FORM ADV

UNIFORM APPLICATION FOR INVESTMENT ADVISER REGISTRATION AND REPORT BY EXEMPT REPORTING ADVISERS

Primary Business Name: KEYSTONE FINANCIAL PLANNING, INC CRD Number: 104640

Annual Amendment - All Sections

Rev. 10/2021

3/7/2025 12:10:45 PM

WARNING: Complete this form truthfully. False statements or omissions may result in denial of your application, revocation of your registration, or criminal prosecution. You must keep this form updated by filing periodic amendments. See Form ADV General Instruction 4.

Item 1 Identifying Information

Responses to this Item tell us who you are, where you are doing business, and how we can contact you. If you are filing an *umbrella registration*, the information in Item 1 should be provided for the *filing adviser* only. General Instruction 5 provides information to assist you with filing an *umbrella registration*.

A. Your full legal name (if you are a sole proprietor, your last, first, and middle names):

KEYSTONE FINANCIAL PLANNING, INC

B. (1) Name under which you primarily conduct your advisory business, if different from Item 1.A.

KEYSTONE FINANCIAL PLANNING, INC

List on Section 1.B. of Schedule D any additional names under which you conduct your advisory business.

(2) If you are using this Form ADV to register more than one investment adviser under an *umbrella registration*, check this box \Box

If you check this box, complete a Schedule R for each relying adviser.

- C. If this filing is reporting a change in your legal name (Item 1.A.) or primary business name (Item 1.B.(1)), enter the new name and specify whether the name change is of
 - \square your legal name or \square your primary business name:
- D. (1) If you are registered with the SEC as an investment adviser, your SEC file number: 801-30218
 - (2) If you report to the SEC as an exempt reporting adviser, your SEC file number:
 - (3) If you have one or more Central Index Key numbers assigned by the SEC ("CIK Numbers"), all of your CIK numbers:

CIK Number

1596906

E. (1) If you have a number ("CRD Number") assigned by the FINRA's CRD system or by the IARD system, your CRD number: 104640

If your firm does not have a CRD number, skip this Item 1.E. Do not provide the CRD number of one of your officers, employees, or affiliates.

(2) If you have additional CRD Numbers, your additional CRD numbers:

No Information Filed

- F. Principal Office and Place of Business
 - (1) Address (do not use a P.O. Box): Number and Street 1:

OCKER ROAD

1991 CROCKER ROAD

Number and Street 2: SUITE 204

	City:	State:	Country:	ZIP+4/Postal Code:
	WESTLAKE	Ohio	United States	44145
	If this address	is a private residence, check	this box: □	
	investment adv authorities, you you are registe to the SEC as a	visory business. If you are ap I must list all of your offices red. If you are applying for S	plying for registration, or in the state or states to w SEC registration, if you an list the largest twenty-fiv	al office and place of business, at which you conduct are registered, with one or more state securities which you are applying for registration or with whom e registered only with the SEC, or if you are reporting we offices in terms of numbers of employees as of the
	(2) Days of week t	hat you normally conduct bu	siness at your <i>principal o</i>	ffice and place of business:
	9AM TO 5PM (3) Telephone num	iday Other: ss hours at this location: ber at this location:		
		per at this location, if any:		
		al number of offices, other the visory business as of the end		nd place of business, at which you conduct mpleted fiscal year?
G.	Mailing address, if o	different from your <i>principal</i> o	office and place of busines	ss address:
	Number and Street	t 1:	Number and Stree	t 2:
	City:	State:	Country:	ZIP+4/Postal Code:
	If this address is a	private residence, check this	s box: 🗆	
Н.	If you are a sole pro address in Item 1.F		ence address, if different	from your principal office and place of business
	Number and Street	t 1:	Number and Stree	t 2:
	City:	State:	Country:	ZIP+4/Postal Code:
I.	Do you have one or to, Twitter, Faceboo		on publicly available socia	Yes No land media platforms (including, but not limited . O
	platforms on Section have published on the list more than one publishers where yo	n 1.I. of Schedule D. If a we he web, you may list the por portal address. Do not provid	bsite address serves as a tal without listing addres. le the addresses of websion Do not provide the indivi	m's accounts on publicly available social media portal through which to access other information you ses for all of the other information. You may need to tes or accounts on publicly available social media dual electronic mail (e-mail) addresses of employees platforms.
J.	Chief Compliance O	fficer		
				Officer. If you are an <i>exempt reporting adviser</i> , you you have one. If not, you must complete Item 1.K.
	Name: BRIGITTE PALUMB	0	Other titles, PRESIDENT,	
	Telephone number 440-234-6323	:	Facsimile nu 440-234-68	mber, if any: 44
	Number and Street 7261 ENGLE ROAD		Number and #308	

	City: MIDDLEBURG HEIGHTS	State: Ohio	Country: United States	ZIP+4/Postal Code: 44130		
	Electronic mail (e-mail) address, if Chief BPALUMBO@KEYSTONEFIN.COM	Compliance	Officer has one:			
		Investmen	t Company Act of 1940	rson other than you, a related person or ar that you advise for providing chief compli fication Number (if any):		
	IRS Employer Identification Number:					
K.	Additional Regulatory Contact Person: If a and respond to questions about this Form			pliance Officer is authorized to receive info	rmatio	on
	Name:		Titles:			
	KEITH SECHLER Telephone number:		CHIEF EXECUTIVE (Facsimile number, if	OFFICER, TREASURER		
	440-234-6323		440-234-6844	ally.		
	Number and Street 1: 7261 ENGLE RD. #308		Number and Street	2:		
	City: MIDDLEBURG HEIGHTS	State: Ohio	Country: United States	ZIP+4/Postal Code: 44130		
	Electronic mail (e-mail) address, if contact KSECHLER@KEYSTONEFIN.COM	ct person ha	as one:			
					Yes	No
L.	Do you maintain some or all of the books Act, or similar state law, somewhere other				0	⊙
	If "yes," complete Section 1.L. of Schedule	e D.			Yes	Na
М.	Are you registered with a foreign financial	regulatory	authority?		C	⊙
	Answer "no" if you are not registered with registered with a foreign financial regulator					
					Yes	No
N.	Are you a public reporting company under	Sections 1	2 or 15(d) of the Secu	rities Exchange Act of 1934?	\circ	\odot
					Yes	No
0.	Did you have \$1 billion or more in assets of If yes, what is the approximate amount of			nt fiscal year?	0	•
	C \$1 billion to less than \$10 billion					
	C \$10 billion to less than \$50 billion					
	C \$50 billion or more					
	For purposes of Item 1.0. only, "assets" re Determine your total assets using the total			han the assets you manage on behalf of cla eet for your most recent fiscal year end.	ients.	
P.	Provide your <i>Legal Entity Identifier</i> if you	nave one:				

A *legal entity identifier* is a unique number that companies use to identify each other in the financial marketplace. You may not have a *legal entity identifier*.

SECTION 1.B. Other Business Names

No Information Filed

SECTION 1.F. Other Offices

No Information Filed

SECTION 1.I. Website Addresses

List your website addresses, including addresses for accounts on publicly available social media platforms where you control the content (including, but not limited to, Twitter, Facebook and/or LinkedIn). You must complete a separate Schedule D Section 1.I. for each website or account on a publicly available social media platform.

Address of Website/Account on Publicly Available Social Media Platform: HTTP://WWW.KEYSTONEFIN.COM

SECTION 1.L. Location of Books and Records

No Information Filed

SECTION 1.M. Registration with Foreign Financial Regulatory Authorities

Item 2 SEC Registration/Reporting

Responses to this Item help us (and you) determine whether you are eligible to register with the SEC. Complete this Item 2.A. only if you are applying for SEC registration or submitting an *annual updating amendment* to your SEC registration. If you are filing an *umbrella registration*, the information in Item 2 should be provided for the *filing adviser* only.

