



## Client Relationship Summary

June 30, 2020

### Introduction

BrightPlan, LLC is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. 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.

### What investment services and advice can you provide me?

We are a fee-only digital financial wellness provider offering goals based financial planning and investment advice to individuals. Our advice is provided by our proprietary software and algorithms which select one of several model portfolios comprised of mutual funds and/or exchange-traded funds (ETFs) that we believe are most likely to help you achieve your goals, based on the information you provide us regarding your risk tolerance and time horizon. For Planning only clients, once you establish your goal and receive our investment recommendations for that goal you can execute those recommendations yourself in an account that is not managed by us. For Planning and Investing clients you will open an account with us and we will execute the investment recommendations for you. These accounts will be managed on a discretionary basis which means we invest in accordance with your goals and assumptions and may buy or sell the investments in your account without your prior approval. Your portfolio will be regularly monitored, and if necessary, rebalanced to meet your changing needs, goals and objectives. The account minimum for Planning and Investing clients is \$500. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

***Questions to ask us:** 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?

For Planning only you, or your employer, pay us a flat monthly fee, in advance. For Planning and Investing, in addition to the monthly fee described above, you will pay us an annual asset based fee of 0.40% of assets under management. These fees are charged monthly in arrears and deducted directly from your account. Paying asset-based fees means that the amount you pay will depend on the amount of assets in your account. We therefore have an incentive to increase the assets in your account in order to increase our fees. You or your employer pay our fees even if you do not have any transactions and the advisory fee paid to us does not vary based on the type of investments selected.

In addition to the fees you pay us, for Planning and Investing you will also pay your account custodian (TDAmeritrade) an annual custody fee of 0.08% of assets in your account which includes all trading fees for your account. Mutual funds and ETFs also impose transactional, management and/or administrative fees. These additional fees reduce the value of your investment over time. **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.** Please see Item 5 of our [Brochure](#) for additional details.

***Questions to ask us:*** 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?**

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. Paying asset-based fees means that the amount you pay will depend on the amount of assets in your account. We therefore have an incentive to grow the assets in your advisory account in order to increase our fees.

From time to time we will recommend Plancorp, an affiliated investment advisor and sister company to clients with accounts above a certain asset level who we believe will benefit from Plancorp's more tailored investment management services. Plancorp pays us a fee for each new client we refer. We therefore have an incentive to refer clients to Plancorp and not to a different investment adviser that is unaffiliated with and pays no fees to us. Please also see Item 10 of our [Brochure](#) for additional details.

As a Registered Investment Advisor, BrightPlan is a fee-only fiduciary, which means we are legally required to act in your best interest. By contrast, a broker-dealer receives commissions and is only required to act in your best interest when providing an investment recommendation. Neither BrightPlan nor any of our employees receives compensation for the sale of securities to our clients. We do not receive compensation from any fund manager or other third-party for the investments we select for you.

***Questions to ask us:*** How might your conflicts of interest affect me, and how will you address them?

### **How do your financial professionals make money?**

BrightPlan does not employ financial professionals or financial advisors to provide investment advice. Our investment services are entirely digital. Neither BrightPlan nor any of our employees receives compensation for the sale of securities to our clients. We do not receive compensation from any fund manager or other third-party for the investments we select for you. Please also see Item 10 of our [Brochure](#) for additional details.

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

We do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

***Questions to ask us:*** As a financial professional, do you have any disciplinary history? For what conduct?

### **Additional Information**

Visit <https://adviserinfo.sec.gov/firm/summary/283790> for more information about us. To request up-to-date information or a copy of this relationship summary, please contact us at (408) 933 6188.

***Questions to ask us:*** 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?