

Item 1 - Cover Page

Registered as: Planned Financial Services, LLC | CRD No. 112879



Dan Goldfarb

CRD No. 5012141



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This brochure supplement provides information about Dan Goldfarb that supplements the Planned Financial disclosure brochure. You should have received a copy of that brochure that describes the investment advisory services offered through Planned Financial, an investment advisor firm. Please contact Planned Financial at the telephone number above if you did not receive their brochure or if you have any questions about the contents of this supplement. Additional information about your Investment Advisor Representative is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

This section of the brochure supplement includes the supervised person's name, age (or year of birth), formal education after high school, and business background (including an identification of the specific positions held) for the preceding five years.

Name: **Dan Goldfarb**

Year of birth: **1970**

Education

The following information details your Investment advisor representative's formal education. If a degree was attained, the type of the degree will be listed next to the name of the institution. If a degree is not listed, the Investment advisor representative attended the institution but did not attain a degree.

- Graduated Rutgers College at Rutgers University 1993 – Bachelor of Arts – American Studies Major
- Graduated Towson University 1996 – Master of Arts – Jewish Studies Major
- Graduated University of Maryland- Baltimore County 1997 – Master of Policy Sciences- Political Science concentration
- Graduated Weatherhead School of Management at Case Western Reserve University 2001 – Master of Business Administration- Finance and Operations Management dual concentrations

Business Experience

The following information details your Investment advisor representative's business experience for at least the past 5 years.

- Planned Financial Services – Wealth Advisor (2017-Present)
- Pruco Securities, LLC – Financial Advisor (2016-2017)
- Zahav Asset Management, LLC – Owner/CEO (2015-2016)
- Maller Wealth Advisors – Senior Associate Advisor (2008-2015)
- Lincoln Financial Advisors – Private Wealth Advisor (2005-2008)

Professional Designations

The following provides information on professional designation(s) that your Investment advisor representative earned.

Chartered Financial Consultant (ChFC®)

Chartered Retirement Planning Counselor (CRPC®)

Item 3 - Disciplinary Information

This section includes any legal or disciplinary events and material to a client's or prospective client's evaluation of the supervised person.

- There are no legal or disciplinary event(s) to disclose.

Item 4 - Other Business Activities

This section includes any relationship between the advisory business and the supervised person's other financial industry activities that creates a material conflict of interest with clients and describes the nature of the conflict and generally how it is addressed. If the supervised person is actively engaged in any investment-related business or occupation, including if the supervised person is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, the business relationship, if any, between the advisory business and the other business is disclosed below.

Insurance Licensed Registered Representative:

Dan Goldfarb is also a broker or registered representative of LPL Financial and receives commissions and other types of compensation for the sale of securities. Dan Goldfarb also sells insurance and receives commissions for insurance product sales. The potential for the receipt of commissions provides an incentive to recommend investment or insurance products based on the compensation received, rather than on the client's needs. However, Dan Goldfarb may only recommend securities and insurance products that she believes are in your best interests. If you have any questions regarding the compensation Dan Goldfarb receives when recommending a product, you should ask her. You are under no obligation to purchase investment products or insurance through Dan Goldfarb.

Dually Registered with LPL Financial, an SEC registered Investment Adviser

Dan Goldfarb is dually registered with LPL Financial, an unaffiliated SEC registered investment adviser. Investment advice is provided through LPL Financial for a fee separate and apart from the investment advisory services your advisor offers through Planned Financial. Prior to receiving investment advice through this separate entity, clients are required to enter into a separate agreement with LPL Financial.

Item 5 - Additional Compensation

This section includes details regarding if someone who is not a client provides an economic benefit to the supervised person for providing advisory services. For purposes of this Item, economic benefits include sales awards and other prizes, but not the supervised person's regular salary, if any.

Dan Goldfarb may receive economic benefits from persons other than clients in connection with advisory services. Dan Goldfarb provides services in an Asset Management account and may recommend mutual funds. Only no-load and load-waived mutual funds are available to be purchased in such asset management accounts. However, some of these mutual funds may pay distribution or service fees

(e.g., 12b-1 fees) payable to LPL Financial. However, when your investment advisor representative provides investment advisory services, it is as a fiduciary under the Investment Advisers Act and has a duty to act in your best interest and to make full and fair disclosure to you of all material facts and conflicts of interest. Dan Goldfarb may receive compensation from product sponsors. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational or training events or marketing or advertising initiatives. Such compensation may not be tied to the sale of any products. LPL Financial shares a portion of the account fee you pay with your advisor, which may be more than what would have been received at another investment advisor firm. This compensation may also include other types of compensation, such as bonuses, awards or other things of value offered by LPL Financial. LPL Financial may pay your advisor in different ways, such as payments based on production, awards of stock options to purchase shares of LPL Financial's parent company, LPL Financial Holdings Inc., reimbursement of fees that he may pay to LPL Financial for items such as administrative services, and other things of value such as free or reduced-cost marketing materials, payments in connection with the transition of association from another broker/dealer or investment advisor firm to LPL Financial, advances of advisory fees, or attendance at LPL Financial's national conference or top producer forums and events. LPL Financial may pay your advisor this compensation based on his overall business production and/or on the amount of assets serviced in LPL Financial advisory programs. Therefore, the amount of this compensation may be more than what would be received if a client participated in other LPL Financial programs, programs of other investment advisor firms or paid separately for investment advice, brokerage and other client services. Therefore, your advisor may have a financial incentive to recommend an advisory program over other programs and services. However, your advisor may only recommend a program or service that is believed to be appropriate for you.

Dan Goldfarb may have received a loan and/or transition payments from LPL Financial in order to assist with transitioning business to LPL Financial's custodial and brokerage platforms. This presents a potential conflict of interest in that your investment advisor representative has a financial incentive to recommend that you maintain an account with LPL Financial. However, to the extent your advisor recommends you engage LPL Financial, it is because your advisor believes that the advisory program or service is appropriate for you.

Item 6 - Supervision

This section explains how Planned Financial supervises the supervised person, including how the advice the supervised person provided to clients is monitored.

Planned Financial maintains a supervisory structure and system reasonably designed to prevent violations of the Investment Advisers Act of 1940. Dan Goldfarb's securities-related activities are supervised by an individual registered as a principal in accordance with FINRA regulations. In addition, compliance staff uses tools that monitor the advisory services provided by Dan Goldfarb, for example, with respect to asset allocation, concentration, and account activity. The Chief Compliance Officer, is responsible for administering the Planned Financial policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. The

Chief Compliance Officer, Frank Fantozzi, can be reached at (440) 740-0130.