umb	rella	regis	tration, the information in Item 2 should be provided for the filing adviser only.
Α.	you SEC resp	are so, che	er (or remain registered) with the SEC, you must check at least one of the Items 2.A.(1) through 2.A.(12), below. If submitting an <i>annual updating amendment</i> to your SEC registration and you are no longer eligible to register with the ck Item 2.A.(13). Part 1A Instruction 2 provides information to help you determine whether you may affirmatively to each of these items.
	You	(the	adviser):
	V	(1)	are a large advisory firm that either:
			(a) has regulatory assets under management of \$100 million (in U.S. dollars) or more; or
			(b) has regulatory assets under management of \$90 million (in U.S. dollars) or more at the time of filing its most recent <i>annual updating amendment</i> and is registered with the SEC;
		(2)	are a mid-sized advisory firm that has regulatory assets under management of \$25 million (in U.S. dollars) or more but less than \$100 million (in U.S. dollars) and you are either:
			(a) not required to be registered as an adviser with the state securities authority of the state where you maintain your principal office and place of business; or
			(b) not subject to examination by the <i>state securities authority</i> of the state where you maintain your <i>principal office</i> and place of business;
			Click HERE for a list of states in which an investment adviser, if registered, would not be subject to examination by the state securities authority.
		(3)	Reserved
		(4)	have your principal office and place of business outside the United States;
		(5)	are an investment adviser (or subadviser) to an investment company registered under the Investment Company Act of 1940;
		(6)	are an investment adviser to a company which has elected to be a business development company pursuant to section 54 of the Investment Company Act of 1940 and has not withdrawn the election, and you have at least \$25 million of regulatory assets under management;
		(7)	are a pension consultant with respect to assets of plans having an aggregate value of at least \$200,000,000 that qualifies for the exemption in rule 203A-2(a);
		(8)	are a related adviser under rule 203A-2(b) that <i>controls</i> , is <i>controlled</i> by, or is under common <i>control</i> with, an investment adviser that is registered with the SEC, and your <i>principal office and place of business</i> is the same as the registered adviser;
			If you check this box, complete Section 2.A.(8) of Schedule D.
		(9)	are an adviser relying on rule 203A-2(c) because you expect to be eligible for SEC registration within 120 days;
			If you check this box, complete Section 2.A.(9) of Schedule D.
		(10)	are a multi-state adviser that is required to register in 15 or more states and is relying on rule 203A-2(d);
			If you check this box, complete Section 2.A.(10) of Schedule D.
		(11)	are an Internet adviser relying on rule 203A-2(e);
			If you check this box, complete Section 2.A.(11) of Schedule D.
		(12)	have received an SEC order exempting you from the prohibition against registration with the SEC;
			If you check this box, complete Section 2.A.(12) of Schedule D.
		(13)	are no longer eligible to remain registered with the SEC.

State Securities Authority Notice Filings and State Reporting by Exempt Reporting Advisers

and any amendments required to provide st initial application or resubsequent filings or additional state(s), chefilings or reports you	C-registered advisers may be reached they file with the SEC. These rate securities authorities with eport, check the box(es) next reports you submit to the SEC reck the box(es) next to the st submit to the SEC. If this is an	are called <i>notice filings</i> . In additi a copy of reports and any amend to the state(s) that you would lik i. If this is an amendment to directate(s) that you would like to receive	ities authorities a copy of the Form ADV on, exempt reporting advisers may be aments they file with the SEC. If this is an e to receive notice of this and all ct your notice filings or reports to elive notice of this and all subsequent to stop your notice filings or reports from
Jurisdictions			
□ AL		E NE	□ sc
□ AK	IN IN	□ NE □ NV	□ SC
□ AK		□ NH	□ TN
□ AZ	□ KS		✓ TX
□ CA	□ KS	□ NM	□ UT
□ co	LA KY	□ NY	□ VT
СТ	∥ ⊑ LA □ ME	□ NY □ NC	□ VI
□ DE	□ ME		□ VA
□ DC	□ MD	☑ ND ☑ OH	□ WA
□ DC □ FL	□ MA □ MI	□ OK	□ WA □ WV
□ GA	□ MN	□ OR	□ WI
☐ GU	□ MIN □ MS	□ OR □ PA	□ WI □ WY
□ HI	□ MS	□ PA □ PR	L WY
	□ MU	□ RI	
10	L IVII	L RI	
SECTION 2.A.(8) Related If you are relying on the eare under common control	Adviser Exemption in rule 203A-2(b) from the second with an investment adviser that of the registered adviser, proceedings of the second with	om the prohibition on registration	because you control, are controlled by, or your principal office and place of
SECTION 2.A.(9) Investr	nent Adviser Expecting to h	oe Eligible for Commission Reg	jistration within 120 Days
eligible for SEC registration registration. By checking to both of these representation	n within 120 days, you are req he appropriate boxes, you will ons:	uired to make certain representa be deemed to have made the re	vailable to an adviser that expects to be tions about your eligibility for SEC quired representations. You must make nority and I have a reasonable expectation
that I will be eligible to I undertake to withdraw	register with the SEC within 1 v from SEC registration if, on t	20 days after the date my regist	ration with the SEC becomes effective. on with the SEC becomes effective, I would

SECTION 2.A.(10) Multi-State Adviser
If you are relying on rule 203A-2(d), the multi-state adviser exemption from the prohibition on registration, you are required to make certain representations about your eligibility for SEC registration. By checking the appropriate boxes, you will be deemed to have made the required representations.
If you are applying for registration as an investment adviser with the SEC, you must make both of these representations: I have reviewed the applicable state and federal laws and have concluded that I am required by the laws of 15 or more states to register as an investment adviser with the <i>state securities authorities</i> in those states. I undertake to withdraw from SEC registration if I file an amendment to this registration indicating that I would be required by the laws of fewer than 15 states to register as an investment adviser with the <i>state securities authorities</i> of those states.
If you are submitting your annual updating amendment, you must make this representation:
Within 90 days prior to the date of filing this amendment, I have reviewed the applicable state and federal laws and have concluded that I am required by the laws of at least 15 states to register as an investment adviser with the <i>state securities authorities</i> in those states.
SECTION 2.A.(11) Internet Adviser
If you are relying on rule 203A-2(e), the Internet adviser exemption from the prohibition on registration, you are required to make a representation about your eligibility for SEC registration. By checking the appropriate box, you will be deemed to have made the required representation.
If you are applying for registration as an investment adviser with the SEC or changing your existing Item 2 response regarding your eligibility for SEC registration, you must make this representation:
I will provide investment advice on an ongoing basis to more than one client exclusively through an <i>operational interactive</i> website.
If you are filing an annual updating amendment to your existing registration and are continuing to rely on the Internet adviser exemption for SEC registration, you must make this representation:
I have provided and will continue to provide investment advice on an ongoing basis to more than one client exclusively through an <i>operational interactive website</i> .
SECTION 2.A.(12) SEC Exemptive Order
If you are relying upon an SEC <i>order</i> exempting you from the prohibition on registration, provide the following information:
Application Number:
803-
Date of order:

Item 3	Form	of Ora	anization
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If you are filing an *umbrella registration*, the information in Item 3 should be provided for the *filing adviser* only.

- A. How are you organized?

 - Sole Proprietorship
 - Limited Liability Partnership (LLP)
 - Partnership
 - Limited Liability Company (LLC)
 - C Limited Partnership (LP)
 - Other (specify):

If you are changing your response to this Item, see Part 1A Instruction 4.

- B. In what month does your fiscal year end each year? DECEMBER
- C. Under the laws of what state or country are you organized?

State Country

Ohio United States

If you are a partnership, provide the name of the state or country under whose laws your partnership was formed. If you are a sole proprietor, provide the name of the state or country where you reside.

If you are changing your response to this Item, see Part 1A Instruction 4.

Item 4 Successions

Yes No

A. Are you, at the time of this filing, succeeding to the business of a registered investment adviser, including, for example, a change of your structure or legal status (e.g., form of organization or state of incorporation)?

0

If "yes", complete Item 4.B. and Section 4 of Schedule D.

B. Date of Succession: (MM/DD/YYYY)

If you have already reported this succession on a previous Form ADV filing, do not report the succession again. Instead, check "No." See Part 1A Instruction 4.

SECTION 4 Successions

Item 5 Information About Your Advisory Business - Employees, Clients, and Compensation

Responses to this Item help us understand your business, assist us in preparing for on-site examinations, and provide us with data we use when making regulatory policy. Part 1A Instruction 5.a. provides additional guidance to newly formed advisers for completing this Item 5.

Employees

If you are organized as a sole proprietorship, include yourself as an employee in your responses to Item 5.A. and Items 5.B.(1), (2), (3), (4), and (5). If an employee performs more than one function, you should count that employee in each of your responses to Items 5.B.(1), (2), (3), (4), and (5).

A. Approximately how many *employees* do you have? Include full- and part-time *employees* but do not include any clerical workers.

2

- B. (1) Approximately how many of the *employees* reported in 5.A. perform investment advisory functions (including research)?
 - (2) Approximately how many of the *employees* reported in 5.A. are registered representatives of a broker-dealer?
 - (3) Approximately how many of the *employees* reported in 5.A. are registered with one or more *state securities authorities* as *investment adviser representatives*?
 - (4) Approximately how many of the *employees* reported in 5.A. are registered with one or more *state securities authorities* as *investment adviser representatives* for an investment adviser other than you?
 - (5) Approximately how many of the *employees* reported in 5.A. are licensed agents of an insurance company or agency?
 - (6) Approximately how many firms or other persons solicit advisory clients on your behalf?
 0

In your response to Item 5.B.(6), do not count any of your employees and count a firm only once – do not count each of the firm's employees that solicit on your behalf.

