

**CLIENT RELATIONSHIP SUMMARY (CRS)**  
**FORM ADV PART 3**

**INTRODUCTION**

Planned Financial Services, LLC *dba* Return on Life® Wealth Partners (“Return on Life® Wealth Partners,” the “Adviser,” “Company,” the “Firm,” “we,” “us” or “our”) is an **investment adviser** registered with the Securities and Exchange Commission (the “SEC”) pursuant to the Investment Advisers Act of 1940, as amended (the “Advisers Act”). Brokerage and investment advisory services and fees differ. It is important for you to understand differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

***What is the difference between a Broker and an Adviser (like Return on Life® Wealth Partners), and how do fees differ?***

An **investment adviser** is generally any entity that provides investment advice or conducts securities analysis in exchange for a fee, typically based on the portfolio’s total value. In contrast, a **broker-dealer** is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission, which is paid per transaction.

**RELATIONSHIPS AND SERVICES**

**What investment services and advice can you provide me?**

- The name Return on Life® Wealth Partners speaks to the Firm’s purpose. Since inception, we have cared about the balance of all that’s important in the life of our clients. Everything we do for our clients is directed to increasing their return on life. The Firm works with clients directly, caring for needs as we would our own families. We do so based on a single, simple principle: “Do what is right — make a difference in our client’s lives each day — by helping clients achieve what matters most to them.” We believe a holistic approach to planning is vital to each client to achieve a life well lived. Please see Item 4- *Advisory Business* of Form ADV Part 2A for a complete description of our process and Return on Life® Definition.
- The Company provides fee based comprehensive financial planning and investment advisory services primarily to individual separate accounts, individuals, high net worth individuals, and pension and profit-sharing plans (but not the plan participants or government pension plans). Clients work with the Company’s advisors (“Advisors” or “IARs”) to assess their individual financial needs, objectives and capacity for risk. In each investment management program offered through the Company, our standard services include ongoing monitoring of your investments, according to terms set forth in your investment advisory agreement. Our financial planning services do not include ongoing monitoring. In addition, the Company offers clients access to various investment advisory programs offered through LPL Financial LLC (“LPL”). LPL acts as the Firm’s fully disclosed clearing firm for broker-dealer products and services, and also provides back and middle office services through a services agreement between the companies. As a result, there are potential and actual conflicts of interest associated with the compensation to LPL for services to the Firm, and the division of compensation between the two firms for services to clients (see Item 14 - *Client Referrals and Compensation* of the Form ADV Part 2A Brochure). For employer-sponsored retirement plans with participant-directed investments, Return on Life® Wealth Partners *dba* 401(k) Prosperity™ provides advice to plan sponsors using LPL. Under the program, 401(k) Prosperity™ IARs assist clients that are trustees or other fiduciaries to Plans by providing fee-based consulting and/or advisory services. We provide advisory services as an investment advisor as defined under Section 3(21) and 3(38) of the Employee Retirement Income Security Act of 1974, as amended (“ERISA”).
- In summary, we provide: **Discretionary Investment Management**, except as otherwise set forth in any applicable Client Agreement. Our clients authorize the Firm to investigate, purchase, and sell on behalf of Client, various securities and investments. The Firm is authorized to execute purchases and sales of securities on Client’s behalf without consulting Client regarding each sale or purchase. Clients may, however, terminate the discretionary authority of the Firm immediately upon written notice. **Non-Discretionary Investment Management**. In these types of Client Agreements, the Firm is authorized to execute purchases and sales of securities only after securing permission from Client regarding each transaction.

**For additional information, please see Items 4, 7, 8, 13 and 16 of our Form ADV Part 2A brochure here:**

<https://adviserinfo.sec.gov/firm/summary/112879>

**Conversation Starters:**

*Questions you may wish to ask our financial professionals. “What is your relevant experience, including your licenses and other qualifications?”*

**FEES, COSTS, CONFLICTS, AND STANDARDS OF CONDUCT**

**What fees will I pay?**

The fees for investment management are based on an annual percentage of assets under management and are applied to the household asset value on a pro rata basis. Typically, investment management fees are payable quarterly, with some Clients requesting monthly billing. The method for billing these fees may vary based on the historical methods of the advisors and is agreed upon under the terms of the Agreement (or supporting documentation if there were changes made after the Client signed the Agreement). Typically, fees are billed in advance. When calculating advisory fees, securities held in Client accounts are valued by the applicable portfolio accounting system used by the Firm to manage the Client’s account. In addition, fees are assessed on all assets under management, including securities, cash, and money market balances. Margin account balances are included in the fee billing. [Quarter End Value x Advisory Fee] / 360 x

