# Part 2A of Form ADV: Firm Brochure

## Item 1 – Cover Page

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**March 28, 2026**

This Brochure provides information about the qualifications and business practices of Financial Life Planning, LLC. If you have any questions about the contents of this Brochure, please contact us at 856-988-5480. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Financial Life Planning, LLC is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training. The purpose of this form is to provide you with information you may use to determine to hire or retain an adviser.

Additional information about Financial Life Planning, LLC also is available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Financial Life Planning, LLC is 147011. The SEC's web site also provides information about any persons affiliated with Financial Life Planning, LLC who are registered, or are required to be registered, as investment adviser representatives of Financial Life Planning, LLC.

## Item 2 – Material Changes

This Item of the Brochure will discuss only specific material changes that are made to the Brochure, and will provide clients with a summary of such material changes. The last update to the Brochure was April 10, 2025.

There are no new material changes to Financial Life Planning, LLC since the last filing.

As a regular practice, we offer or deliver information about our qualifications and business practices to clients on at least an annual basis. Pursuant to the SEC Rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year.

We may further provide other ongoing disclosure information about material changes as necessary, and we will provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Edward Goldstein, President and Chief Compliance Officer, at 856-988-5480.

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## Item 4 – Advisory Business

Principals and Incorporation

Financial Life Planning, LLC's investment adviser registration was granted by the state of New Jersey on June 27, 2008 and by the Commonwealth of Pennsylvania on October 6, 2008. Edward Craig Goldstein, CFP, MBA (CRD Number 4388962) is President and one hundred (100%) percent equity owner of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm or intermediaries who have any ownership interest in the firm.

Assets Under Management

As of December 31, 2025, Financial Life Planning, LLC managed approximately $23,221,753 of which $18,298,406 is on a discretionary basis, and $4,923,347 is on a non-discretionary basis.

Advisory Services

Financial Life Planning, LLC's professional services include comprehensive financial planning, issue specific consulting services, and investment portfolio management. The financial planning and consulting fees are charged on either an hourly or flat-fee basis. Advisory fees are based on the total amount of assets under management, and are not performance based.

Financial Life Planning, LLC provides discretionary or non-discretionary portfolio management services where the investment advice provided is custom tailored to meet the needs and investment objectives of the client. Once the portfolio is constructed, Financial Life Planning, LLC provides continuous supervision and re-optimization of the portfolio as changes in market conditions and client circumstances deem appropriate.

We tailor client portfolios to the client's individual needs. We then meet with and speak to the client regularly to determine whether there have been any significant changes in the client's short- and long-term financial goals and objectives, as well as their cash flow needs. This way, we can continue to monitor whether the client's account continues to conform to the client's investment objectives and requirements. We generally attempt to accommodate any investment restrictions that have been made know to us by clients (for example: an aversion to tobacco or casino companies).

For our investment management, we primarily use various types of equity securities, exchange-traded funds ("ETFs"), and mutual funds. When we feel it is appropriate, we may also utilize fixed annuities, variable annuities, and stock options for hedging and other conservative investment strategies.

We believe that our holistic approach to individual and business finances creates the greatest likelihood of success for achieving a client's financial goals and objectives. Also, when

appropriate, we often work with a client's accountant, attorney, or other advisor to identify coordination gaps and planning opportunities.

Our services for individuals and businesses go beyond traditional financial planning; we help clients with their:

- Comprehensive Financial Planning and Consulting
- Portfolio Management and Investment Evaluation
- Retirement Needs Analysis
- Pension Lump Sum vs. Annuity evaluation and decision support
- College Saving Strategies
- Tax Minimization Planning
- Business Owner Succession and Exit Strategies
- Employee Group and Key Person Retention Benefits
- Estate Planning Review and Coordination
- Insurance - Life, Disability, and Long-Term Care Needs Evaluation

We conduct our research via a variety of sources and methods. These include:

- Securities and Exchange Commission ("SEC") corporate regulatory filings, such as 10k annual reports, 10Q quarterly reports, and 8k significant update disclosures
- Financial newspapers, blogs, and subscription newsletters
- Research materials prepared by others
- Corporate rating services
- Company press releases
- Technical analysis

## Item 5 – Fees and Compensation

Consulting Services Fees

Per our "Consultation Services Engagement Agreement," hourly fees for services are $250.00/hour. Service retainer fees shall not exceed $5,000.00, and no stated amount shall be provided for any future services projected to exceed five months. A detailed reconciliation between retainer fees and rendered services will be issued at least monthly, with any outstanding balance due upon completion. Conversely, retainer amounts exceeding fees for service(s) will be refunded back to the client.