Clients

In your responses to Items 5.C. and 5.D. do not include as "clients" the investors in a private fund you advise, unless you have a separate advisory relationship with those investors.

- C. (1) To approximately how many *clients* for whom you do not have regulatory assets under management did you provide investment advisory services during your most recently completed fiscal year?
 - (2) Approximately what percentage of your *clients* are non-*United States persons*? 2%
- D. For purposes of this Item 5.D., the category "individuals" includes trusts, estates, and 401(k) plans and IRAs of individuals and their family members, but does not include businesses organized as sole proprietorships.

The category "business development companies" consists of companies that have made an election pursuant to section 54 of the Investment Company Act of 1940. Unless you provide advisory services pursuant to an investment advisory contract to an investment company registered under the Investment Company Act of 1940, do not answer (1)(d) or (3)(d) below.

Indicate the approximate number of your *clients* and amount of your total regulatory assets under management (reported in Item 5.F. below) attributable to each of the following type of *clients*. If you have fewer than 5 *clients* in a particular category (other than (d), (e), and (f)) you may check Item 5.D.(2) rather than respond to Item 5.D.(1).

The aggregate amount of regulatory assets under management reported in Item 5.D.(3) should equal the total amount of regulatory assets under management reported in Item 5.F.(2)(c) below.

If a *client* fits into more than one category, select one category that most accurately represents the *client* to avoid double counting *clients* and assets. If you advise a registered investment company, business development company, or pooled investment vehicle, report those assets in categories (d), (e), and (f) as applicable.

Type of <i>Client</i>	(1) Number of Client(s)	(2) Fewer than 5 <i>Clients</i>	(3) Amount of Regulatory Assets under Management
(a) Individuals (other than high net worth individuals)	45		\$ 17,033,692
(b) High net worth individuals	74		\$ 360,427,335
(c) Banking or thrift institutions			\$
(d) Investment companies			\$
(e) Business development companies] [\$
(f) Pooled investment vehicles (other than investment companies and business development companies)			\$
(g) Pension and profit sharing plans (but not the plan participants or government pension plans)			\$
(h) Charitable organizations			\$
(i) State or municipal government entities (including government pension plans)			\$
(j) Other investment advisers			\$
(k) Insurance companies			\$
(I) Sovereign wealth funds and foreign official institutions			\$
(m) Corporations or other businesses not listed above			\$
(n) Other:			\$

Compensation Arrangements

Regulatory Assets Under Management

V	(1)	A percentage of assets under your management
	(2)	Hourly charges
	(3)	Subscription fees (for a newsletter or periodical)
V	(4)	Fixed fees (other than subscription fees)
	(5)	Commissions
	(6)	Performance-based fees
	(7)	Other (specify):

Item 5 Information About Your Advisory Busines	s - Regulator	y Assets Under	Management
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Yes No

- F. (1) Do you provide continuous and regular supervisory or management services to securities portfolios?
- ⊙ ⊙
- (2) If yes, what is the amount of your regulatory assets under management and total number of accounts?

U.S. Dollar Amount

Total Number of Accounts

Discretionary: (a) \$ 377,461,027 (d) 435

Non-Discretionary: (b) \$ 0 (e) 0

Total: (c) \$ 377,461,027 (f) 435

Part 1A Instruction 5.b. explains how to calculate your regulatory assets under management. You must follow these instructions carefully when completing this Item.

(3) What is the approximate amount of your total regulatory assets under management (reported in Item 5.F.(2)(c) above) attributable to *clients* who are non-*United States persons*? \$ 2,846,777

		· ′	<u> </u>
Iten	n 5 I	nform	ation About Your Advisory Business - Advisory Activities
		y Acti	
	What is a second	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12)	vities e(s) of advisory services do you provide? Check all that apply. Financial planning services Portfolio management for individuals and/or small businesses Portfolio management for investment companies (as well as "business development companies" that have made an election pursuant to section 54 of the Investment Company Act of 1940) Portfolio management for pooled investment vehicles (other than investment companies) Portfolio management for businesses (other than small businesses) or institutional clients (other than registered investment companies and other pooled investment vehicles) Pension consulting services Selection of other advisers (including private fund managers) Publication of periodicals or newsletters Security ratings or pricing services Market timing services Educational seminars/workshops Other(specify):
	con the	npany	eck Item 5.G.(3) unless you provide advisory services pursuant to an investment advisory contract to an investment registered under the Investment Company Act of 1940, including as a subadviser. If you check Item 5.G.(3), report r 814 number of the investment company or investment companies to which you provide advice in Section 5.G.(3) of D.
Н.	If yo	0 1 - 1 11 - 26 - 51 - 101 - 251 - More If mo	25 50 100 - 250
			sponses to this Item 5.H., do not include as "clients" the investors in a private fund you advise, unless you have a advisory relationship with those investors.
I.			Yes Not uparticipate in a wrap fee program?
	acti	ng as: a) <i>spo</i> \$ b) por \$	tfolio manager for a wrap fee program?
	(c) <i>spo</i> \$	nsor to and portfolio manager for the same wrap fee program?

If you report an amount in Item 5.I.(2)(c), do not report that amount in Item 5.I.(2)(a) or Item 5.I.(2)(b).

If you are a portfolio manager for a wrap fee program, list the names of the programs, their sponsors and related information in Section 5.I.(2) of Schedule D.

If your involvement in a wrap fee program is limited to recommending wrap fee programs to your clients, or you advise a mutual fund that is offered through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2).

	5.1.(2).		
		Yes	No
J.	(1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of investments?	0	⊙
	(2) Do you report <i>client</i> assets in Item 4.E. of Part 2A that are computed using a different method than the method used to compute your regulatory assets under management?	•	0
K.	Separately Managed Account <i>Clients</i>		
		Yes	No
	(1) Do you have regulatory assets under management attributable to <i>clients</i> other than those listed in Item 5.D.(3) (d)-(f) (separately managed account <i>clients</i>)?	•	0
	If yes, complete Section 5.K.(1) of Schedule D.		
	(2) Do you engage in borrowing transactions on behalf of any of the separately managed account <i>clients</i> that you advise?	0	•
	If yes, complete Section 5.K.(2) of Schedule D.		
	(3) Do you engage in derivative transactions on behalf of any of the separately managed account <i>clients</i> that you advise?	O	•
	If yes, complete Section 5.K.(2) of Schedule D.		
	(4) After subtracting the amounts in Item 5.D.(3)(d)-(f) above from your total regulatory assets under management, does any custodian hold ten percent or more of this remaining amount of regulatory assets under management?	•	0
	If yes, complete Section 5.K.(3) of Schedule D for each custodian.		
L.	Marketing Activities		
		Yes	No
	(1) Do any of your <i>advertisements</i> include:		
	(a) Performance results?	0	⊙
	(b) A reference to specific investment advice provided by you (as that phrase is used in rule 206(4)-1(a)(5))?	0	•
	(c) Testimonials (other than those that satisfy rule 206(4)-1(b)(4)(ii))?	0	•
	(d) Endorsements (other than those that satisfy rule 206(4)-1(b)(4)(ii))?	0	•
	(e) Third-party ratings?	0	•
	(2) If you answer "yes" to L(1)(c), (d), or (e) above, do you pay or otherwise provide cash or non-cash compensation, directly or indirectly, in connection with the use of <i>testimonials</i> , <i>endorsements</i> , or <i>third-party ratings</i> ?	0	0
	(3) Do any of your advertisements include hypothetical performance ?	0	•

(4) Do any of your advertisements include predecessor performance?

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SECTION 5.G.(3) Advisers to Registered Investment Companies and Business Development Companies

No Information Filed

SECTION 5.I.(2) Wrap Fee Programs

No Information Filed

SECTION 5.K.(1) Separately Managed Accounts

After subtracting the amounts reported in Item 5.D.(3)(d)-(f) from your total regulatory assets under management, indicate the approximate percentage of this remaining amount attributable to each of the following categories of assets. If the remaining amount is at least \$10 billion in regulatory assets under management, complete Question (a). If the remaining amount is less than \$10 billion in regulatory assets under management, complete Question (b).

Any regulatory assets under management reported in Item 5.D.(3)(d), (e), and (f) should not be reported below.

If you are a subadviser to a separately managed account, you should only provide information with respect to the portion of the account that you subadvise.

End of year refers to the date used to calculate your regulatory assets under management for purposes of your *annual updating amendment*. Mid-year is the date six months before the end of year date. Each column should add up to 100% and numbers should be rounded to the nearest percent.

