

Integrated Financial Planning Services
Form CRS Customer Relationship Summary
10 March 2025

Introduction

Integrated Financial Planning Services is registered with the Securities and Exchange Commission (SEC) as both a broker-dealer and an investment adviser and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at 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 offer both brokerage and investment advisory services to retail investors.

Our **brokerage** services include financial planning services to retail investors, which includes understanding your financial background and recommending the appropriate securities product, insurance product or combination of both. We may also recommend specific account types, such as IRAs, 529 plans, 401k plans or joint accounts, as well as overall investment strategies involving securities products.

In respect to the securities products we recommend to you, we have limited our business to mutual fund securities products, insurance products, annuities with securities features and REITS. We do not offer stocks or bonds. We have business relationships with most major mutual fund companies in the United States. Therefore, we are able to offer you mutual funds free of potential limits imposed by lack of business relationship. We are not beholden to any of these companies to sell their products in any way, shape or form. There are no investment minimums required by IFPS. However, some mutual funds and investment providers sometimes require a minimum amount to open an account. We do not provide investment monitoring over the course of your relationship with us.

You make the ultimate decision regarding the purchase or sale of investments.

Our **advisory** services offer ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. IFPS offers managed accounts that are either discretionary or non-discretionary based on the level of trading authority you grant your advisor, our firm, or another investment manager.

IFPS generally limits its money management to mutual funds and ETFs. IFPS may use other securities as well to help diversify a portfolio when applicable. Broader options might be offered by other firms and at a lower cost.

There is a \$25,000 household investment minimum.

For additional information please see IFPS's advisory brochure (Form ADV, part 2A). Also see the ERISA 408(b)(2) disclosure provided by your 401k provider, any prospectuses or offering documents provided for the mutual funds and REITS recommended to you by your financial professional.

What investment services and advice can you provide me?

Conversation Starters. Ask your financial professional—

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?
- 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 our **brokerage** services...

The fee you pay for your investments is based on the specific transaction and not the overall value of your account, as it would be if you were using our investment advisory service.

The specific fees that you will pay for the purchase of mutual funds and REITS are paid in the form of up-front sales charges (if you purchase A-shares, C shares do not have an up-front sales charge), and on-going fees related to the on-going active management of the fund. Ask your financial professional about the difference between A shares and C shares.

Also, with certain investments such as variable annuities, you may have to pay fees such as “surrender charges” to sell the investment.

These fees are assessed on a transaction by transaction basis and, therefore, the more you buy, the more transaction costs you might occur.

For our **advisory** services...

The fee you pay for your investments is based on a percentage of your assets under our management (AUM). Depending upon the complexity of the situation and the needs of the client, an hourly fee for services may be charged. The fee for this service is between \$50 and \$250. The hourly fees are negotiable.

For a full schedule of our fees, see our firm’s brochure (form ADV, part 2A). AUM fees are paid quarterly in advance, and clients may terminate their contracts with sixty days’ written notice. Hourly fees are paid in arrears upon completion. Clients may terminate their contracts without penalty within five business days of signing the advisory contract.

Clients are responsible for the payment of all third party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by IFPS.

The more assets there are in a retail investor’s advisory account, the more a retail investor will pay in fees, and the firm may therefore have an incentive to encourage the retail investor to increase the assets in his or her account.

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.

For additional information, please see IFPS’s advisory brochure (Form ADV, part 2A). Also see the ERISA 408(b)(2) disclosure provided by your 401k provider, any prospectuses or offering documents provided for the mutual funds and REITS recommended to you by your financial professional.

What fees will I pay?

Conversation Starter. 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 providing recommendations as my broker-dealer or when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer or 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

Examples of Ways We Make Money and Conflicts of Interest.

Specific to the advisory services of IFPS, the fees received are not product-specific and we do not participate in any revenue sharing relationships or receive payments from third parties, so any conflicts of interest are removed.

Specific to the brokerage services of IFPS, conflicts of interest can present themselves among product choices, or within the various product offerings. For example, the commissions are higher for REIT products and annuity products; however, those products should only be one part of a properly diversified investment strategy. Within those products (REITS, Annuities, Mutual Funds) there are differing costs across the products offered. As noted above, higher up-front sales charges have the potential to create a conflict of interest between the financial planner and the investor. On-going charges, characteristic of actively managed mutual funds, also differ, however, the amounts paid to financial professionals are capped at 1% of a fund's net assets, and can differ within the scale up to the 1%.

Outside of the commission channel, we do not have any other ways we make money, such as revenue-sharing relationships or payments from third parties.

Conversation Starter. Ask your financial professional—

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

For additional information, please see IFPS's advisory brochure (Form ADV, part 2A). Also see the ERISA 408(b)(2) disclosure provided by your 401k provider, any prospectuses or offering documents provided for the mutual funds and REITS recommended to you by your financial professional.

How do your financial professionals make money?

As discussed above, the financial professionals of Integrated Financial Planning Services are compensated depending on the type of relationship you decide to have with us. For our advisory services, we are paid via a percentage of your assets under our management, an hourly fee, or both. For our brokerage services, we are paid via up-front sales charges, and from marketing and service fees charged to the client by the fund company, REIT provider or insurance company.

Do you or your financial professionals have legal or disciplinary history

Yes

Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional—

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

Additional Information

For additional information about our services, please visit www.ifpsonline.com. If you would like additional, up-to-date information or a copy of this disclosure, please call 443-450-4543.

Conversation Starter. 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?