

Koon Financial Planning & Consulting

Relationship Summary – Form CRS

Item 1 – Introduction

Koon Financial Planning & Consulting (“KFP&C”). is registered with the Securities and Exchange Commission as a financial adviser. As such, we provide advisory services rather than brokerage services. Financial advisory services and brokerage services differ. It is important for you, our client, to understand the differences in services provided and fees associated with either activity. Please note that free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS> (Ctrl click to access), which also provides educational materials about broker-dealers, financial and investment advisers, and investing.

Item 2 – What investment services and advice can you provide me?

We offer the following advisory services to retail investors: Financial planning services, such as cash flow analysis, charitable gifting programs, insurance reviews, and estate planning. We work with your team of other professional advisors (attorney, accountant, insurance agent). We are not attorneys or accountants. Our investment services include portfolio management, selection of other advisers, asset allocation, and advisory consulting. For a description of these services, please refer to **Form ADV Part 2A, Items 4 and 7. You can access all parts of Form ADV through** <https://adviserinfo.sec.gov> (Ctrl click to access) **Select “Firm” and type Koon Financial Planning & Consulting.**

Monitoring - If you open an investment account with our firm, as part of our standard service we will monitor your investments frequently, and we review portfolios on a quarterly basis with many clients.

Investment Authority - We manage accounts on a non-discretionary and discretionary basis. You, the client, ultimately decide which investment level of discretionary authority works best for you. Under the non-discretionary investment service, you have an unrestricted right to decline to implement any advice provided by our firm. Under the discretionary investment service, we decide the timing and which investments to buy and sell for your account. We have discretion to select, retain, or replace third-party managers in your account(s); however, we do not sign documents on your behalf. You may limit our discretionary authority (for example, limiting the type of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

Limited Investment Offerings – Although not all are part of our investment recommendation platform for your account(s), which will be comprised primarily of exchange-traded equity securities, we offer advice on the following types of products: exchange-traded and over-the-counter equity securities, corporate debt, municipal securities, mutual funds, US government securities, money market funds, exchange traded funds (“ETFs”) and closed-end funds (“CEFs”).

Account Minimums and Other Requirements - We do not impose a minimum account size, and we provide financial services to individuals, trusts, estates, charitable institutions, corporations, and businesses. We develop customized financial plans and investment management tailored to the specific circumstances and your requirements. Our approach includes developing an investment profile and a core portfolio. After mutual agreement, we make our best efforts to accommodate the concerns and preferences of our clients within our investment management process. As fiduciaries, we put your goals and objectives ahead of our own.

Key Questions to Ask Your Financial Professional

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

Item 3A – What fees will I pay?

Fees are assessed and billed quarterly in arrears and are assessed as a percentage of the accounts’ market value. Hourly fees or fixed fees may apply for special projects and consulting services and are negotiated at the inception of the project or consulting services. We believe this method of billing minimizes conflicts of interest; however, the more assets we have under management, the more we receive in fees. ***If your investments lose money, our fees are lower. We do not earn or accept fees through any source other than your fees.*** Refer to **Form ADV Part 2A Item 5** for specific information pertaining to fees: <https://adviserinfo.sec.gov> (Ctrl click to access). **Select “Firm” and type Koon Financial Planning & Consulting.**

Other fees may apply, such as:

1. Custodian fees (we do not provide custody services).
2. Account maintenance fees.
3. Fees related to mutual funds, ETFs, and CEFs.
4. Transaction charges when purchasing or selling securities.
5. Other product-level fees associated with your investments.

****We do not share in these fees.***

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.

Key Questions to Ask Your Financial Professional

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

Item 3B - What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we must act in your best interest and not put our interest ahead of you. At the same time, the way we make money creates some conflicts with your interest. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means: We may, personally, invest in the same securities as you, our client. Our other clients may or may not hold the same securities as you. For additional information on conflicts of interest, refer to **ADV Form Part 2, Item 10 – Other Financial Industry Activities and Affiliations**.

Key Questions to Ask Your Financial Professional

- How might your conflicts of interest affect me, and how will you address them?
- Can you purchase, sell, or hold the same securities that your clients hold in their investment accounts?

Item 3C - How do your financial professionals make money?

We do not receive commissions or financial benefits from any third-party source or from the recommendations made to you. We are paid a salary, which is not production based.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit <https://www.investor.gov/CRS> for a free and simple research tool.

Key Question to Ask Your Financial Professional

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

Item 5 – What additional information might I find useful?

You can request a copy of this relationship summary (Part 3, Form CRS), and Form ADV Parts 2A and 2B, by calling 317-887-1714 or emailing Evan Fruits at efruits@koonfinancial.com. These documents are also located on our website: <https://www.koonfinancial.com>.

Key Questions to Ask Your Financial Professional

- Who is my primary contact person?
- Is he or she a representative of an investment adviser or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?