



BUSINESS CONTINUITY PLAN

Cornerstone Financial Planning LLC, has developed a Business Continuity Plan to maintain contact with you in the event of emergencies, natural disasters, communications interruptions, loss of Internet services, office fire, theft of computers, or other situations that interrupt our normal business operations. There is an alternate office location that will be activated depending upon the severity and the exact nature of the event.

The alternate office for the **Portsmouth office** is 38 Union Wharf, Portland ME 04101.

Telephone: 207-772-8133

Email: Mackenzie@CornerstonePlanning.com

The alternate office for the **Portland office** is 210 Commerce Way, Suite 230
Portsmouth, NH 03801.

Telephone: 603-431-1133

Email: Christina@CornerstonePlanning.com

24-hour dedicated fax line: 603-431-1139

If we find it necessary to temporarily move our operations, we will attempt to notify you by telephone. Please understand that this may take from 24 to 48 hours.

A complete copy of our Business Continuity Plan may be viewed in our office during regular business hours.

Cornerstone Financial Planning, LLC

210 Commerce Way, Suite 230
Portsmouth, NH 03801

Telephone 603-431-1133
Facsimile 603-431-1139

www.cornerstoneplanning.com

August 3, 2022

FORM ADV PART 2A DISCLOSURE BROCHURE

This Brochure provides information about some qualifications and business practices of **Cornerstone Financial Planning, LLC**. If you have any questions about the contents of this Brochure, please contact us at 603-431-1133. 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 Cornerstone Financial Planning, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

Cornerstone Financial Planning, LLC is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

Item 2 Summary of Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

Since the filing of our last annual updating amendment dated 3/19/2021, we have the following changes to report:

We amended Item 4 to disclose that, for purposes of complying with the DOL's Prohibited Transaction Exemption 2020-02 ("PTE 2020-02") where applicable, when we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

We benefit financially from the rollover of your assets from an ERISA account to an account that we manage or provide investment advice to, because the assets increase our Assets Under Management and, in turn, our advisory fees. In contrast, we receive less, or no, compensation if assets remain in the current plan or are rolled over to another Company's plan in which you may participate.

We amended Items 4 and 5 to remove the references to workshops and seminars since we do not charge a fee for attendance at same.

We revised Item 7 to disclose that our minimum portfolio size is \$750,000 for assets under our management or advice. Our minimum annualized fee for our "Financial Planning and Investment Management" service is \$7,500. For Investment portfolios that fall below \$750,000 the fee will be negotiated but in no event will it exceed 2.75% on an annualized basis. At our discretion, we may waive the minimum account size.

Finally, we revised Item 11 to clarify our Personal Trading Practices and disclose that our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To mitigate this conflict of interest, it is our policy that neither our firm nor persons associated with our firm shall have priority over your account in the purchase or sale of securities.

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Item 4 Advisory Business

Cornerstone Financial Planning, LLC is a registered investment adviser primarily based in Portsmouth, New Hampshire. We are organized as a limited liability company under the laws of the State of New Hampshire. We have been providing investment advisory services since 2004. Christina Traurig and Mackenzie Arsenault are our principal owners. Currently, we offer the following investment advisory services, which are personalized to each individual client:

- Financial Planning and Investment Management Services
- Selection of Other Advisers
- Hourly Consulting Services

The following paragraphs describe our services and fees. Please refer to the description of each investment advisory service listed below for information on how we tailor our advisory services to your individual needs. As used in this brochure, the words "we", "our" and "us" refer to Cornerstone Financial Planning, LLC and the words "you", "your" and "client" refer to you as either a client or prospective client of our firm. Also, you may see the term Associated Person or Investment Adviser Representative throughout this Brochure. As used in this Brochure, our Associated Persons or Investment Adviser Representatives are our firm's officers, employees, and all individuals providing investment advice on behalf of our firm.

Financial Planning and Investment Management Services

To consider a suitable course of action for you, we do an initial review of the information you present. Our review includes considering your goals, investment objectives, overall financial condition, income and tax status, personal and business assets, risk profile, and other facts of your particular circumstances to determine which of the three categories of service best meets your needs.

We provide an initial, no-obligation, no-fee meeting to become familiar with a prospective client's circumstances. We get information from you - some of it in conversation with you, and some by gathering documents from you. This information can help us consider which service might help you.

We're not obliged to check information we received from you or from your lawyer, accountant, and other professionals. If you ask, we will suggest other professionals to help you implement your financial planning. You're never obliged to engage anyone we suggest.

You must tell us about changes to your financial situation or investment objectives so that we can review, evaluate, and revise our previous advice.

We offer discretionary and non-discretionary portfolio management services. If you engage this service, we assess your current financial situation. Our assessment includes considering your future income needs from your portfolio, and your time horizon and risk tolerance. We review your current investment portfolio. Usually, we'll suggest a written Investment Policy Statement (IPS) unless your invested assets are less than \$150,000. For portfolios at or less than \$150,000 an IPS is not created and the reasoning for each investment recommendation is discussed individually with the client. An IPS includes written recommendations for asset allocation and asset selection. Going forward, we review your portfolio to check whether it is consistent with your IPS.

Some specific tasks of this service may include:

- preparing an annual net worth statement;
- creating a cash flow statement;
- creating an Investment Policy Statement for your goals and objectives;

- implementing investment recommendations as outlined in your IPS;
- providing investment management on a discretionary or non-discretionary basis;
- reviewing your most recent personal tax returns to find tax-planning suggestions;
- providing insurance advice, and helping you implement our recommendations;
- providing estate-planning advice, and helping you implement our recommendations;
- completing a retirement analysis;
- providing education-planning advice;
- providing advice on other areas of financial planning for which you want our help.

We may also render non-discretionary advisory services relative to your individual employer-sponsored retirement plans. In so doing, we may either direct or recommend the allocation of your assets among the various mutual fund subdivisions that comprise the retirement plan. Your assets shall be maintained at the custodian designated by the sponsor of your retirement plan. Investments and service providers relative to Plan offerings are limited to only those available through the respective Plans and are determined by the Plan Sponsors. That said we have a "TIAA Authorized Advisor" arrangement with Teachers Insurance and Annuity Association ["TIAA"], College Retirement Equities Fund ["CREF"], and their affiliates, TIAA Individual & Institutional Services, LLC, and Teachers Personal Investors Services, Inc. (we'll call all these and their other affiliates together "TIAA") that allows us to receive your information from TIAA and, if you authorize us, to submit some kinds of information and investment changes to TIAA. We are also able to view and manage some Fidelity 403(b)s through the software that Fidelity provides to advisors, if you sign a Third Party Authorization Form.

