

Part 2A of Form ADV: Firm Brochure

Item 1 Cover Page

**LIFE PLANNING AGENCY, INC.**

(An Investment Advisor Registered in New York State)

See note below

**PROVIDING  
INVESTMENT ADVISORY SERVICES  
TO INDIVIDUALS, FAMILIES & BUSINESSES  
SINCE 1999**

**A brochure providing good sense information about the  
qualifications and business practices of  
Life Planning Agency, Inc.**

If you need any additional information concerning our services or clarification of any of the contents provided herein, please feel free to contact us at the address provided below:

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Dix Hills, NY 11746-6626

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The information contained in this brochure has neither been approved nor verified by the Securities & Exchange Commission of the United States or by any state securities authority.

Registration as an investment advisor in the State of New York does not imply a certain level of skill or training.

Item 2 Material Changes

Not applicable.

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(Brochure of Life Planning, Inc.)

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**Life Planning Agency, Inc.** began its investment advisory business in November 1998 but did not begin operations until January 1999. The Company is 100 % owned by Ronald Seroda CPA.

- The objective of Life Planning agency is to provide objective investment advice for those people who wish to obtain a financial objective by investing in securities that are traded on national and international security exchanges. We do not offer investment advice for real estate or the value of a business that one wishes to purchase but is strictly limited to stocks, bonds, real estate investment trusts (REITS) and master limited partnerships that are traded and value of national
- Our client's objective can be to provide funds for retirement or funds for their children's education or simply to have additional income every year for a family vacation. Since no one solution can solve all of our client's financial objectives, our investment advice is tailored to fit each individual client. An investment plan for a parent wishing to have the funds available for his new-born to attend college by necessity has to be different from that of a person who is 70 years of age wanting to generate additional monthly income every month so that they can visit their grandchildren in California.
- Our services are not limited to individuals and their families with respect to retirement but we also provide investment advisory services to pension & profit sharing plans of closely held corporations, their owners & employees. As investment advisors we do not design or recommend a particular pension or profits sharing plan but depending on the age and risk tolerance of each participant develop an investment plan that hopefully will provide the funds needed by that individual for retirement.
- Any retirement plan consists of two components; a savings component and an investment component. As their investment advisor, it would be our first task to determine a savings plan that each participant could reasonably afford to contribute on a regular basis. The second level is to determine the investments that are purchased with their savings to maximize their growth at the time of retirement.

#### **Investment Philosophy, Balance & Diversification**

- In today's volatile markets and with conditions changing more rapidly today than ever before, we find that this volatility has created many opportunities for the investor. However, in order to take advantage of these rapidly changing opportunities, we find it necessary to manage each account on a discretionary basis. As of December 31, 2010, 8.7 million of the assets we manage which is 100 % of our accounts are managed on a discretionary basis.
- No person can be expected to time the market so at Life Planning we emphasize the fundamental approach to investing. Good companies will survive bad markets.
- Risk is minimized through diversification. At any particular point in time, each accounts holdings in stocks, bonds, real estate investment trusts, precious metals & cash is matched to the individual investor's preferences & needs with adjustments made during bull & bear cycles.

**Percent of Assets Under Management**

The only fees that Life Planning Agency, Inc. charges its client is computed as a percentage of assets under management (see schedule below). It is our philosophy as a fiduciary to our clients that this method of compensation keeps the interests of both the client and the advisor the same. We do not receive any other compensation for our services. Also, our fees are non-negotiable and the minimum initial investment is \$ 25,000 and each account must maintain a balance of at least \$15,000.

- 1.00 % of the total assets on an account ranging in value from \$ 25,000.00 to \$ 49,999.99.
- .75 % of the total assets on an account ranging in value from \$ 50,000.00 & over.

No fees are payable in advance. All fees are payable monthly on an annualized percentage of assets under management determined on the market value of each account on the last day of the month. All fees are deducted directly from our client's account and are shown on their monthly statements as management fees.

All clients will also be subject to brokerage fees and commissions which Life Planning Agency, Inc. receives no percentage. Charles Schwab & Co. clears all of the transactions initiated by Life Planning Agency, Inc. (See Item 12, Page12). It should be also understood that all investments recommended by us can be purchased through other brokers or dealers and that Life Planning or Charles Schwab & Co. does not have any exclusive rights to buy or sell any of the investments recommended. All of our clients if they wish or inclined to do may and can purchase these investments elsewhere.