Investments in derivatives, registered investment companies, business development companies, and pooled investment vehicles should be reported in those categories. Do not report those investments based on related or underlying portfolio assets. Cash equivalents include bank deposits, certificates of deposit, bankers' acceptances and similar bank instruments.

Some assets could be classified into more than one category or require discretion about which category applies. You may use your own internal methodologies and the conventions of your service providers in determining how to categorize assets, so long as the methodologies or conventions are consistently applied and consistent with information you report internally and to current and prospective clients. However, you should not double count assets, and your responses must be consistent with any instructions or other guidance relating to this Section.

Asse	t Type	Mid-year	End of year
(i)	Exchange-Traded Equity Securities	%	%
(ii)	Non Exchange-Traded Equity Securities	%	%
(iii)	U.S. Government/Agency Bonds	%	%
(iv)	U.S. State and Local Bonds	%	%
(v)	Sovereign Bonds	%	%
(vi)	Investment Grade Corporate Bonds	%	%
(vii)	Non-Investment Grade Corporate Bonds	%	%
(viii)	Derivatives	%	%
(ix)	Securities Issued by Registered Investment Companies or Business Development Companies	%	%
(x)	Securities Issued by Pooled Investment Vehicles (other than Registered Investment Companies or Business Development Companies)	%	%
(xi)	Cash and Cash Equivalents	%	%
(xii)	Other	%	%

Generally describe any assets included in "Other"

End of (b) Asset Type year (i) Exchange-Traded Equity Securities 43 % (ii) Non Exchange-Traded Equity Securities 0 % (iii) U.S. Government/Agency Bonds 0 % (iv) U.S. State and Local Bonds 0 % (v) Sovereign Bonds 0 % (vi) Investment Grade Corporate Bonds 0 % 0 % (vii) Non-Investment Grade Corporate Bonds (viii) Derivatives 0 % 56 % (ix) Securities Issued by Registered Investment Companies or Business Development Companies (x) Securities Issued by Pooled Investment Vehicles (other than Registered Investment Companies or Business | 0 % **Development Companies**) (xi) Cash and Cash Equivalents 1 % (xii) Other 0 %

Generally describe any assets included in "Other"

SECTION 5.K.(2) Separately Managed Accounts - Use of Borrowingsand Derivatives

□ No information is required to be reported in this Section 5.K.(2) per the instructions of this Section 5.K.(2)

If your regulatory assets under management attributable to separately managed accounts are at least \$10 billion, you should complete Question (a). If your regulatory assets under management attributable to separately managed accounts are at least \$500 million but less than \$10 billion, you should complete Question (b).

(a) In the table below, provide the following information regarding the separately managed accounts you advise. If you are a subadviser to a separately managed account, you should only provide information with respect to the portion of the account that you subadvise. End of year refers to the date used to calculate your regulatory assets under management for purposes of your *annual updating amendment*. Mid-year is the date six months before the end of year date.

In column 1, indicate the regulatory assets under management attributable to separately managed accounts associated with each level of gross notional exposure. For purposes of this table, the gross notional exposure of an account is the percentage obtained by dividing (i) the sum of (a) the dollar amount of any *borrowings* and (b) the *gross notional value* of all derivatives, by (ii) the regulatory assets under management of the account.

In column 2, provide the dollar amount of borrowings for the accounts included in column 1.

In column 3, provide aggregate *gross notional value* of derivatives divided by the aggregate regulatory assets under management of the accounts included in column 1 with respect to each category of derivatives specified in 3(a) through (f).

You may, but are not required to, complete the table with respect to any separately managed account with regulatory assets under management of less than \$10,000,000.

Any regulatory assets under management reported in Item 5.D.(3)(d), (e), and (f) should not be reported below.

(i) Mid-Year

Gross Notional Exposure	(1) Regulatory Assets Under Management	(2) Borrowings			(3) Deriva	itive Exposu	ıres	
			(a) Interest Rate Derivative	(b) Foreign Exchange Derivative			(e) Commodity Derivative	(f) Other Derivative
Less than 10%	\$	\$	%	%	%	%	%	%
10-149%	\$	\$	%	%	%	%	%	%
150% or more	\$	\$	%	%	%	%	%	%

Optional: Use the space below to provide a narrative description of the strategies and/or manner in which *borrowings* and derivatives are used in the management of the separately managed accounts that you advise.

(ii) End of Year

Gross Notional Exposure	(1) Regulatory Assets Under Management	(2) Borrowings			(3) Deriva	itive Exposu	ıres	
			(a) Interest Rate Derivative	(b) Foreign Exchange Derivative	(c) Credit Derivative	(d) Equity Derivative	(e) Commodity Derivative	(f) Other Derivative
Less than 10%	\$	\$	%	%	%	%	%	%
10-149%	\$	\$	%	%	%	%	%	%
150% or more	\$	\$	%	%	%	%	%	%

Optional: Use the space below to provide a narrative description of the strategies and/or manner in which *borrowings* and derivatives are used in the management of the separately managed accounts that you advise.

(b) In the table below, provide the following information regarding the separately managed accounts you advise as of the date used to calculate your regulatory assets under management for purposes of your *annual updating amendment*. If you are a subadviser to a separately managed account, you should only provide information with respect to the portion of the account that you subadvise.

In column 1, indicate the regulatory assets under management attributable to separately managed accounts associated with each level of gross notional exposure. For purposes of this table, the gross notional exposure of an account is the percentage obtained by dividing (i) the sum of (a) the dollar amount of any *borrowings* and (b) the *gross notional value* of all derivatives, by (ii) the regulatory assets under management of the account.

In column 2, provide the dollar amount of borrowings for the accounts included in column 1.

You may, but are not required to, complete the table with respect to any separately managed accounts with regulatory assets under management of less than \$10,000,000.

Any regulatory assets under management reported in Item 5.D.(3)(d), (e), and (f) should not be reported below.

Gross Notional Exposure	(1) Regulatory Assets Under Management	(2) Borrowings
Less than 10%	\$	\$
10-149%	\$	\$
150% or more	\$	\$

custodian? \$ 46,024,110

Optional: Use the space below to provide a narrative description of the strategies and/or manner in which *borrowings* and derivatives are used in the management of the separately managed accounts that you advise.

SECT	TION 5.K.(3) Custodians for Sep	parately Managed Account	s	
	nplete a separate Schedule D Secti naged account regulatory assets ur		that holds ten percent or more of your	aggregate separately
(a)	Legal name of custodian:			
	CHARLES SCHWAB & CO., INC.			
(b)	Primary business name of custod	ian:		
	CHARLES SCHWAB & CO., INC.			
(c)	The location(s) of the custodian's	office(s) responsible for cust	rody of the assets :	
	City:	State:	Country:	
	WESTLAKE	Texas	United States	
				Yes No
(d)	Is the custodian a related person	of your firm?		
` ,	·	,		0.0
(e)	If the custodian is a broker-deale 8 - 16514	r, provide its SEC registration	number (if any)	
(f)		oalor or is a broker dealer by	ut does not have an SEC registration nu	mbor provide its logal
(f)	entity identifier (if any)	ealer, or is a broker-dealer bu	ıt does not have an SEC registration nu	iliber, provide its <i>legal</i>
(g)	What amount of your regulatory a custodian?	assets under management at	tributable to separately managed accou	nts is held at the
	\$ 331,436,917			
(a)	Legal name of custodian:			
	NATIONWIDE ADVISORY SOLUTION	DNS		
(b)	Primary business name of custodia	an:		
	NATIONWIDE ADVISORY SOLUTION	NS		
(c)	The location(s) of the custodian's	office(s) responsible for custo	ody of the assets :	
	City:	State:	Country:	
	COLUMBUS	Ohio	United States	
				Yes No
(d)	Is the custodian a related person	of your firm?		0.0
(e)	If the custodian is a broker-dealer	; provide its SEC registration	number (if any)	
(-)	-	, , , , , , , , , , , , , , , , , , , ,		
(f)	If the custodian is not a broker-de entity identifier (if any)	ealer, or is a broker-dealer bu	t does not have an SEC registration nur	nber, provide its <i>legal</i>
(g)	What amount of your regulatory a	ssets under management att	ributable to separately managed accou	nts is held at the