All clients may not utilize all of the services we offer. We provide our services according to a written Advisory Services Agreement.

Selection of Other Advisers

We may infrequently recommend that you use the services of a third party money manager ("MM") to manage all, or a portion of, your investment portfolio. If we were to do so, we would gather information about your financial situation and objectives and then recommend that you engage a specific MM or investment program. Factors that we take into consideration when making our recommendation(s) include, but are not limited to, the following: the MM's performance, methods of analysis, fees, your financial needs, investment goals, risk tolerance, and investment objectives. We will periodically monitor the MM(s)' performance to ensure its management and investment style remains aligned with your investment goals and objectives.

The MM(s) will actively manage your portfolio and will assume discretionary investment authority over your account. We will assume discretionary authority to hire and fire MM(s) and/or reallocate your assets to other MM(s) where we deem such action appropriate.

Hourly Consulting Services

This service involves consultation, analysis, and recommendations in any or all of the following areas of financial planning:

- Cash Flow Review
- Insurance Planning
- Investment Planning
- Estate Planning
- Retirement Planning
- Tax Planning

We review your current financial situation to issue a written analysis and report of our recommendations about ways that you might meet your goals and objectives. This service involves an initial consultation and one or more follow-up visits. The areas covered in the plan may include:

- preparing an annual net worth statement;
- creating a cash flow statement;
- reviewing your current investments to make recommendations;
- reviewing your most recent personal tax returns to present tax-planning suggestions;
- reviewing life, disability, and long-term care insurance contracts to make recommendations;
- reviewing your estate plan to make recommendations;
- completing a retirement analysis;
- providing education-planning advice.

We provide our services according to a written agreement -our Hourly Services Agreement or Divorce Services Agreement. If we provide hourly services according to our Divorce Services Agreement, our focus will be on issues pertaining only to your upcoming divorce. This service is available before, and up to one month after, a divorce is final.

We offer this service only as a non-discretionary service - that means that we'll provide our advice and recommendations, but don't have any authority to make decisions for you. We're not responsible to help you implement any recommendation. However, you can request, and agree to pay for, another engagement for further services.

Types of Investments

We primarily offer advice on mutual funds or exchange traded funds (ETFs). Additionally, we may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship. You may request that we refrain from investing in particular securities or certain types of securities.

IRA Rollover Recommendations

Effective December 20, 2021 (or such later date as the US Department of Labor ("DOL") Field Assistance Bulletin 2018-02 ceases to be in effect), for purposes of complying with the DOL's Prohibited Transaction Exemption 2020-02 ("PTE 2020-02") where applicable, we are providing the following acknowledgment to you.

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

We benefit financially from the rollover of your assets from an ERISA account to an account that we manage or provide investment advice to, because the assets increase our Assets Under Management and, in turn, our advisory fees. In contrast, we receive less, or no, compensation if assets remain in the current plan or are rolled over to another Company's plan in which you may participate.

Assets Under Management

As of December 31, 2021, we provide continuous management services for \$256,532,126 in client assets on a discretionary basis, and \$10,045,067 in client assets on a non-discretionary basis. We also manage \$36,297,082 in client assets on a non-continuous basis.

Item 5 Fees and Compensation

Financial Planning and Investment Management

Our fee for portfolio management services is based on a percentage of your assets we manage and is set forth in the following fee schedule:

Assets Under Management or Advisement Annual Advisory Fee

| | |
|----------------------------------|-------|
| On the First \$1,000,000 | 1.00% |
| On the next \$3,000,000 | 0.60% |
| On the portion above \$4,000,000 | 0.30% |

*Certain existing clients may be billed under a different fee schedule.

By way of example: For a portfolio valued at \$2,500,000, the first \$1,000,000 would be charged 1.00% (i.e., \$10,000) and the next \$1,500,000 would be charged 0.60% (i.e., \$9,000) for a total annual fee of \$19,000 and an effective rate of 0.76%.

We consider cash to be an asset class and we therefore include cash balances in the total value of your account on which we base our fee calculation.

At times our fee will exceed the money market yield.

Our minimum portfolio size is \$750,000 for assets under our management or advice. Our minimum annualized fee for our "Financial Planning and Investment Management" service is \$7,500.

For Investment portfolios that fall below \$750,000 the fee will be negotiated but in no event will it exceed 2.75% on an annualized basis. At our discretion, we may waive the minimum account size.

Our financial planning and investment management fee is billed and payable in arrears beginning three months after you sign the contract with us and every three months thereafter. The fee is calculated based on the value of your account on the last day of the month prior to the month you are billed. We do not analyze individual stocks, but they are included as assets under management for billing purposes. Our advisory fee is negotiable, depending on individual client circumstances.

At our discretion, we may combine the account values of family members living in the same household to determine the applicable advisory fee. For example, we may combine account values for you and your minor children, joint accounts with your spouse, and other types of related accounts. Combining account values may increase the asset total, which may result in your paying a reduced percentage fee based on the available breakpoints in our fee schedule stated above.

Depending on the arrangements made at the time of the engagement, we may either bill you directly or deduct your fee directly from your account through the qualified custodian holding your cash and securities. If you are more than 30 days late on your payment, you may be assessed a 1.5% late fee. If we deduct our fee directly from your account, we will do so only when the following requirements are met:

- You provide our firm with written authorization permitting the fees to be paid directly from your account held by the qualified custodian.
- The qualified custodian agrees to send you a statement, at least quarterly, indicating all amounts dispersed from your account including the amount of the advisory fee paid directly to our firm.

We encourage you to reconcile our fee statement with the statement(s) you receive from the qualified custodian. If you find any inconsistent information between our fee statement and the statement(s) you receive from the qualified custodian, please call our main office number located on the cover page of this brochure.

You may terminate the portfolio management agreement upon written notice to our firm. You will incur a pro rata charge for services rendered prior to the termination of the portfolio management agreement, which means you will incur advisory fees only in proportion to the number of days in the quarter for which you are a client.

Selection of Other Advisers

Advisory fees charged by MMs are separate and apart from our advisory fees. Assets managed by MMs will be included in calculating our advisory fee, which is based on the fee schedule set forth in the *Fees and Compensation* section in this brochure. Advisory fees that you pay to the MM are established and payable in accordance with the brochure provided by each MM to whom you are referred. These fees may or may not be negotiable. You should review the recommended MM's brochure and take into consideration the MM's fees along with our fees to determine the total amount of fees associated with this program.