**Performance Based Fees**

It is our strict policy that no other fees with the exception of asset based fees as explained on page 5 is strictly prohibited.

**Clients**

Life Planning Agency's clients consist mainly of individuals and pension & profit sharing plans of closely held corporations. Since each client receives personalized investment advice, we have established a minimum initial investment of \$ 25,000.00 and a \$ 15,000.00 balance must be maintained at all times.

**Market Risk and Diversification of Investments**

All investments have an inherent market risk and we believe that risk although it cannot be eliminated can be at least minimized through diversification of each client's holdings. Depending on the each client's investment needs, all accounts under our management will be diversified into stocks, bonds, real estate investment trusts, precious metals & cash. However, the ideal mix or percentage that each investment should represent in any managed account is a topic that has been a topic that has been argued through the ages. However, the percentage that each sector has in any given account is adjusted to the client's objective, age and general market conditions.

**Fundamental Analysis**

We do not believe in market timing. At Life Planning we believe in fundamental analysis of the companies we recommend. Good companies will normally do well in good markets and bad. However, during certain periods, the percentage of cash in each and every one of our client's accounts should be raised or lowered depending on general market conditions. Also, the overall investment mix will depend on each client's investment needs. As a general rule, a conservative mix with a lower percentage of stocks versus bonds would change with the client's age.

**Dividends**

In addition, our focus is on companies that pay dividends and have a history of raising their dividends. We consider these companies shareholder friendly and have been rewarded by the market historically with an increase in their stock price. Again, it cannot be over estimated that past performance of any given security does not guarantee future performance. However, in bear markets, the price of any given security will normally decline and may do so despite the fact that it has just raised its dividend.

**Disciplinary Information**

In the last ten years, there has been absolutely no criminal, civil or administrative disciplinary proceedings brought against Life Planning Agency, Inc. or its sole officer Ronald Seroda CPA.

**Other Financial Industry Activities and Affiliations**

Ronald Seroda CPA the sole shareholder and sole operating officer of Life Planning Agency, Inc. is also the sole shareholder and sole operating officer of Ronald Seroda PC, a CPA firm licensed to practice in the State of New York. Ronald Seroda PC has no financial arrangements with Life Planning Agency Inc. No referral fees are charged between the two companies. Nor is it the practice of the accounting firm to perform any services to the clients of Life Planning Agency's Inc. free of charge.

It is estimated that Ronald Seroda CPA devotes approximately 50 % of his time to each company.

**Code of Ethics or Interest in Client Transactions and Personal Trading**

Life Planning Agency, Inc. has a very simple code of ethics which is we act as fiduciaries for each and every client. A fiduciary will always, without exception, act on the client's behalf as if the client and the fiduciary were the same person. This is similar to the Golden Rule in Christianity.

It is the practice of Life Planning, to never purchase securities for a client in which the Company or any related person has a financial interest.

However, Life Planning Agency, Inc. does buy and sell for itself the same securities that it purchases for its clients. We have a rule that whether a decision to buy or sell a particular security that we both own, the client's buy or sell is always executed first. In addition, since the number of securities that Life Planning Agency would purchase or sell at any particular time, it is quite doubtful that it would have any material effect on the market.

A written code of professional ethics is available on request.

**Brokerage Practices**

Life Planning Agency, Inc. clears all of their security transactions through Charles Schwab & Co. The reason we use Charles Schwab & Co. as our broker-dealer is quite simple because their on-line commission rates and transaction fees are one of the lowest in the industry. Life Planning Agency, Inc. does not receive any percentage of either stock commissions or transaction costs on mutual funds that may be charged by Charles Schwab & Co. Nor do we receive any portion of the mark up charged on the purchase or sale of bonds. Plus, it is the policy of Life Planning Agency, Inc. to never purchase a mutual fund that charges a front end load commission or a back load commission. However, Life Planning Agency, Inc. will purchase a mutual fund that does charge a short term back load for positions held for less than 90 days or 180 days.

The research that Charles Schwab & Co. provides to its advisors is first rate and comprehensive. We do not receive any soft dollars from Charles Schwab & Co. The research provided to our company is the same as any other individual may receive or any other advisor.

All of our clients have on-line access to their accounts 24 hours a day and if they wish can always initiate their own trades or the transfer of funds to their own bank accounts without paying any additional fees. However, we discourage all of our clients not to initiate brokerage transactions on their own behalf without first informing us first, since this may interfere with the current investment plan that has been developed for them.