Iten	n 6 C	Other Business Activities		
In tl	his It	em, we request information about your firm's other business activities.		
Α.	You	are actively engaged in business as a (check all that apply): (1) broker-dealer (registered or unregistered) (2) registered representative of a broker-dealer (3) commodity pool operator or commodity trading advisor (whether registered or exempt from registration) (4) futures commission merchant (5) real estate broker, dealer, or agent (6) insurance broker or agent (7) bank (including a separately identifiable department or division of a bank) (8) trust company (9) registered municipal advisor (10) registered security-based swap dealer (11) major security-based swap participant (12) accountant or accounting firm (13) lawyer or law firm (14) other financial product salesperson (specify):		
		ou engage in other business using a name that is different from the names reported in Items 1.A. or 1.B.(1), com tion 6.A. of Schedule D.	plete	
В.	(1) (2)	Are you actively engaged in any other business not listed in Item 6.A. (other than giving investment advice)? If yes, is this other business your primary business? If "yes," describe this other business on Section 6.B.(2) of Schedule D, and if you engage in this business under different name, provide that name.	Yes O O	No ⊙ ○
	(3)	Do you sell products or provide services other than investment advice to your advisory <i>clients</i> ?	Yes ⊙	No C
		If "yes," describe this other business on Section 6.B.(3) of Schedule D, and if you engage in this business under different name, provide that name.	r a	
SEC	TION	N 6.A. Names of Your Other Businesses No Information Filed		
SEC	TION	N 6.B.(2) Description of Primary Business		
Des	cribe	your primary business (not your investment advisory business):		
If y	ou er	ngage in that business under a different name, provide that name:		
SEC	TION	N 6.B.(3) Description of Other Products and Services		
Des	cribe ve.	e other products or services you sell to your <i>client</i> . You may omit products and services that you listed in Section 6	5.B.(2)	
If y	ou er	ngage in that business under a different name, provide that name:		

Item 7	Financial	Industry	/ Affiliations
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	•	e request information about your financial industry affiliations and activities. This information identifies areas in which erest may occur between you and your <i>clients</i> .
Α.	•	of Item 7 requires you to provide information about you and your related persons, including foreign affiliates. Your ersons are all of your advisory affiliates and any person that is under common control with you.
	You have	a related person that is a (check all that apply):
	``´	insurance company or agency pension consultant real estate broker or dealer sponsor or syndicator of limited partnerships (or equivalent), excluding pooled investment vehicles
	` ,	

Note that Item 7.A. should not be used to disclose that some of your employees perform investment advisory functions or are registered representatives of a broker-dealer. The number of your firm's employees who perform investment advisory functions should be disclosed under Item 5.B.(1). The number of your firm's employees who are registered representatives of a broker-dealer should be disclosed under Item 5.B.(2).

Note that if you are filing an umbrella registration, you should not check Item 7.A.(2) with respect to your relying advisers, and you do not have to complete Section 7.A. in Schedule D for your relying advisers. You should complete a Schedule R for each relying adviser.

For each related person, including foreign affiliates that may not be registered or required to be registered in the United States, complete Section 7.A. of Schedule D.

You do not need to complete Section 7.A. of Schedule D for any related person if: (1) you have no business dealings with the related person in connection with advisory services you provide to your clients; (2) you do not conduct shared operations with the related person; (3) you do not refer clients or business to the related person, and the related person does not refer prospective clients or business to you; (4) you do not share supervised persons or premises with the related person; and (5) you have no reason to believe that your relationship with the related person otherwise creates a conflict of interest with your clients.

You must complete Section 7.A. of Schedule D for each related person acting as qualified custodian in connection with advisory services you provide to your clients (other than any mutual fund transfer agent pursuant to rule 206(4)-2(b)(1)), regardless of whether you have determined the related person to be operationally independent under rule 206(4)-2 of the Advisers Act.

SECTION 7	.Α.	Financial	Industry	Affiliations
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Item 7 Private Fund Reporting	
	Yes No
B. Are you an adviser to any private fund?	○ ●

If "yes," then for each private fund that you advise, you must complete a Section 7.B.(1) of Schedule D, except in certain circumstances described in the next sentence and in Instruction 6 of the Instructions to Part 1A. If you are registered or applying for registration with the SEC or reporting as an SEC exempt reporting adviser, and another SEC-registered adviser or SEC exempt reporting adviser reports this information with respect to any such private fund in Section 7.B.(1) of Schedule D of its Form ADV (e.g., if you are a subadviser), do not complete Section 7.B.(1) of Schedule D with respect to that private fund. You must, instead, complete Section 7.B.(2) of Schedule D.

In either case, if you seek to preserve the anonymity of a private fund client by maintaining its identity in your books and records in numerical or alphabetical code, or similar designation, pursuant to rule 204-2(d), you may identify the private fund in Section 7.B.(1) or 7.B.(2) of Schedule D using the same code or designation in place of the fund's name.

SECTION 7.	B.(1)	Private Fun	d Reporting
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No Information Filed

SECTION 7.B.(2) Private Fund Reporting

Item 8 Participation or Interest in *Client* Transactions

In this Item, we request information about your participation and interest in your *clients*' transactions. This information identifies additional areas in which conflicts of interest may occur between you and your *clients*. Newly-formed advisers should base responses to these questions on the types of participation and interest that you expect to engage in during the next year.

Like Item 7, Item 8 requires you to provide information about you and your related persons, including foreign affiliates.

Pro	prie	tary Interest in <i>Client</i> Transactions		
A.	(1) buy securities for yourself from advisory <i>clients</i> , or sell securities you own to advisory <i>clients</i> (principal		Yes	No
	(1)	buy securities for yourself from advisory <i>clients</i> , or sell securities you own to advisory <i>clients</i> (principal transactions)?	0	•
	(2)	buy or sell for yourself securities (other than shares of mutual funds) that you also recommend to advisory <i>clients</i> ?	⊙	0
	(3)	recommend securities (or other investment products) to advisory <i>clients</i> in which you or any <i>related person</i> has some other proprietary (ownership) interest (other than those mentioned in Items 8.A.(1) or (2))?	0	•
Sal	es Ir	terest in <i>Client</i> Transactions		
В.	Do	you or any related person:	Yes	No
	(1)	as a broker-dealer or registered representative of a broker-dealer, execute securities trades for brokerage customers in which advisory <i>client</i> securities are sold to or bought from the brokerage customer (agency cross transactions)?	0	•
	(2)	recommend to advisory <i>clients</i> , or act as a purchaser representative for advisory <i>clients</i> with respect to, the purchase of securities for which you or any <i>related person</i> serves as underwriter or general or managing partner?	0	•
	(3)	recommend purchase or sale of securities to advisory <i>clients</i> for which you or any <i>related person</i> has any other sales interest (other than the receipt of sales commissions as a broker or registered representative of a broker-dealer)?	0	•
Inv	estn	nent or Brokerage Discretion		
C.	C. Do you or any related person have discretionary authority to determine the:		Yes	No
	(1)	securities to be bought or sold for a <i>client's</i> account?	•	0
	(2)	amount of securities to be bought or sold for a <i>client's</i> account?	•	0
	(3)	broker or dealer to be used for a purchase or sale of securities for a client's account?	0	•
	(4)	commission rates to be paid to a broker or dealer for a <i>client's</i> securities transactions?	⊙	0
D.	If y	ou answer "yes" to C.(3) above, are any of the brokers or dealers related persons?	0	0
E.	Do	you or any related person recommend brokers or dealers to clients?	⊙	O
F.	If yo	ou answer "yes" to E. above, are any of the brokers or dealers <i>related persons</i> ?	0	•
G.	(1)	Do you or any <i>related person</i> receive research or other products or services other than execution from a broker-dealer or a third party ("soft dollar benefits") in connection with <i>client</i> securities transactions?	O	•
	(2)	If "yes" to G.(1) above, are all the "soft dollar benefits" you or any <i>related persons</i> receive eligible "research or brokerage services" under section 28(e) of the Securities Exchange Act of 1934?	0	0
Н.	(1)	Do you or any <i>related person</i> , directly or indirectly, compensate any <i>person</i> that is not an <i>employee</i> for <i>client</i> referrals?	0	•
	(2)	Do you or any <i>related person</i> , directly or indirectly, provide any <i>employee</i> compensation that is specifically related to obtaining <i>clients</i> for the firm (cash or non-cash compensation in addition to the <i>employee's</i> regular salary)?	0	•
I.		you or any <i>related person</i> , including any <i>employee</i> , directly or indirectly, receive compensation from any <i>person</i> er than you or any <i>related person</i>) for <i>client</i> referrals?	o	•
	In y	our response to Item 8.I., do not include the regular salary you pay to an employee.		

In responding to Items 8.H. and 8.I., consider all cash and non-cash compensation that you or a related person gave to (in answering Item 8.H.) or received from (in answering Item 8.I.) any person in exchange for client referrals, including any bonus that is based, at least in part, on the number or amount of client referrals.