You will be required to sign an agreement directly with the recommended MM(s). You may terminate your advisory relationship with the MM according to the terms of your agreement with the MM. You should review each MM's brochure for specific information on how you may terminate your advisory relationship with the MM and how you may receive a refund, if applicable. You should contact the MM directly for questions regarding your advisory agreement with the MM.

Hourly Consulting Services

We charge either a fixed or an hourly fee for hourly consulting services. Fixed fees are negotiable and range from \$250 to \$5,000, depending on the scope and complexity of services to be rendered. Alternatively, we may charge an hourly fee of \$250. An estimate of the total time/cost may be determined at the start of the advisory relationship. In limited circumstances, the cost/time could potentially exceed the initial estimate. In such cases, we will notify you in advance and request that you approve the additional fee. Depending on the arrangements made at the inception of the relationship, we may agree to payment of our consulting fee upon completion of the agreed upon consulting services; alternatively we may require an upfront retainer or send interim billing invoices. In no event, however, will we require a payment of fees for services in excess of \$1,200 and more than six months in advance. For information on our brokerage practices, please refer to the *Brokerage Practices* section of this brochure.

Additional Fees and Expenses

As part of our investment advisory services to you, we may invest, or recommend that you invest, in mutual funds and exchange traded funds. The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or exchange traded funds to their shareholders (as described in each fund's prospectus). These fees will generally include a management fee and other fund expenses. You may also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian through whom your account transactions are executed. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all fees charged by mutual funds, exchange traded funds, our firm, and others. For information on our brokerage practices, please refer to the *Brokerage Practices* section of this brochure.

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

We do not accept performance-based fees or participate in side-by-side management. Performance-based fees are fees that are based on a share of capital gains or capital appreciation of a client's account. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Our fees are calculated as described in the *Fees and Compensation* section above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the assets in your advisory account.

Item 7 Types of Clients

We offer investment advisory services to individuals, trusts, estates, and charitable organizations.

Our minimum portfolio size is \$750,000 for assets under our management or advice. Our minimum annualized fee for our "Financial Planning and Investment Management" service is \$7,500. For Investment portfolios that fall below \$750,000 the fee will be negotiated but in no event will it exceed 2.75% on an annualized basis. At our discretion, we may waive the minimum account size.

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

We will use one or more of the following methods of analysis or investment strategies when providing investment advice to you:

Fundamental Analysis – involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience and expertise of the company's management, and the outlook for the company and its industry. The resulting data is used to measure the true value of the company's stock compared to the current market value.

- **Risk:** The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

The primary investment strategy we use most often is diversification and an appropriate allocation of assets among equities, fixed income, and cash.

Some of our advice might use portfolio-optimization and "Monte Carlo" stochastic simulation methods (a random sampling of investment returns, within a range, over a designated period) to illustrate the savings rates and investment mix that could help you increase the likelihood that you would meet your financial-planning goal.

Our investment advice includes long-term purchases, short-term purchases, and margin transactions.

Our main sources of information include:

The Wall Street Journal,
Morningstar's Mutual Fund Services,
Littman Gregory's Advisor Intelligence.

Also, we may use corporate rating services, research materials prepared by others, annual reports, and other filings with the SEC. From time to time we may enlist various mutual fund companies to provide an analysis of our model portfolios.

Investing in securities involves risks of loss that you should be prepared to bear.

Our financial-planning advice and our investment advice often are based on assumptions. We rely, without checking, on the facts you tell us (or that your lawyer, accountant, or other person who works for you tells us). For factors that can't be known, we may rely on assumptions. For example, we might use an assumption about how long a person might live.

You must tell us about your attitudes concerning the risks and opportunities of investments.

Risks of our investment strategies

Many people are familiar with a warning that an investment's past doesn't predict its future. Likewise, although there's some evidence to support the idea that, in the past, asset allocation was effective in diversifying risks, no one can predict the future. Every investment strategy bears the risk that there's no way to know that it will work.

Risk of particular types of securities

Usually, we suggest filling an asset allocation using Mutual Funds. Here are some risks of that means of investing:

- Using Mutual Funds could be an ineffective way to meet a desired asset allocation. For instance, you might wish to invest in a very specific type of asset, such as Brazilian bonds, for which no dedicated Mutual Fund exists.
- Information that we receive about a Mutual Fund could be wrong.
- A Mutual Fund's future investments could be different from what we assumed when we suggested the Mutual Fund.
- A Mutual Fund could lose money or value.

We may use long-term purchases, short-term purchases, short-term trading, margin transactions, option writing, and/or short sales as investment strategies when managing your account(s). None of these strategies are a fundamental part of our overall investment strategy, but we may use one or more occasionally when we determine that they are suitable given your stated investment objectives and tolerance for risk.

Our investment strategies and advice may vary depending upon each client's specific financial situation. As such, we determine investments and allocations based upon your predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. Your restrictions and guidelines may affect the composition of your portfolio.

We will not perform quantitative or qualitative analysis of individual securities. Instead, we will advise you on how to allocate your assets among various classes of securities or third party money managers ("MMs"). We primarily rely on investment model portfolios and strategies developed by MMs and their portfolio managers. We may recommend replacing MMs if there is a significant deviation in characteristics or performance from the stated strategy and/or benchmark.

We primarily offer advice on mutual funds or exchange traded funds (ETFs).

Tax Considerations

Our strategies and investments may have unique and significant tax implications. However, unless we specifically agree otherwise, and in writing, tax efficiency is not our primary consideration in the management of your assets. Regardless of your account size or any other factors, we strongly recommend that you consult with a tax professional regarding the investing of your assets.

Moreover, as a result of revised IRS regulations, custodians and broker-dealers will begin reporting the cost basis of equities acquired in client accounts on or after January 1, 2011. Your custodian will default to the FIFO (First-In First-Out) accounting method for calculating the cost basis of your investments. You are responsible for contacting your tax advisor to determine if this accounting method is the right choice for you. If your tax advisor believes another accounting method is more advantageous, please provide written notice to our firm immediately and we will alert your account custodian of your individually selected accounting method. Please note that decisions about cost basis accounting methods will need to be made before trades settle, as the cost basis method cannot be changed after settlement.

Risk of Loss

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

Recommendation of Particular Types of Securities

As disclosed under the *Advisory Business* section in this brochure, we primarily recommend mutual funds and ETFs. However, we may recommend other types of investments as appropriate since each client has different needs and different tolerance for risk. Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with that investment.