90 Days = Advance Billing. Please see Item 5- *Fees and Compensation* of the Form ADV Part 2A Brochure for a complete listing of the various fees charged. *You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.*

**For additional information, please see Item 5 of our Form ADV Part 2A brochure here:**

<https://adviserinfo.sec.gov/firm/summary/112879>

#### **Conversation Starters:**

*Questions you may wish to ask our registered representatives.*

*"If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?"*

#### **CONFLICTS OF INTEREST**

**What is your legal obligation to me when providing recommendations as my investment adviser?**

**How else does the firm make money and what conflicts of interest do you have?**

Company offers investment advisory services through Advisors located and/or supervised from its principal office or office located in Maryland, United States. These Advisors are largely dually registered as registered representatives (RRs) licensed to offer brokerage products and as investment advisor representatives (IARs) licensed to offer investment advisory services; however, some Advisors are only licensed as RR's. **It is important for you to understand brokerage and advisory services and how they compare.** 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 some conflicts with your interests. You should understand and ask us about these conflicts.

In addition, the Company and/or its Advisors will receive compensation from third parties when your Advisor recommends certain investment platforms or investments. For example, the Firm receives an advisory reallowance fee from LPL based on a percentage of advisory AUM custodied at LPL in advisory programs for which LPL is a sponsor. These fees create an incentive for the Firm to recommend those advisory programs that entail the payment of such fees which, because they are based on a percentage, increase when you increase the amount of assets in your advisory account in any such programs. In addition, we receive transaction charges, and service fees, cash sweep-related fees, IRA and qualified plan fees, administrative servicing fees for trust accounts, and marketing support from certain mutual funds and ETFs held in advisory and brokerage accounts, and, in non-retirement accounts, receives 12b-1 fees. These payments create an incentive for the Firm to sell you investments that entail such payments and to maintain our relationships with the issuer and their affiliates. Since the amount of compensation we receive varies among and between the issuers and different investments and types of investments that we offer as a broker/dealer, we have an incentive to sell you those investments that pay us more compensation. These fees, some of which are shared with your Advisor, are described in the General Conflicts of Interest Disclosure or the Form ADV Part 2A, as well as in the account agreement or product offering documentation.

Furthermore, Mr. Fantozzi is the owner of PFS Wealth Partners, LLC ("PFS Wealth Partners"). PFS Wealth Partners is under common ownership with Planned Financial Services, LLC (See Item 10 - Other Financial Industry Activities and Affiliations) on Form ADV Part 2A.

**For additional information, please see Items 4, 5, 6, 10, and 11 of our Form ADV Part 2A brochure here:**

<https://adviserinfo.sec.gov/firm/summary/112879>

#### **Conversation Starters:**

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

These are only examples of our conflicts of interest. For additional information about our conflicts of interest, please speak with your financial professional.

#### **HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Neither Return on Life® Wealth Partners nor its supervised persons accept any compensation for the sale of investment products, including asset-based sales charges or service fees from the sale of mutual funds. For an additional discussion of other compensation, please refer to *Item 14 – Client Referrals* and Other Compensation of our Form ADV Part 2A Brochure: <https://adviserinfo.sec.gov/firm/summary/112879>

#### **DISCIPLINARY HISTORY**

**Do you or your financial professional have any legal or disciplinary history?**

No. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

#### **Conversation Starters:**

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

For additional information, please see Item 9 of our Form ADV Part 2A brochure here <https://adviserinfo.sec.gov/firm/summary/112879>

#### **ADDITIONAL INFORMATION**

For additional information, see our Disclosure Brochure (Form ADV Part 2A) at <https://adviserinfo.sec.gov/firm/summary/112879>. Or you can reach us by phone at (440) 740-0130 to request up-to-date information and a copy of this relationship summary or via email at Frank @ReturnOnLifeWealth.com.

#### **Conversation Starters:**

*"Who is my primary contact person?" "Is he or she a representative of an investment-adviser or a broker-dealer?"*