25, 11	:11 Al	M	IARD - All Sections [User Name: jbuswell117, OrgID: 104640]			
Iten	n 9 C	ustody				
			or a <i>related person</i> has <i>custody</i> of <i>client</i> (other than <i>clients</i> that are investment cor pany Act of 1940) assets and about your custodial practices.	npanie	S	
Α.	(1)	Do you have <i>custody</i> of any	advisory <i>clients'</i> :	Yes	N	
		(a) cash or bank accounts?		•	C	
		(b) securities?		⊙	C	
	you coni	deduct your advisory fees dir nection with advisory services	d with the SEC, answer "No" to Item 9.A.(1)(a) and (b) if you have custody solely be ectly from your clients' accounts, or (ii) a related person has custody of client asset you provide to clients, but you have overcome the presumption that you are not ant to Advisers Act rule 206(4)-2(d)(5)) from the related person.		e (i	
	(2)	If you checked "yes" to Item number of <i>clients</i> for which y	9.A.(1)(a) or (b), what is the approximate amount of <i>client</i> funds and securities aryou have <i>custody</i> :	nd total	I	
		U.S. Dollar Amount	Total Number of <i>Clients</i>			
		(a) \$ 214,049,193	(b) 77			
	fron Iten not	n your clients' accounts, do no n 9.A.(2). If your related perso	d with the SEC and you have custody solely because you deduct your advisory fees of include the amount of those assets and the number of those clients in your respons has custody of client assets in connection with advisory services you provide to essets and number of those clients in your response to 9.A.(2). Instead, include that tem 9.B.(2).	nse to clients,		
В.	(1)	In connection with advisory of your advisory clients':	services you provide to <i>clients</i> , do any of your <i>related persons</i> have <i>custody</i> of any	Yes	N	
		(a) cash or bank accounts?		0	Œ	
		(b) securities?		0	•	
	You	are required to answer this it	em regardless of how you answered Item 9.A.(1)(a) or (b).			
	(2)		9.B.(1)(a) or (b), what is the approximate amount of <i>client</i> funds and securities aryour related persons have <i>custody</i> :	ıd tota ^l	I	
		U.S. Dollar Amount	Total Number of <i>Clients</i>			
		(a) \$	(b)			
C.		ou or your <i>related persons</i> have nts, check all the following tha	we custody of client funds or securities in connection with advisory services you proble tapply:	vide to		
	(1) A qualified custodian(s) sends account statements at least quarterly to the investors in the pooled investment vehicle(s) you manage.					
	(2)		ntant audits annually the pooled investment vehicle(s) that you manage and the are distributed to the investors in the pools.			
	(3)	An independent public accou	ntant conducts an annual surprise examination of client funds and securities.			
	(4)		intant prepares an internal control report with respect to custodial services when are qualified custodians for <i>client</i> funds and securities.			
	If yo	ou checked Item 9.C.(2), C.(3) or C.(4), list in Section 9.C. of Schedule D the accountants that are engaged to pe	erform	the	

audit or examination or prepare an internal control report. (If you checked Item 9.C.(2), you do not have to list auditor information in Section 9.C. of Schedule D if you already provided this information with respect to the private funds you advise in Section 7.B.(1) of Schedule D).

D. Do you or your related person(s) act as qualified custodians for your clients in connection with advisory services you Yes No provide to clients?

(1)	you act as a qualified cus	todian	0
(-)			

(2) your related person(s) act as qualified custodian(s)

If you checked "yes" to Item 9.D.(2), all related persons that act as qualified custodians (other than any mutual fund transfer agent pursuant to rule 206(4)-2(b)(1)) must be identified in Section 7.A. of Schedule D, regardless of whether you have determined the related person to be operationally independent under rule 206(4)-2 of the Advisers Act.

- E. If you are filing your *annual updating amendment* and you were subject to a surprise examination by an *independent public accountant* during your last fiscal year, provide the date (MM/YYYY) the examination commenced:
- F. If you or your *related persons* have *custody* of *client* funds or securities, how many *persons*, including, but not limited to, you and your *related persons*, act as qualified custodians for your *clients* in connection with advisory services you provide to *clients*?

2

SECTION 9.C. Independent Public Accountant

No Information Filed

②

Item 10 Control Persons

In this Item, we ask you to identify every *person* that, directly or indirectly, *controls* you. If you are filing an *umbrella registration*, the information in Item 10 should be provided for the *filing adviser* only.

If you are submitting an initial application or report, you must complete Schedule A and Schedule B. Schedule A asks for information about your direct owners and executive officers. Schedule B asks for information about your indirect owners. If this is an amendment and you are updating information you reported on either Schedule A or Schedule B (or both) that you filed with your initial application or report, you must complete Schedule C.

Yes No

A. Does any *person* not named in Item 1.A. or Schedules A, B, or C, directly or indirectly, *control* your management or policies?

. .

If yes, complete Section 10.A. of Schedule D.

B. If any *person* named in Schedules A, B, or C or in Section 10.A. of Schedule D is a public reporting company under Sections 12 or 15(d) of the Securities Exchange Act of 1934, please complete Section 10.B. of Schedule D.

SECTION 10.A. Control Persons

No Information Filed

SECTION 10.B. Control Person Public Reporting Companies

Item 11 Disclosure Information

In this Item, we ask for information about your disciplinary history and the disciplinary history of all your *advisory affiliates*. We use this information to determine whether to grant your application for registration, to decide whether to revoke your registration or to place limitations on your activities as an investment adviser, and to identify potential problem areas to focus on during our on-site examinations. One event may result in "yes" answers to more than one of the questions below. In accordance with General Instruction 5 to Form ADV, "you" and "your" include the *filing adviser* and all *relying advisers* under an *umbrella registration*.

Your advisory affiliates are: (1) all of your current employees (other than employees performing only clerical, administrative, support or similar functions); (2) all of your officers, partners, or directors (or any person performing similar functions); and (3) all persons directly or indirectly controlling you or controlled by you. If you are a "separately identifiable department or division" (SID) of a bank, see the Glossary of Terms to determine who your advisory affiliates are.

If you are registered or registering with the SEC or if you are an exempt reporting adviser, you may limit your disclosure of any event listed in Item 11 to ten years following the date of the event. If you are registered or registering with a state, you must respond to the questions as posed; you may, therefore, limit your disclosure to ten years following the date of an event only in responding to Items 11.A.(1), 11.A.(2), 11.B.(1), 11.B.(2), 11.D.(4), and 11.H.(1)(a). For purposes of calculating this ten-year period, the date of an event is the date the final order, judgment, or decree was entered, or the date any rights of appeal from preliminary orders, judgments, or decrees lapsed.

You must complete the appropriate Disclosure Reporting Page ("DRP") for "yes" answers to the questions in this Item 11.

		Yes	No
Do	any of the events below involve you or any of your supervised persons?	\circ	\odot
For	"yes" answers to the following questions, complete a Criminal Action DRP:		
Α.	In the past ten years, have you or any advisory affiliate:	Yes	No
	(1) been convicted of or pled guilty or nolo contendere ("no contest") in a domestic, foreign, or military court to any felony?	О	⊙
	(2) been <i>charged</i> with any <i>felony</i> ?	0	•
	If you are registered or registering with the SEC, or if you are reporting as an exempt reporting adviser, you may limit response to Item 11.A.(2) to charges that are currently pending.	t your	-
В.	In the past ten years, have you or any advisory affiliate:		
	(1) been convicted of or pled guilty or nolo contendere ("no contest") in a domestic, foreign, or military court to a <i>misdemeanor</i> involving: investments or an <i>investment-related</i> business, or any fraud, false statements, or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses?	0	•
	(2) been charged with a misdemeanor listed in Item 11.B.(1)?	0	•
For	If you are registered or registering with the SEC, or if you are reporting as an exempt reporting adviser, you may limit response to Item 11.B.(2) to charges that are currently pending. "yes" answers to the following questions, complete a Regulatory Action DRP:	: your	-
<u>гог</u> С.	Has the SEC or the Commodity Futures Trading Commission (CFTC) ever:	Vac	
С.	(1) found you or any advisory affiliate to have made a false statement or omission?		No
			No
		0	0
	(2) found you or any advisory affiliate to have been involved in a violation of SEC or CFTC regulations or statutes?(3) found you or any advisory affiliate to have been a cause of an investment-related business having its		
	(2) found you or any advisory affiliate to have been involved in a violation of SEC or CFTC regulations or statutes?	0 0 0	⊙ ⊙
	(2) found you or any advisory affiliate to have been involved in a violation of SEC or CFTC regulations or statutes?(3) found you or any advisory affiliate to have been a cause of an investment-related business having its authorization to do business denied, suspended, revoked, or restricted?	0	⊙ ⊙
D.	 (2) found you or any advisory affiliate to have been involved in a violation of SEC or CFTC regulations or statutes? (3) found you or any advisory affiliate to have been a cause of an investment-related business having its authorization to do business denied, suspended, revoked, or restricted? (4) entered an order against you or any advisory affiliate in connection with investment-related activity? (5) imposed a civil money penalty on you or any advisory affiliate, or ordered you or any advisory affiliate to cease 	0000	©©©©