Mutual Funds and ETFs: Mutual funds and exchange traded funds (ETFs) are professionally managed collective investment systems that pool money from many investors and invest in stocks, bonds, short-term money market instruments, other mutual funds, other securities or any combination thereof. The fund will have a manager that trades the fund's investments in accordance with the fund's investment objective. While mutual funds and ETFs generally provide diversification, risks can be significantly increased if the fund is concentrated in a particular sector of the market, primarily invests in small cap or speculative companies, uses leverage (i.e., borrows money) to a significant degree, or

concentrates in a particular type of security (i.e., equities) rather than balancing the fund with different types of securities. Exchange traded funds differ from mutual funds since they can be bought and sold throughout the day like stock and their price can fluctuate throughout the day. The returns on mutual funds and ETFs can be reduced by the costs to manage the funds. Also, while some mutual funds are "no load" and charge no fee to buy into, or sell out of, the fund, other types of mutual funds do charge such fees which can also reduce returns. Mutual funds can also be "closed end" or "open end". So-called "open end" mutual funds continue to allow in new investors indefinitely whereas "closed end" funds have a fixed number of shares to sell which can limit their availability to new investors.

Municipal Securities: Municipal securities, while generally thought of as safe, can have significant risks associated with them including, but not limited to: the credit worthiness of the governmental entity that issues the bond; the stability of the revenue stream that is used to pay the interest to the bondholders; when the bond is due to mature; and, whether or not the bond can be "called" prior to maturity. When a bond is called, it may not be possible to replace it with a bond of equal character paying the same amount of interest or yield to maturity.

Item 9 Disciplinary Information

We are required to disclose the facts of any legal or disciplinary events that are material to a client's evaluation of our advisory business or the integrity of our management. We do not have any required disclosures under this item.

Item 10 Other Financial Industry Activities and Affiliations

We have not provided information on other financial industry activities and affiliations because we do not have any relationship or arrangement that is material to our advisory business or to our clients with any of the types of entities listed below.

1. broker-dealer, municipal securities dealer, or government securities dealer or broker.
2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund).
3. other investment adviser or financial planner.
4. futures commission merchant, commodity pool operator, or commodity trading advisor.
5. banking or thrift institution.
6. accountant or accounting firm.
7. lawyer or law firm.
8. insurance company or agency.
9. pension consultant.
10. real estate broker or dealer.
11. sponsor or syndicator of limited partnerships.

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

Code of Ethics

We have a Code of Ethics. It includes standards of conduct that we require of Christina, Mackenzie, and our supervised persons. It requires them to comply with applicable Federal and state securities laws. It prevents access to confidential information about our clients' securities holdings and transactions by those who don't need the information to do their work for us. It requires those who have access to clients' confidential information about securities to seek approval of, report, and handle their personal securities transactions according to the Policy described below.

We furnish our Code of Ethics to each of our supervised persons, and we require each to give us a written confirmation that he or she received it. We require each of our supervised persons to report any violation of our Code of Ethics to our chief compliance officer. But if a person believes that a violation involves our chief compliance officer, we permit a report to the other member.

On request, we furnish our Code of Ethics to any client or prospective client.

NO conflict from recommending a security we have a stake in

We don't recommend a security in which we have, or a related person of us has, a material financial interest.

- We don't buy a security from a client, or sell a security to a client.
- We don't act as a general partner of a partnership in which we solicit your investment.
- We don't act as investment adviser to any investment company.

Personal Trading Practices

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To mitigate this conflict of interest, it is our policy that neither our firm nor persons associated with our firm shall have priority over your account in the purchase or sale of securities.

Item 12 Brokerage Practices

We maintain relationships with several broker-dealers. While you are free to choose any broker-dealer or other service provider, we recommend that you establish an account with a brokerage firm with which we have an existing relationship. Such relationships may include benefits provided to our firm, including but not limited to market information and administrative services that help our firm manage your account(s). We believe that recommended broker-dealers provide quality execution services for our clients at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by recommended broker-dealers, including the value of the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of the services recommended broker-dealers provide, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

We are not affiliated with any brokerage firm that we recommend. No brokerage firm, supervises us, our agents, or activities.

Research and Other Soft Dollar Benefits

In selecting or recommending a broker-dealer, we do not receive any soft dollar benefits from any broker-dealer.

Brokerage for Client Referrals

We do not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

Directed Brokerage

We routinely recommend that you direct our firm to execute transactions through Fidelity Brokerage Services, LLC ("Fidelity"). As such, we may be unable to achieve the most favorable execution of your transactions and you may pay higher brokerage commissions than you might otherwise pay through another broker-dealer offering the same types of services. You may, of course, also pay lower brokerage commissions than you might otherwise pay through another broker-dealer offering the same types of services and you are therefore encouraged to compare rates. Not all advisers require their clients to direct brokerage.

Block Trades

We do not combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "aggregated trading") because we do not trade in stocks. We may, however, in our sole discretion, aggregate trades for shares of the same exchange-traded mutual funds and enter all the trades at the same time. This "block trade" would be the simultaneous entry of individual orders for the purchase or sale of an EFT.

Item 13 Review of Accounts**Periodic reviews**

For an investment-management client, we'll do a review of your information at least once a year. We may review your Investment Account in between annual reviews if we consider it advisable to do so. Or you may request extra reviews. One of the firm's financial planners will review each Investment Account. We review an Investment Account for changes in value, and for current suitability of its investments.

We review your Investment Policy Statements with you once a year. We invite you to reconsider and re-evaluate whether your IPS remains in keeping with your current financial situation, and change in your family or circumstances, and change in your needs or goals. If you do not have an IPS our annual review of your portfolio will still take into consideration the same issues.

Extra reviews

If SSG, Fidelity or TIAA holds mutual fund shares for your Investment Account, we review those investments on a regular basis. We review those Funds for past performance and for our outlook on continuing suitability. Also, we might review a Mutual Fund if it shows under-performance for an extended time, if the Mutual Fund changes its management, or if the Mutual Fund increases its expenses.

Investments held in an account outside of SSG or Fidelity are monitored, if possible, through an account aggregation service. Some accounts are not able to be monitored this way, and for those accounts we would request you provide us with current statements on a regular basis.

We would review your Investment Account if we notice something unusual, such as outlying performance of an investment, or if you request it.

You should tell us if your investment goals or your financial situation changes, or if you want to make changes about your investments.