We have never received any referrals from Charles Schwab & Co. and if Life Planning Agency, Inc. did receive a referral it is the policy of this Company never to compensate any person, agent or corporation for a referral.

Charles Schwab & Co. is the custodian of all of the securities that Life Planning Agency, Inc. has purchased on behalf of their clients. Life Planning Agency does not take delivery or hold any securities for their clients. All clients receive monthly statements directly from Charles Schwab & Co. Life Planning Agency, Inc. does not prepare or send any supplemental statements to their clients.

**Review of Accounts**

All levels of review are performed by the sole owner & chief operating officer Ronald Seroda CPA. It is the practice of the Company to constantly monitor all accounts to see if any of the securities held in any of the client's accounts has triggered a stop loss. It is the policy of the Company to set a stop loss for all securities at the time of purchase. If a stop loss is triggered it is immediately determined whether it was caused by market volatility or a trend has developed in that particular security that its value would continue to decline. Appropriate action is then taken.

All clients receive monthly reports or statements directly from Charles Schwab & Co. Each statement contains all of the securities owned and both the cost of each security and the market value is reported. Holding gains and losses are reported for each security and are summarized for the entire portfolio. In addition, every monthly statement reports any realized gains and losses for the month as well as the dividends and interest received. At the end of every calendar year, each client receives a realized gain and loss report for the entire year.

All of our client's accounts are reviewed on a quarterly basis. At that time, performance of the portfolio is compared to the major stock indexes to ascertain whether each portfolio has exceeded the appropriate index.

At the end of every calendar year, a client meeting is arranged to discuss the performance of their investments. The year-end realized gains and loss report, the holding gains and loss, and the income generated by the portfolio is reviewed with the client. Future actions are discussed and it's determined at that time if the expectations of the client are being met.

**Client Referrals and Other Compensation**

We love referrals. It is always a good day when a client refers another to us because they are pleased with the performance of their investments. However, it is the strict policy of this company not to pay for any referrals either in discounted fees or direct payments.

This is also true even if the referral came from a non-client such as a broker dealer who might expect additional business from our firm because of the referral.

Item 15 *Custody*

See item 12 brokerage practices.

**Investment Discretion**

As discussed on page 4, volatile markets have brought opportunity to us but these sometimes crazy fluctuations in the markets disappear as fast as they arose. By the time, we had tracked you down and discussed this opportunity our advantage has disappeared. All of our clients execute a contract and a power of attorney that grants Life Planning Agency, Inc. this discretionary authority to trade the securities in their account. However, we will accept some limitations on our discretionary power. A common limitation would be if a certain percentage or amount of cash be present and available at all times to meet emergencies or to give the investor comfort.

Our clients also have access to their accounts 24 hours a day 7 days a week on-line. It is the policy of both Charles Schwab & Co. and Life Planning agency to grant our clients this access and may at that time initiate any trade or transfer part all of their funds as they wish.

It is also the policy of Life Planning Agency, Inc. to discourage the practice of either transferring money or trading securities without first, at least, informing Life Planning Agency, Inc. It may interfere with the overall investment plan that has been developed for the account or possibly the cash was raised and made available to pay for orders already executed but not yet delivered.

**Voting Client Securities**

It is the policy of Life Planning not to vote client securities of their clients. Therefore, our clients will receive solicitations either directly from the custodian Charles Schwab & Co. or a transfer agent. However, we will gladly assist any client who happens to have questions about their vote and any client can either call our office or e-mail our office if they have any questions about the solicitation.

Not applicable. Life Planning Agency, Inc. does not require any fee in any amount to be paid in advance, does not have custody of our client's securities, this is not our first year in business and have never been subject to a bankruptcy petition.

**Requirements for State-Registered Advisers**

Ronald Seroda CPA is the CEO and sole shareholder of Life Planning Agency, Inc.

Education:

Bachelor of Arts (magma cum laude), New York University, June 1973.

Master of Business Administration, Graduate School of Business, New York University, October 1979.

Certified Public Accountant License, University of the State of New York Education Department November 1980.

Ronald Seroda CPA has been active in the business community of Suffolk County, Long Island since 1980. As certified public accountant providing local businesses with both tax and management consulting. In 1999, Ronald Seroda also became an investment advisor to many of the same individuals who owned the businesses which he was providing accounting service.

Item 10. Describes in detail other financial activities and affiliations of Ronald Seroda CPA