-				
	(2)	ever <i>found</i> you or any <i>advisory affiliate</i> to have been <i>involved</i> in a violation of <i>investment-related</i> regulations or statutes?	O	⊙
	(3)	ever <i>found</i> you or any <i>advisory affiliate</i> to have been a cause of an <i>investment-related</i> business having its authorization to do business denied, suspended, revoked, or restricted?	0	⊙
	(4)	in the past ten years, entered an <i>order</i> against you or any <i>advisory affiliate</i> in connection with an <i>investment-related</i> activity?	0	⊚
	(5)	ever denied, suspended, or revoked your or any <i>advisory affiliate's</i> registration or license, or otherwise prevented you or any <i>advisory affiliate</i> , by <i>order</i> , from associating with an <i>investment-related</i> business or restricted your or any <i>advisory affiliate's</i> activity?	0	•
E.	Has	s any self-regulatory organization or commodities exchange ever:		
	(1)	found you or any advisory affiliate to have made a false statement or omission?	0	•
	(2)	found you or any advisory affiliate to have been involved in a violation of its rules (other than a violation designated as a "minor rule violation" under a plan approved by the SEC)?	0	⊙
	(3)	found you or any advisory affiliate to have been the cause of an investment-related business having its authorization to do business denied, suspended, revoked, or restricted?	0	⊚
	(4)	disciplined you or any <i>advisory affiliate</i> by expelling or suspending you or the <i>advisory affiliate</i> from membership, barring or suspending you or the <i>advisory affiliate</i> from association with other members, or otherwise restricting your or the <i>advisory affiliate's</i> activities?	0	•
F.		an authorization to act as an attorney, accountant, or federal contractor granted to you or any advisory affiliate or been revoked or suspended?	0	•
G.		you or any <i>advisory affiliate</i> now the subject of any regulatory <i>proceeding</i> that could result in a "yes" answer to part of Item 11.C., 11.D., or 11.E.?	0	•
For	<u>"yes</u>	answers to the following questions, complete a Civil Judicial Action DRP:		
Н.	(1)	Has any domestic or foreign court:	Yes	No
		(a) in the past ten years, <i>enjoined</i> you or any <i>advisory affiliate</i> in connection with any <i>investment-related</i> activity?	0	⊚
		(b) ever <i>found</i> that you or any <i>advisory affiliate</i> were <i>involved</i> in a violation of <i>investment-related</i> statutes or regulations?	0	⊚
		(c) ever dismissed, pursuant to a settlement agreement, an <i>investment-related</i> civil action brought against you or any <i>advisory affiliate</i> by a state or <i>foreign financial regulatory authority</i> ?	0	⊚
	(2)	Are you or any <i>advisory affiliate</i> now the subject of any civil <i>proceeding</i> that could result in a "yes" answer to any part of Item 11.H.(1)?	0	•

Item 12 Small Businesses

The SEC is required by the Regulatory Flexibility Act to consider the effect of its regulations on small entities. In order to do this, we need to determine whether you meet the definition of "small business" or "small organization" under rule 0-7.

Answer this Item 12 only if you are registered or registering with the SEC **and** you indicated in response to Item 5.F.(2)(c) that you have regulatory assets under management of less than \$25 million. You are not required to answer this Item 12 if you are filing for initial registration as a state adviser, amending a current state registration, or switching from SEC to state registration.

For purposes of this Item 12 only:

- Total Assets refers to the total assets of a firm, rather than the assets managed on behalf of *clients*. In determining your or another *person's* total assets, you may use the total assets shown on a current balance sheet (but use total assets reported on a consolidated balance sheet with subsidiaries included, if that amount is larger).
- Control means the power to direct or cause the direction of the management or policies of a *person*, whether through ownership of securities, by contract, or otherwise. Any *person* that directly or indirectly has the right to vote 25 percent or more of the voting securities, or is entitled to 25 percent or more of the profits, of another *person* is presumed to *control* the other *person*.

		Yes	No
A.	Did you have total assets of \$5 million or more on the last day of your most recent fiscal year?	0	0
If "	yes," you do not need to answer Items 12.B. and 12.C.		
В.	Do you:		
	(1) control another investment adviser that had regulatory assets under management (calculated in response to Item 5.F.(2)(c) of Form ADV) of \$25 million or more on the last day of its most recent fiscal year?	0	О
	(2) control another person (other than a natural person) that had total assets of \$5 million or more on the last day of its most recent fiscal year?	0	0
C.	Are you:		
	(1) controlled by or under common control with another investment adviser that had regulatory assets under management (calculated in response to Item 5.F.(2)(c) of Form ADV) of \$25 million or more on the last day of its most recent fiscal year?	0	О
	(2) controlled by or under common control with another person (other than a natural person) that had total assets of \$5 million or more on the last day of its most recent fiscal year?	0	О

Schedule A

Direct Owners and Executive Officers

- 1. Complete Schedule A only if you are submitting an initial application or report. Schedule A asks for information about your direct owners and executive officers. Use Schedule C to amend this information.
- 2. Direct Owners and Executive Officers. List below the names of:
 - (a) each Chief Executive Officer, Chief Financial Officer, Chief Operations Officer, Chief Legal Officer, Chief Compliance Officer(Chief Compliance Officer is required if you are registered or applying for registration and cannot be more than one individual), director, and any other individuals with similar status or functions;
 - (b) if you are organized as a corporation, each shareholder that is a direct owner of 5% or more of a class of your voting securities, unless you are a public reporting company (a company subject to Section 12 or 15(d) of the Exchange Act); Direct owners include any *person* that owns, beneficially owns, has the right to vote, or has the power to sell or direct the sale of, 5% or more of a class of your voting securities. For purposes of this Schedule, a *person* beneficially owns any securities: (i) owned by his/her child, stepchild, grandchild, parent, stepparent, grandparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, sharing the same residence; or (ii) that he/she has the right to acquire, within 60 days, through the exercise of any option, warrant, or right to purchase the security.
 - (c) if you are organized as a partnership, <u>all</u> general partners and those limited and special partners that have the right to receive upon dissolution, or have contributed, 5% or more of your capital;
 - (d) in the case of a trust that directly owns 5% or more of a class of your voting securities, or that has the right to receive upon dissolution, or has contributed, 5% or more of your capital, the trust and each trustee; and
 - (e) if you are organized as a limited liability company ("LLC"), (i) those members that have the right to receive upon dissolution, or have contributed, 5% or more of your capital, and (ii) if managed by elected managers, all elected managers.
- 3. Do you have any indirect owners to be reported on Schedule B? Yes No
- 4. In the DE/FE/I column below, enter "DE" if the owner is a domestic entity, "FE" if the owner is an entity incorporated or domiciled in a foreign country, or "I" if the owner or executive officer is an individual.
- 5. Complete the Title or Status column by entering board/management titles; status as partner, trustee, sole proprietor, elected manager, shareholder, or member; and for shareholders or members, the class of securities owned (if more than one is issued).
- 6. Ownership codes are: NA less than 5% B 10% but less than 25% D 50% but less than 75% A 5% but less than 10% C 25% but less than 50% E 75% or more
- 7. (a) In the *Control Person* column, enter "Yes" if the *person* has *control* as defined in the Glossary of Terms to Form ADV, and enter "No" if the *person* does not have *control*. Note that under this definition, most executive officers and all 25% owners, general partners, elected managers, and trustees are *control persons*.
 - (b) In the PR column, enter "PR" if the owner is a public reporting company under Sections 12 or 15(d) of the Exchange Act.
 - (c) Complete each column.