Our reports to you

For our investment-management clients, we provide portfolio reports generated by our portfolio management system at our annual meeting or as requested. These reports can show such information as the allocation, holdings, past performance, standard deviation and other data about the portfolio.

For our investment-management clients, we provide annual performance reports. These written reports are generated by our portfolio management system or by us in Excel and show 12-month performance of the portfolio.

Item 14 Client Referrals and Other Compensation

We do not directly or indirectly use, employ, or compensate non-employee (outside) consultants, individuals, and/or entities (Solicitors) for client referrals.

Refer to the *Brokerage Practices* section above for disclosures on research and other benefits we may receive resulting from discount brokers in connection with utilizing their brokerage services.

Beyond the disclosures provided in this Brochure, we do not receive any compensation from any third party in connection with providing investment advice to you.

Item 15 Custody

As paying agent for our firm, your independent custodian will directly debit your account(s) for the payment of our advisory fees when you specifically authorize us to do so. This ability to deduct our advisory fees from your accounts causes our firm to exercise *limited* custody over your cash or securities. We do not have physical custody of any of your cash and/or securities. Your cash and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. You will receive account statements from the independent, qualified custodian(s) holding your cash and securities at least quarterly. The account statements from your custodian(s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy. We will also provide our fee statement to you reflecting the amount of advisory fees deducted from your account.

We are not affiliated with any custodian that we recommend. None of the custodians we recommend, supervise us, our agents, or activities.

If you have a question regarding your account statement, or if you did not receive a statement from your custodian, please contact us immediately at the telephone number on the cover page of this brochure.

Item 16 Investment Discretion

Discretionary Arrangements

Before we can buy or sell securities on your behalf, you must provide us with authorization by signing our Advisory Services Agreement along with the appropriate trading authorization forms.

Should you enter into a discretionary arrangement with our firm, you must grant us discretion over the selection and amount of securities to be purchased or sold for your account(s). You may specify investment objectives, guidelines, and/or impose certain conditions or investment parameters for your account(s). For example, you may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry or security. Please refer to the *Advisory Business* section in this brochure for more information on our discretionary management services.

Non Discretionary Arrangements

Should you enter into non-discretionary arrangement with our firm, we will obtain your approval prior to the execution of any transactions for your account(s). You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Item 17 Voting Client Securities

Without exception, we will not vote proxies on behalf of your advisory accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own shares of applicable securities, you are responsible for exercising your right to vote as a shareholder.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitation to vote proxies.

Item 18 Financial Information

We are not required to provide a balance sheet or other financial information to our clients because we do not require the prepayment of fees in excess of \$1,200 and six months or more in advance; we do not take custody of client funds or securities; and, we do not have a financial condition that is reasonably likely to impair our ability to meet our commitments to you. Moreover, we have never been the subject of a bankruptcy petition.

Item 19 Requirements for State-Registered Advisers

We are a federally registered investment adviser; therefore, we are not required to respond to this item.

Item 20 Additional Information

Your Privacy

We view protecting your private information as a top priority. Pursuant to applicable privacy requirements, we have instituted policies and procedures to ensure that we keep your personal information private and secure.

We do not disclose any non-public personal information about you to any non-affiliated third parties, except as permitted by law. In the course of servicing your account, we may share some information with our service providers, such as transfer agents, custodians, broker-dealers, accountants, consultants, and attorneys.

We restrict internal access to non-public personal information about you to employees, who need that information in order to provide products or services to you. We maintain physical and procedural safeguards that comply with regulatory standards to guard your non-public personal information and to ensure our integrity and confidentiality. We will not sell information about you or your accounts to anyone. We do not share your information unless it is required to process a transaction, at your request, or required by law.

You will receive a copy of our privacy notice prior to or at the time you sign an advisory agreement with our firm. Thereafter, we will deliver a copy of the current privacy policy notice to you on an annual basis. Please contact our main office at the telephone number on the cover page of this brochure if you have any questions regarding this policy.

Massachusetts Residents: Our firm is forbidden to share any information which qualifies as private unless you specifically agree to, or "opt in", to sharing such information.

Trade Errors

In the event a trading error occurs in your account, our policy is to restore your account to the position it should have been in had the trading error not occurred. Depending on the circumstances, corrective actions may include canceling the trade, adjusting an allocation, and/or reimbursing the account.

Class Action Lawsuits

We do not determine if securities held by you are the subject of a class action lawsuit. Moreover, we do not determine whether you are eligible to participate in class action settlements or litigation nor do we initiate or participate in litigation to recover damages on your behalf.

Christina C. Traurig, CFP®

Cornerstone Financial Planning, LLC

**210 Commerce Way, Suite 230
Portsmouth, NH 03801**

**Telephone: 603-431-1133
Facsimile: 603-431-1139**

July 26, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Christina C. Traurig that supplements the Cornerstone Financial Planning, LLC brochure. You should have received a copy of that brochure. Contact us at 603-431-1133 if you did not receive Cornerstone Financial Planning, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Christina C. Traurig is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: Christina C. Taurig

Year of Birth: 1989

Education:

- University of Louisville, MBA, 2015
- Northern Kentucky University, BS Finance, 2010

Business Background:

- Cornerstone Financial Planning, LLC, CCO/Member/Principal, 07/2022 - Present
- Cornerstone Financial Planning, LLC, Investment Adviser Representative, 6/2017 - Present
- Winebrenner Capital Management LLC, Investment Adviser Representative, 8/2014 - 5/2017
- Fifth Third Bank, Tax Analyst, 5/2013 - 7/2014
- Turner Construction, Payroll Accountant, 11/2012 - 5/2013
- Fifth Third Bank, Service to Solutions Agent, 3/2012 - 11/2012

Certifications: CFP® 2017, NAPFA-Registered Investment Advisor

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The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination - Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*.

The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

The SEC or any Federal or State government agency does not approve any mark or designation. Our brochure's or supplement's uses of the word "professional" does not mean that financial planning is recognized as a profession under any Federal or State law.

NAPFA-REGISTERED INVESTMENT ADVISOR: The National Association for Personal Financial Advisors (NAPFA) is an association of fee-only financial advisors. No federal or state law or regulation requires fee-only financial planners to hold the NAPFA certification. To become a NAPFA-Registered Investment Advisor an individual must satisfactorily fulfill the following requirements:

Education and Experience: a Bachelor's degree, the CFP® designation, and a broad-based advanced education in financial planning and three years of comprehensive planning experience. Must offer comprehensive planning services and submit a sample comprehensive financial plan or complete a peer review.

