



# ELLIS FINANCIAL PLANNING

## GOOD STEWARD WEALTH ADVISERS LLC D.B.A. ELLIS FINANCIAL PLANNING

**October 7, 2024**

### ITEM 1. INTRODUCTION

GOOD STEWARD WEALTH ADVISERS LLC, d.b.a. ELLIS FINANCIAL PLANNING is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the 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.

### ITEM 2. WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Ellis Financial Planning provides investment advisory services to retail investors. The principal services we offer are asset management services and financial planning services. New clients must receive both asset management and financial planning services. Ongoing clients of the firm may determine to receive asset management services only. We tailor your asset management services to match the investment objectives, goals, risk parameters, financial and other information which you provide to us. We monitor the holdings and performance of your account on an ongoing basis and may provide you with periodic reports regarding the performance and holdings of your account. Generally we do not provide financial planning as a standalone service. However, if such a situation exists, after delivery of the completed financial plan to you, we do not engage in any ongoing review or services. We provide asset management services on a discretionary basis pursuant to authority granted to us in your client agreement. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. However, there are certain clients for which we provide asset management services on a non-discretionary basis. We generally do not limit the types of investments we utilize for clients, but consistently utilize registered mutual funds and exchange traded funds, and we will also invest in equity securities, corporate bonds, REITS, variable annuities, private funds/alternative investments, closed end funds and structured notes. We generally impose an account minimum of \$1,000,000 for new asset management services clients. Regardless, we reserve the right to accept or decline a potential client for any reason in our sole discretion.

For additional information, please refer to our Form ADV Part 2A Brochure, especially Item 4 Advisory Business and Item 7 Types of Clients.

### QUESTIONS TO ASK US:

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

### ITEM 3 (PART 1): WHAT FEES WILL I PAY?

For asset management services we charge an asset based fee, which is billed on a monthly basis. For an asset based fee, the more assets that are in a client's asset management account, the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in his or her account. For financial planning services we charge a one-time initial fixed fee, a monthly fee for those clients continuing to receive ongoing financial planning services, and in some instances an hourly fee. The initial one-time initial fixed fee for financial planning services is due when we deliver the initial financial plan.

In addition to our fees you will be responsible for other fees and expenses, such as, transaction charges and fees/expenses charged by any custodian of your account, subadvisor, mutual fund, exchange traded fund, separate account manager and any taxes or fees required by federal or state law.

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, see Item 5 Fees and Compensation of our Form ADV Part 2A Brochure.

## QUESTIONS TO ASK US:

- Help me to 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?

### ITEM 3 (PART 2): 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, we receive various benefits and services from custodians that we may recommend to you. For additional information, please refer to our Form ADV Part 2A Brochure, specifically [Item 12 Brokerage Practices](#).

## QUESTIONS TO ASK US:

### ITEM 3 (PART 3): HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are paid pursuant to a combination of salary and a bonus structure. The bonus structure takes into consideration the overall financial performance of the firm. Financial professionals paid pursuant to a bonus structure that considers the overall financial performance of the firm are subject to a conflict of interest. Since the firm charges an asset-based advisory services fee, the more assets you have in your account the more you will pay in fees and, therefore, the firm and the financial professional have an incentive to encourage you to increase the assets in your account. Certain of our financial professionals are licensed insurance agents and in that capacity may recommend the purchase of certain insurance products to our clients. These financial professionals earn commissions for the sale of insurance products and, therefore, this presents a conflict of interest because these financial professionals in their role as insurance agents are incentivized to make insurance product recommendations based on the compensation received rather than on a client's needs. For additional information regarding our financial professionals' activities as insurance agents please refer to our Form ADV Part 2A Brochure, specifically [Item 10 Other Financial Industry Activities and Affiliations](#).

### ITEM 4: DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE A LEGAL OR DISCIPLINARY HISTORY?

No. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

## QUESTIONS TO ASK US:

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

### ITEM 5: ADDITIONAL INFORMATION

For additional information about our investment advisory services and to request a copy of our Form CRS, please contact 931-905-0050.

## 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 a person is treating me?