FULL LEGAL NAME (Individuals: Last Name, First Name, Middle Name)	DE/FE/I	Title or Status	Date Title or Status Acquired MM/YYYY	Ownership Code	Control Person		CRD No. If None: S.S. No. and Date of Birth, IRS Tax No. or Employer ID No.
SECHLER, KEITH, L.	I	CEO, TREASURER	08/1986	D	Υ	N	4441368
PALUMBO, BRIGITTE	I	CHIEF COMPLIANCE OFFICER/PRESIDENT/SECRETARY	08/2014	NA	Y	N	6368436
BOROWIAK, LINDA, A.	I	SHAREHOLDER	08/1986	С	Υ	N	4441369

Schedule B

Indirect Owners

- 1. Complete Schedule B only if you are submitting an initial application or report. Schedule B asks for information about your indirect owners; you must first complete Schedule A, which asks for information about your direct owners. Use Schedule C to amend this information.
- 2. Indirect Owners. With respect to each owner listed on Schedule A (except individual owners), list below:
 - (a) in the case of an owner that is a corporation, each of its shareholders that beneficially owns, has the right to vote, or has the power to sell or direct the sale of, 25% or more of a class of a voting security of that corporation;
 - For purposes of this Schedule, a *person* beneficially owns any securities: (i) owned by his/her child, stepchild, grandchild, parent, stepparent, grandparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, sharing the same residence; or (ii) that he/she has the right to acquire, within 60 days, through the exercise of any option, warrant, or right to purchase the security.
 - (b) in the case of an owner that is a partnership, <u>all</u> general partners and those limited and special partners that have the right to receive upon dissolution, or have contributed, 25% or more of the partnership's capital;
 - (c) in the case of an owner that is a trust, the trust and each trustee; and
 - (d) in the case of an owner that is a limited liability company ("LLC"), (i) those members that have the right to receive upon dissolution, or have contributed, 25% or more of the LLC's capital, and (ii) if managed by elected managers, all elected managers.
- 3. Continue up the chain of ownership listing all 25% owners at each level. Once a public reporting company (a company subject to Sections 12 or 15(d) of the Exchange Act) is reached, no further ownership information need be given.
- 4. In the DE/FE/I column below, enter "DE" if the owner is a domestic entity, "FE" if the owner is an entity incorporated or domiciled in a foreign country, or "I" if the owner is an individual.
- 5. Complete the Status column by entering the owner's status as partner, trustee, elected manager, shareholder, or member; and for shareholders or members, the class of securities owned (if more than one is issued).
- 6. Ownership codes are: C 25% but less than 50% E 75% or more
 - D 50% but less than 75% F Other (general partner, trustee, or elected manager)
- 7. (a) In the *Control Person* column, enter "Yes" if the *person* has *control* as defined in the Glossary of Terms to Form ADV, and enter "No" if the *person* does not have *control*. Note that under this definition, most executive officers and all 25% owners, general partners, elected managers, and trustees are *control persons*.
 - (b) In the PR column, enter "PR" if the owner is a public reporting company under Sections 12 or 15(d) of the Exchange Act.
 - (c) Complete each column.

Schedule D - Miscellaneous

You may use the space below to explain a response to an Item or to provide any other information.

Registrant's response to Item 9.A.2. includes assets in accounts from which registrant has the authority to transfer funds via standing letter of authorization ("SLOA"). These transfer authorizations meet the requirements of the SEC's Feb 21, 2017, No Action Letter on Custody. Therefore, these assets are not subject to an annual surprise examination.

Schedule R		
	No Information Filed	

DRP Pages	
CRIMINAL DISCLOSURE REPORTING PAGE (ADV)	
No Information Filed	
REGULATORY ACTION DISCLOSURE REPORTING PAGE (ADV)	
No Information Filed	
CIVIL JUDICIAL ACTION DISCLOSURE REPORTING PAGE (ADV)	
No Information Filed	

Part 2

Exemption from brochure delivery requirements for SEC-registered advisers

SEC rules exempt SEC-registered advisers from delivering a firm brochure to some kinds of clients. If these exemptions excuse you from delivering a brochure to *all* of your advisory clients, you do not have to prepare a brochure.

Yes No

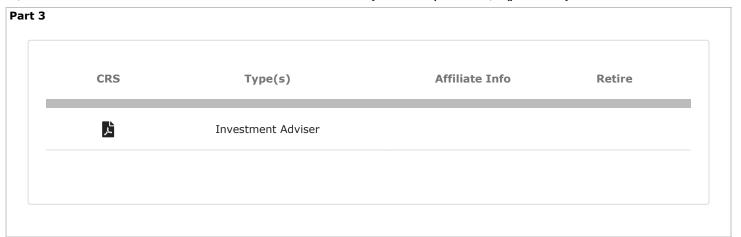
Are you exempt from delivering a brochure to all of your clients under these rules?

0 0

If no, complete the ADV Part 2 filing below.

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)
35143	KEYSTONE FINANCIAL PLANNING INC	Individuals, High net worth individuals,
	ADV BROCHURE	Pension plans/profit sharing plans, Pension
		consulting, Foundations/charities, Financial
		Planning Services, Other



Execution Pages

DOMESTIC INVESTMENT ADVISER EXECUTION PAGE

You must complete the following Execution Page to Form ADV. This execution page must be signed and attached to your initial submission of Form ADV to the SEC and all amendments.

Appointment of Agent for Service of Process

By signing this Form ADV Execution Page, you, the undersigned adviser, irrevocably appoint the Secretary of State or other legally designated officer, of the state in which you maintain your *principal office and place of business* and any other state in which you are submitting a *notice filing*, as your agents to receive service, and agree that such *persons* may accept service on your behalf, of any notice, subpoena, summons, *order* instituting *proceedings*, demand for arbitration, or other process or papers, and you further agree that such service may be made by registered or certified mail, in any federal or state action, administrative *proceeding* or arbitration brought against you in any place subject to the jurisdiction of the United States, if the action, *proceeding*, or arbitration (a) arises out of any activity in connection with your investment advisory business that is subject to the jurisdiction of the United States, and (b) is *founded*, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these acts, or (ii) the laws of the state in which you maintain your *principal office and place of business* or of any state in which you are submitting a *notice filing*.

Signature

I, the undersigned, sign this Form ADV on behalf of, and with the authority of, the investment adviser. The investment adviser and I both certify, under penalty of perjury under the laws of the United States of America, that the information and statements made in this ADV, including exhibits and any other information submitted, are true and correct, and that I am signing this Form ADV Execution Page as a free and voluntary act.

I certify that the adviser's books and records will be preserved and available for inspection as required by law. Finally, I authorize any *person* having *custody* or possession of these books and records to make them available to federal and state regulatory representatives.

Signature: Date: MM/DD/YYYY

KEITH L. SECHLER 03/07/2025
Printed Name: Title:

KEITH L. SECHLER CHIEF EXECUTIVE OFFICER

Adviser CRD Number:

104640

NON-RESIDENT INVESTMENT ADVISER EXECUTION PAGE

You must complete the following Execution Page to Form ADV. This execution page must be signed and attached to your initial submission of Form ADV to the SEC and all amendments.

1. Appointment of Agent for Service of Process

By signing this Form ADV Execution Page, you, the undersigned adviser, irrevocably appoint each of the Secretary of the SEC, and the Secretary of State or other legally designated officer, of any other state in which you are submitting a *notice filing*, as your agents to receive service, and agree that such persons may accept service on your behalf, of any notice, subpoena, summons, *order* instituting *proceedings*, demand for arbitration, or other process or papers, and you further agree that such service may be made by registered or certified mail, in any federal or state action, administrative *proceeding* or arbitration brought against you in any place subject to the jurisdiction of the United States, if the action, *proceeding* or arbitration (a) arises out of any activity in connection with your investment advisory business that is subject to the jurisdiction of the United States, and (b) is *founded*, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these acts, or (ii) the laws of any state in which you are submitting a *notice filing*.

2. Appointment and Consent: Effect on Partnerships

If you are organized as a partnership, this irrevocable power of attorney and consent to service of process will continue in effect if any partner withdraws from or is admitted to the partnership, provided that the admission or withdrawal does not create a new partnership. If the partnership dissolves, this irrevocable power of attorney and consent shall be in effect for any action brought against you or any of your former partners.

3. Non-Resident Investment Adviser Undertaking Regarding Books and Records

By signing this Form ADV, you also agree to provide, at your own expense, to the U.S. Securities and Exchange Commission at its principal office in Washington D.C., at any Regional or District Office of the Commission, or at any one of its offices in the United States, as specified by the Commission, correct, current, and complete copies of any or all records that you are required to maintain under Rule 204-2 under the Investment Advisers Act of 1940. This undertaking shall be binding upon you, your heirs, successors and assigns, and any *person* subject to your written irrevocable consents or powers of attorney or any of your general partners and *managing agents*.

Signature

I, the undersigned, sign this Form ADV on behalf of, and with the authority of, the *non-resident* investment adviser. The investment adviser and I both certify, under penalty of perjury under the laws of the United States of America, that the information and statements made in this ADV, including exhibits and any other information submitted, are true and correct, and that I am signing this Form ADV Execution Page as a free and voluntary act.

I certify that the adviser's books and records will be preserved and available for inspection as required by law. Finally, I authorize any *person* having *custody* or possession of these books and records to make them available to federal and state regulatory representatives.

Signature: Date: MM/DD/YYYY

Printed Name: Title:

Adviser CRD Number:

104640

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