Standards of Membership and Affiliation

Applicants for any category of membership (Members) or affiliation (Affiliates) with NAPFA must meet the following standards to be considered for admission, and must continue to abide by such standards in order to maintain eligibility and good standing in NAPFA.

1. NAPFA's definition of a Fee-Only financial advisor: One who is compensated solely by the client with neither the advisor nor any related party receiving compensation that is contingent on the purchase or sale of a financial product. Neither Members nor Affiliates may receive commissions, rebates, awards, finder's fees, bonuses or other forms of compensation from others as a result of a client's implementation of the individual's planning recommendations.
2. Prohibition of certain ownership interests and employment relationships: Neither a Member nor an Affiliate may own any interest in or be employed by a financial services industry firm that receives commissions, rebates, awards or any form of compensation prohibited by the NAPFA Standards of Membership or Affiliation. A party related to a member or an affiliate may not own an interest in a financial services industry firm that receives commissions, rebates, awards or any form of compensation prohibited by the NAPFA Standards of Membership or Affiliation; and to whom the member or affiliate makes referrals or otherwise directs business.
3. Compliance with NAPFA standards and industry regulations: must abide by the NAPFA Code of Ethics, Standards of Membership and Affiliation, Bylaws, resolutions adopted by the Board and all rules set forth in the NAPFA Policies and Procedures Manual. Must agree to comply with all federal and state statutes, rules, regulations, administrative and judicial rulings, and other authorities applicable to the provision of financial planning or advisory related services. Must agree that they will make all appropriate filings, amendments and renewals as appropriate to required filings with regulatory authorities.

This shall include, but is not limited to, Form ADV.

4. **Prompt notification of certain disciplinary and legal events:** Members and Affiliates have a continuing obligation to inform the NAPFA National Office, in a prompt manner and in writing, of significant disciplinary and legal events.

Continuing Education:

Complete 60 hours every two years, including 2 hours in ethics.

Fiduciary Oath and Code of Ethics:

Fiduciary Oath

The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor. The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

Following the NAPFA Fiduciary Oath means I shall:

Always act in good faith and with candor.

Be proactive in disclosing any conflicts of interest that may impact a client.

Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.

Code of Ethics:

Abide by the NAPFA Code of Ethics, a set of ethical and practice standards.

Item 3 Disciplinary Information

Ms. Christina C. Traurig does not have any reportable disciplinary disclosures.

Item 4 Other Business Activities

Christina C. Traurig is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Investment Adviser Representative of Cornerstone Financial Planning, LLC. Moreover, Ms. Traurig does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Christina C. Traurig does not receive any additional compensation beyond that received as an Investment Adviser Representative of Cornerstone Financial Planning, LLC.

Item 6 Supervision

As Chief Compliance Officer (CCO) of Cornerstone Financial Planning, LLC, Christina Traurig supervises the advisory activities of our firm. Christina Traurig can be reached at 603-431-1133.

Mackenzie H. Arsenault, CFP®

**38 Union Wharf
Portland, ME 04101-3935
Telephone: 207-772-8133
Facsimile: 207-772-8139**

Cornerstone Financial Planning, LLC

**210 Commerce Way, Suite 230
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**Telephone: 603-431-1133
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www.cornerstoneplanning.com

July 26, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Mackenzie H. Arsenault that supplements the Cornerstone Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact Christina Taurig at 603-431-1133 if you did not receive Cornerstone Financial Planning, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Mackenzie H. Arsenault is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: **Mackenzie H. Arsenault**

Year of Birth: 1987

Education:

- Roger Williams University, BS, 2009

Business Background:

- Cornerstone Financial Planning, LLC, Principal/Member, 07/2022 - Present
- Cornerstone Financial Planning, LLC, Investment Adviser Representative, 04/2014 - Present
- UBS Private Wealth Management, Registered Client Service Assistant, 08/2010 - 05/2014
- SMI Management & Research, Analyst, 06/2009 - 08/-2010

Certifications: CFP® 2013, NAPFA-Registered Investment Advisor

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The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination - Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics - Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

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Education and Experience: a Bachelor's degree, the CFP® designation, and a broad-based advanced education in financial planning and three years of comprehensive planning experience. Must offer comprehensive planning services and submit a sample comprehensive financial plan or complete a peer review.

Standards of Membership and Affiliation

Applicants for any category of membership (Members) or affiliation (Affiliates) with NAPFA must meet the following standards to be considered for admission, and must continue to abide by such standards in order to maintain eligibility and good standing in NAPFA.

1. NAPFA's definition of a Fee-Only financial advisor: One who is compensated solely by the client with neither the advisor nor any related party receiving compensation that is contingent on the purchase or sale of a financial product. Neither Members nor Affiliates may receive commissions, rebates, awards, finder's fees, bonuses or other forms of compensation from others as a result of a client's implementation of the individual's planning recommendations.
2. Prohibition of certain ownership interests and employment relationships: Neither a Member nor an Affiliate may own any interest in or be employed by a financial services industry firm that receives commissions, rebates, awards or any form of compensation prohibited by the NAPFA Standards of Membership or Affiliation. A party related to a member or an affiliate may not own an interest in a financial services industry firm that receives commissions, rebates, awards or any form of compensation prohibited by the NAPFA Standards of Membership or Affiliation; and to whom the member or affiliate makes referrals or otherwise directs business.
3. Compliance with NAPFA standards and industry regulations: must abide by the NAPFA Code of Ethics, Standards of Membership and Affiliation, Bylaws, resolutions adopted by the Board and all rules set forth in the NAPFA Policies and Procedures Manual. Must agree to comply with all federal and state statutes, rules, regulations, administrative and judicial rulings, and other authorities applicable to the provision of financial planning or advisory related services. Must agree that they will make all appropriate filings, amendments and renewals as appropriate to required filings with regulatory authorities. This shall include, but is not limited to, Form ADV.
4. Prompt notification of certain disciplinary and legal events: Members and Affiliates have a continuing obligation to inform the NAPFA National Office, in a prompt manner and in

writing, of significant disciplinary and legal events.

Continuing Education:

Complete 60 hours every two years, including 2 hours in ethics.

Fiduciary Oath and Code of Ethics:

Fiduciary Oath

The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor. The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

Following the NAPFA Fiduciary Oath means I shall:

Always act in good faith and with candor.

Be proactive in disclosing any conflicts of interest that may impact a client.

Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.

