistic financial planning and investment advisory services primarily to middle-income individuals and families. As such, we have no minimum net worth or asset requirements. As discussed above, your chosen relationship and fee will be based on your individual circumstances.

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

METHODS OF ANALYSIS

In determining investment recommendations, Reed Financial Planning LLC uses public information from financial subscription magazines, fund performance reporting software, Morningstar, Steele Mutual Fund Expert and online news retrieval services, tax reporting services and other public research.

Reed Financial Planning LLC approaches investment portfolio analysis and implementation based on internal factors such as your tax situation, overall risk tolerance, current financial situation and your personal goals. After identifying these, your portfolio is structured around your individual needs, while minimizing negative effects of external factors: interest rates, market performance, and the economy as a whole.

INVESTMENT STRATEGIES

In general, Reed Financial Planning LLC almost exclusively recommends no-load mutual funds (funds with no sales fee), US Government bonds, money market accounts, and certificates of deposit. However, in the course of providing investment advice, we may address issues related to other types of assets that clients already own. Any other products that may be deemed appropriate for you will be discussed, based upon your needs and goals. For a portion of a client's portfolio, some holdings will be for long-term growth of wealth, and some for short term spending needs.

RISK OF LOSS

Investing in securities involves risk of loss that clients should be prepared to bear. Our investment approach constantly keeps the risk of loss in mind. All investors face the following investment risks:

- **Interest-rate Risk:** Interest rate fluctuation may cause investment prices to change. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. External factors cause this type of risk independent of a security's particular circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the profitability risk because the company must make its loan repayments in good times and bad. During periods of financial stress, the inability to meet loan obligations may lead to bankruptcy and/or a declining market value.

Investing in both equities and bond securities involves risk of loss. The inherent risks associated with any investment recommended by Reed Financial Planning LLC, both listed above and inherent to the client's personal situation, will be thoroughly reviewed and discussed with the client. This helps ensure clients fully understand their investments and are prepared to bear any associated risks.

Item 9 – Disciplinary Information

Legal and Disciplinary

Reed Financial Planning LLC and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10 – Other Financial Industry Activities and Affiliations

Robert Reed is affiliated with the Alliance of Cambridge Advisors, a non-profit organization providing training and support through a network of fee-only comprehensive financial advisors. Robert Reed is licensed to use the proprietary products and systems designed by Cambridge Advisors LLC. Robert Reed pays the Alliance of Cambridge Advisors an annual license fee.

Reed Financial Planning LLC is also a member of the National Association Financial Advisors (NAPFA), an organization of fee-only financial professionals.

Reed Financial Planning LLC custodies some client assets with Shareholder Services Group, primarily due to their robust custodial services for clients whose assets are both insured as well as whose accounts have no account fees levied.

Item 11 – Code of Ethics

Code of Ethics

The employees of Reed Financial Planning LLC have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. Incorporated into our code of ethics are the standards set by the Certified Financial Planning Board, the Fiduciary Oath promulgated by NAPFA, and the Cambridge Pledge to Clients, which forms the foundation of ACA ethics.

In concise terms, Reed Financial Planning LLC members shall always:

- Act as a fiduciary, act in the best interest of each and every client
- Act with integrity and dignity when dealing with clients, prospects and others
- Strive to maintain and continually enhance our high degree of professional education regarding all aspects of personal financial planning; and
- Seek at all times to preserve our firm's independence and to maintain our complete objectivity with respect to our advisory services and each recommendation made to our clients.

Participation or Interest in Client Transactions

Reed Financial Planning LLC and its employees may buy or sell securities that are also held by clients. It does not currently participate in securities in which it has a material financial interest. Employees may not trade

their own securities ahead of client trades. Employees comply with the provisions of the Reed Financial Planning LLC Compliance Manual.

Personal Trading

The Chief Compliance Officer of Reed Financial Planning LLC is Robert Reed. Reed Financial Planning LLC prohibits the use of material non-public information and protects the confidentiality of the client information. We require that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to disciplinary action.

Item 12 – Brokerage Practices

Selecting Brokerage Firms

Reed Financial Planning LLC does not have any affiliation with product sales firms. Specific custodian recommendations are based on the client’s need for such services. Reed Financial Planning LLC recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates. Reed Financial Planning LLC never requires its clients to use a specified custodian or broker-dealer.

Reed Financial Planning LLC typically recommends discount brokerage firms and trust companies (qualified custodians), such as Shareholder Services Group or Vanguard. Reed Financial Planning LLC does not receive fees or commissions from any of these arrangements.