Code of Ethics:

Abide by the NAPFA Code of Ethics, a set of ethical and practice standards.

Item 3 Disciplinary Information

Ms. Mackenzie H. Arsenault does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Mackenzie H. Arsenault currently serves on the Board of the Junior League of Portland, ME.

Item 5 Additional Compensation

Mackenzie H. Arsenault does not receive any additional compensation beyond that received as an Investment Adviser Representative of Cornerstone Financial Planning, LLC.

Item 6 Supervision

As Chief Compliance Officer of Cornerstone Financial Planning, LLC, Christina Traurig supervises the advisory activities of Mackenzie H. Arsenault. Ms. Traurig can be reached at 603-431-1133.

Barry Betters, CFP®

Cornerstone Financial Planning, LLC

**210 Commerce Way, Suite 230
Portsmouth, NH 03801**

**Telephone: 603-431-1133
Facsimile: 603-431-1139**

www.cornerstoneplanning.com

August 3, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Barry Betters that supplements the Cornerstone Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact us at 603-431-1133 if you did not receive Cornerstone Financial Planning, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Barry Betters is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: Barry Betters

Year of Birth: 1988

Education:

- Southern New Hampshire University, MBA, 2017
- University of New Hampshire, BS, 2011

Business Background:

- Cornerstone Financial Planning, LLC, Financial Planner, 8/2021 - Present
 - Zeiders Enterprises Inc., Personal Financial Counselor, 2/2019 - 8/2021
 - Paladin Advisors, LLC, Investment Advisor, 5/2016 - 2/2019
 - Fidelity Investments, Investment Consultant, 6/2011 - 4/2016
-

Certifications: CFP®2013

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Examination- Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience- Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics- Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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Ethics - Renew an agreement to be bound by the *Standards of Professional Conduct*.

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CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

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Item 3 Disciplinary Information

Mr. Barry Betters does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Barry Betters is not actively engaged in any other business or occupation (investment-related or otherwise) beyond his capacity as Financial Planner of Cornerstone Financial Planning, LLC. Moreover, Mr. Betters does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Barry Betters does not receive any additional compensation beyond that received as a Financial Planner of Cornerstone Financial Planning, LLC.

Item 6 Supervision

As Chief Compliance Officer of Cornerstone Financial Planning, LLC, Christina Taurig supervises the advisory activities of Barry Betters. Ms. Taurig can be reached at 603-431-1133.

Sara Casale, CFP®

**38 Union Wharf
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www.cornerstoneplanning.com

July 26, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Sara Casale that supplements the Cornerstone Financial Planning, LLC brochure. You should have received a copy of that brochure. Contact us at 603-431-1133 if you did not receive Cornerstone Financial Planning, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Sara Casale (CRD # 6596420) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: Sara Casale

Year of Birth: 1992

Education:

- SUNY Geneseo, BA in Political Science, 2014

Business Background:

- Cornerstone Financial Planning, LLC, Investment Adviser Representative, 1/2021 - Present
- Atlas Private Wealth Management, Financial Planning Analyst, 6/2019 - 12/2020
- The Ayco Company LP, Ayco Professional, 5/2014 - 5/2019

Certifications: CFP®, 2021, NAPFA-Registered Investment Advisor

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- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

NAPFA-REGISTERED INVESTMENT ADVISOR: The National Association for Personal Financial Advisors (NAPFA) is an association of fee-only financial advisors. No federal or state law or regulation requires fee-only financial planners to hold the NAPFA certification. To become a NAPFA-Registered Investment Advisor an individual must satisfactorily fulfill the following requirements:

Education and Experience: a Bachelor's degree, the CFP® designation, and a broad-based advanced education in financial planning and three years of comprehensive planning experience. Must offer comprehensive planning services and submit a sample comprehensive financial plan or complete a peer review.

Standards of Membership and Affiliation

Applicants for any category of membership (Members) or affiliation (Affiliates) with NAPFA must meet the following standards to be considered for admission, and must continue to abide by such standards in order to maintain eligibility and good standing in NAPFA.

1. NAPFA's definition of a Fee-Only financial advisor: One who is compensated solely by the client with neither the advisor nor any related party receiving compensation that is contingent on the purchase or sale of a financial product. Neither Members nor Affiliates may receive commissions, rebates, awards, finder's fees, bonuses or other forms of compensation from others as a result of a client's implementation of the individual's planning recommendations.
2. Prohibition of certain ownership interests and employment relationships: Neither a Member nor an Affiliate may own any interest in or be employed by a financial services industry firm that receives commissions, rebates, awards or any form of compensation prohibited by the NAPFA Standards of Membership or Affiliation. A party related to a member or an affiliate may not own an interest in a financial services industry firm that receives commissions, rebates, awards or any form of compensation prohibited by the NAPFA Standards of Membership or Affiliation; and to whom the member or affiliate makes referrals or otherwise directs business.
3. Compliance with NAPFA standards and industry regulations: must abide by the NAPFA Code of Ethics, Standards of Membership and Affiliation, Bylaws, resolutions adopted by the Board and all rules set forth in the NAPFA Policies and Procedures Manual. Must agree to comply with all federal and state statutes, rules, regulations, administrative and judicial rulings, and other authorities applicable to the provision of financial planning or advisory related services. Must agree that they will make all appropriate filings, amendments and renewals as appropriate to required filings with regulatory authorities. This shall include, but is not limited to, Form ADV.
4. Prompt notification of certain disciplinary and legal events: Members and Affiliates have a continuing obligation to inform the NAPFA National Office, in a prompt manner and in writing, of significant disciplinary and legal events.

Continuing Education:

Complete 60 hours every two years, including 2 hours in ethics.

Fiduciary Oath and Code of Ethics:

Fiduciary Oath

The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor. The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

Following the NAPFA Fiduciary Oath means I shall:

Always act in good faith and with candor.

Be proactive in disclosing any conflicts of interest that may impact a client.

Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.

Code of Ethics:

Abide by the NAPFA Code of Ethics, a set of ethical and practice standards.

Item 3 Disciplinary Information

Sara Casale does not have any reportable disciplinary disclosures.

Item 4 Other Business Activities

Sara Casale is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Investment Adviser Representative of Cornerstone Financial Planning, LLC. Moreover, Ms. Casale does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Sara Casale does not receive any additional compensation beyond that received as an Investment Adviser Representative of Cornerstone Financial Planning, LLC.

Item 6 Supervision

As Chief Compliance Officer of Cornerstone Financial Planning, LLC, Christina Traurig supervises the advisory activities of Sara Casale. Ms. Traurig can be reached at 603-431-1133.