Best Execution

In recommending a broker dealer for specific trades, Reed Financial Planning LLC will generally seek “best execution.” Factors considered include, but are not limited to, the broker-dealer’s facilities, costs, reliability and financial responsibility, the ability of the broker-dealer to effect transactions, and the research and related brokerage services provided to you and/or Reed Financial Planning LLC.

Soft Dollars

Reed Financial Planning LLC receives occasional small gifts from firms that are recommended to clients, but always at a de minimus level (i.e. there is minimal value to the firm or its employees).

Order Aggregation

Whenever possible Reed Financial Planning LLC will aggregate trades to minimize cost to clients. Since, however, the firm holds no assets under management, this happens infrequently and most trades are placed on an individual basis with minimal, if any, trading fees.

Item 13 – Review of Accounts

Periodic Reviews and Triggers

Account reviews are performed yearly by Robert Reed in conjunction with the relevant client meeting. Account reviews may be performed more frequently when the client’s situation dictates.

Regular Reports

Reed Financial Planning LLC makes written recommendations annually including a net worth statement, portfolio analysis, tax return, and one or more tax planning recommendations. Clients may opt out of having Reed Financial Planning LLC do their individual taxes.

If you, as a client, have any brokerage accounts, including those at Shareholders Services Group, you will receive monthly or quarterly statements from your custodians, in either paper or electronic form.

Item 14 – Client Referrals and Other Compensation

Referrals

Reed Financial Planning LLC has been fortunate to receive many client referrals over the years from existing clients and friends. The firm does not compensate referring parties, nor does it accept such fees.

Item 15 – Custody

Account Statements

All assets are held at qualified custodians who provide account statements directly to clients at their address of record, at least quarterly. Clients are urged to compare the custodian’s account statements to statements provided by Reed Financial Planning LLC. Our reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Net Worth Statements

Clients are frequently provided Financial Asset Allocation statements and net worth graphs that are generated from our software. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where exact asset values are not material to financial planning tasks.

Item 16 – Investment Discretion

Authority for Trading

Reed Financial Planning LLC may—on a non-discretionary basis—buy or sell investments for you but only after you authorize us to do so. Non-discretionary means we must get your express permission and approval for each individual trade. Although you may wish to sign a written Limited Power of Attorney with a brokerage firm, your Engagement Contract (Open Retainer Contract) **specifically prohibits us from making trades in client accounts without having obtained agreement for the trade beforehand.**

Reed Financial Planning LLC does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. Clients often sign a limited power of attorney so that we may execute the trades that the client has approved.

Item 17 – Voting Client Securities

Proxy Votes

As a matter of firm policy and practice, Reed Financial Planning LLC does not have any authority to and does not vote proxies on behalf of clients. Clients have responsibility for receiving and voting proxies for any securities they own. When assistance on voting proxies is requested, Reed Financial Planning LLC will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Item 18 – Financial Information

Financial Condition

Reed Financial Planning LLC does not have any financial impairment that will preclude the firm from meeting its contractual commitments to clients. A balance sheet is not provided because Reed Financial Planning LLC does not serve as a custodian for client funds or securities, and it does not require prepayment of more than \$500 per client for any work more than six months in advance.

Item 19 – Requirements for State-Registered Advisers

Business Continuity Plan

- **General:** Reed Financial Planning LLC has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.
- **Disasters:** The Business Continuity Plan covers natural disasters such as snowstorms and tornados. The Plan also addresses man-made disasters such as loss of electrical power, communications outage, and internet outage. Electronic files are backed up both onsite and, in an encrypted form, offsite.

Loss of Key Personnel

Reed Financial Planning LLC has signed a Business Continuation Agreement with several other ACA financial planning firms to support this firm in the event of the serious disability or death of Robert Reed

Information Security Program

Reed Financial Planning LLC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

Reed Financial Planning LLC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us. The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, mortgage lenders, and accountants with whom you have established a relationship. You may opt out from our sharing information with these

nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors.

Federal and state securities regulators may review our Company records and your personal records as permitted by law. Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed. We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

Reed Financial Planning LLC requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

EMPLOYEE Robert Reed, Ph.D., CFP®

Date of birth: November 16, 1950

Educational Background:

- B.A. Eastern Washington State College, 1978
- M.A. Indiana University, 1982
- Ph.D. Indiana University, 1989

Applicable Business Experience:

- 2000-present Reed Financial Planning LLC

Disciplinary Information: none applicable

Other Business Activities: Reed Tax & Creative Services. Stand-alone tax preparation and author services.

Additional Compensation: None

Supervision: Not applicable.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None