Bethany Goodrich, CFP®

Cornerstone Financial Planning, LLC

**210 Commerce Way, Suite 230
Portsmouth, NH 03801**

**Telephone: 603-431-1133
Facsimile: 603-431-1139**

<http://www.cornerstoneplanning.com/>

July 26, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Bethany Goodrich that supplements the Cornerstone Financial Planning, LLC brochure. You should have received a copy of that brochure. Contact us at 603-431-1133 if you did not receive Cornerstone Financial Planning, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Bethany Goodrich is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: Bethany Goodrich, CFP®

Year of Birth: 1977

Education:

- University of Michigan , BA Organization Studies, 1999
- University of Massachusetts , MBA, 2018

Business Background:

- Cornerstone Financial Planning, LLC, Financial Planner , 9/2021 - Present
 - TPS Group, Financial Services 3/2001 - 9/2021
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Certifications: CFP® 2022

CERTIFIED FINANCIAL PLANNER™ (CFP®)

The CERTIFIED FINANCIAL PLANNER, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination - Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics - Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and 2 Ethics - Renew an

agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

The SEC or any Federal or State government agency does not approve any mark or designation. Our brochure's or supplement's uses of the word "professional" does not mean that financial planning is recognized as a profession under any Federal or State law

Item 3 Disciplinary Information

Ms. Bethany Goodrich does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Bethany Goodrich is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Financial Planner of Cornerstone Financial Planning, LLC. Moreover, Ms. Goodrich does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Bethany Goodrich does not receive any additional compensation beyond that received as an Financial Planner of Cornerstone Financial Planning, LLC.

Item 6 Supervision

As Chief Compliance Officer of Cornerstone Financial Planning, LLC, Christina Traurig supervises the advisory activities of Bethany Goodrich. Ms. Traurig can be reached at 603-431-1133.

Danielle Pensinger
38 Union Wharf
Portland, ME 04101

Telephone: 207-772-8133

Cornerstone Financial Planning, LLC

210 Commerce Way
Suite 230
Portsmouth, NH 03801

Telephone: 603-431-1133
Facsimile: 603-431-1139

<http://www.cornerstoneplanning.com/>

July 26, 2022

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Danielle Pensinger that supplements the Cornerstone Financial Planning, LLC brochure. You should have received a copy of that brochure. Contact us at 603-431-1133 if you did not receive Cornerstone Financial Planning, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Danielle Pensinger (CRD # 7475850) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

Your Financial Adviser: Danielle Pensinger

Year of Birth: 1989

Education:

- University of Florida, BA English, 8/2008 - 12/2011

Business Background:

- Cornerstone Financial Planning, Client Service Manager/Paraplanner, 9/2019 - Present
- VCA Chiquita Animal Hospital, Office Manager, 12/2018 - 9/2019
- Chiquita Animal Hospital, Administrative Assistant, 8/2014 - 12/2018
- Chiquita Animal Hospital, Receptionist, 4/2012 - 8/2014

Item 3 Disciplinary Information

Ms. Danielle Pensinger does not have any reportable disciplinary disclosure.

Item 4 Other Business Activities

Danielle Pensinger is not actively engaged in any other business or occupation (investment-related or otherwise) beyond her capacity as Paraplanner of Cornerstone Financial Planning, LLC. Moreover, Ms. Pensinger does not receive any commissions, bonuses or other compensation based on the sale of securities or other investment products.

Item 5 Additional Compensation

Danielle Pensinger does not receive any additional compensation beyond that received as an Paraplanner of Cornerstone Financial Planning, LLC.

Item 6 Supervision

As Chief Compliance Officer of Cornerstone Financial Planning, LLC, Christina Traurig supervises the advisory activities of Danielle Pensinger. Ms. Traurig can be reached at 603-431-1133.

Cornerstone Financial Planning, LLC
April 27, 2020

FORM CRS

Cornerstone Financial Planning, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: Financial Planning Services; Portfolio Management Services; Pension Consulting Services; Selection of Other Advisers; Educational Seminars/Workshops; and, Asset Allocation Services. For a description of each service listed above, refer to our Form ADV Part 2A disclosure by clicking the following link <https://adviserinfo.sec.gov/firm/brochure/129656>. Refer to Items 4, 7, 13 and 16.

Account Monitoring If you open an investment account with our firm, as part of our standard service we will monitor your investments on a daily basis.

Investment Authority We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer **non-discretionary** investment management services whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

Key Questions to Ask Your Financial Professional

- **Given my financial situation, should I choose an investment advisory service? Why or Why Not?**
- **How will you choose investments to recommend to me?**
- **What is your relevant experience, including your licenses, education and other qualifications?**
- **What do these qualifications mean?**

What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129656>.

- **Asset Based Fees** - Payable quarterly in arrears. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict;
- **Hourly Fees** - Payable in arrears as invoiced;
- **Fixed Fees** - Payable in arrears as invoiced;
- Clients may also pay additional fees and/or expenses. Examples of the most common fees and costs applicable to our clients are:

- Custodian fees;
- Account maintenance fees;
- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and
- Other product-level fees associated with your investments

How do your financial professionals make money?

Our Company and the financial professional servicing your account(s) are compensated through salary and bonus. Financial professionals' compensation is based on the general revenue of the firm and the professional's experience in the field.

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.

Key Questions to Ask Your Financial Professional

- **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?**

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

Refer to our Form ADV Part 2A a by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129656> to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

- **How might your conflicts of interest affect me, and how will you address them?**

When we act as your investment adviser, 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.

In addition to our advisory fees, we may make money from our investment advisory services in the following ways:

Refer to our [Form ADV Part 2A](#) Items 5, 10, 12, and 14 to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

- **As a financial professional, do you have any disciplinary history? For what type of conduct?**

Do you or your financial professionals have legal or disciplinary history?

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple research tool.

You can find additional information about our investment advisory services and request a copy of the relationship summary at 603-431-1133 or clicking the link provided <https://adviserinfo.sec.gov/firm/brochure/129656>.

Key Questions to Ask Your Financial Professional

- **Who is my primary contact person?**
- **Is he or she a representative of an investment adviser or a broker-dealer?**
- **Who can I talk to if I have concerns about how this person is treating me?**



PRIVACY STATEMENT

Cornerstone 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, accountants, and mortgage lenders 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 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/or 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 a written copy of this *Privacy Statement* to you annually.