Under the "flat" or "project" fee alternative, rates typically range from $1,200 to $6,000, based

on such factors as the complexity and scope of the engagement. However, because situations affecting the planning process may change, fees may be renegotiated and adjusted with the client's consent. In all cases, the client has a five (5) business day right of rescission, executed in writing, in which all remitted funds shall be returned to the client. If the client wishes to terminate the agreement after five (5) business days, Financial Life Planning, LLC, will refund any paid amount, minus expenses or time billed towards work performed.

Managed Money Fees

Financial Life Planning, LLC, utilizes Charles Schwab's (Member FINRA/SIPC) Institutional Platform, for client asset custodial services. Our investment advisory structure is based on a tiered "aggregate" basis.

As a fee-only advisor, we are compensated as a percentage of our assets under management. This allows us to provide our clients with product-neutral recommendations across all facets of the investment management relationship. We have access to the wide universe of equity securities, non-proprietary mutual funds, Exchange Traded Funds (ETFs), Separate Account Managers, and other investment vehicles.

The annual fee for portfolio management services is billed monthly in advance, and is based on the account's ending asset market value on the last business day of the prior month, unless otherwise stipulated. The first month's fee will be charged on a pro-rata basis based upon when the assets are received. After such time, fees for assets deposited and subsequently withdrawn will be charged/credited in the same manner.

Fees for portfolio management services are negotiable and generally range from 0.40% to 1.30% per year of the aggregated household assets under management. Fees are typically based on the amount of assets under management and the range of services being provided. The fee amount may also vary depending on the fee schedule in place at the time of initial client engagement.

Monthly management fees are remitted to Financial Life Planning, LLC by the qualified custodian (Schwab) upon the client granting authorization to be drawn from the account. Financial Life Planning, LLC will not have access to client funds for payment of fees without written consent by the client. Further, the qualified custodian will provide either a monthly or quarterly account statement, either by paper or electronically, directly to the client, which shows all disbursements from the account. The client is encouraged to review all account statements for accuracy. Financial Life Planning, LLC will receive a duplicate copy of the statement that was delivered to the client. The client understands that Financial Life Planning, LLC and the investment adviser representative shall be entitled to, and will share in, the

management fees.

Upon written notice to the other party, either party may terminate the investment advisory agreement. Upon early termination of an investment advisory agreement, any unearned fees are refunded to the client, prorated to the date of termination.

The fee is based on a percentage of assets under management in accordance with the following tiered schedule:

Fee Schedule for Managed Money Accounts

| **Assets Under Management **** | **Annualized Fee*** |
|---|---|
| $0 to $200,000 | 1.30% |
| $200,000 to $1,000,000 | 0.90% |
| $1,000,00 to $1,500,000 | 0.85% |
| $1,500,000 to $2,500,000 | 0.60% |
| $2,500,000 to $5,000,000 | 0.45% |
| $5,000,000 to $25,000,000 | 0.40% |

*In certain circumstances fees may be negotiated.

** At Financial Life Planning, LLC's discretion, we may allow accounts of members of the same household to be aggregated for purposes of determining the advisory fee. We may allow such aggregation, for example, where Financial Life Planning, LLC services accounts on behalf of minor children of current clients, individual and joint accounts for a spouse, and other types of related accounts. This consolidation practice is designed to allow client(s) the benefit of an increased asset total, which could potentially cause the account(s) to be assessed a reduced advisory fee based on the breakpoints available in Financial Life Planning, LLC's fee schedule as stated above.

Possible Transaction Fees

Although the overwhelming majority of our security trades consist of no-fee ETF and no-fee mutual funds, there are certain instances where the client may also incur a nominal brokerage fee. For example, if a mutual fund is held less than ninety days (90), the account is subject to an additional $24.95 fee by the custodian. Financial Life Planning LLC receives no benefit from these custodial fees.

With respect to Section 529 Plans, management fees can only be charged directly, per industry regulations. As such, the firm either bills directly or, more preferably, can be drawn from other

managed accounts.

Certain clients have requested that the firm proactively monitor their 401(k) plan allocations. In these cases, Financial Life Planning, LLC provides recommendations, and clients are then responsible for processing any suggested changes. Financial Life Planning, LLC charges fees for such services.

*General Information on Advisory Services and Fees*

Advice offered by Financial Life Planning, LLC may involve investment in mutual funds. All fees paid to Financial Life Planning, LLC for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds (described in each fund's prospectus) to their shareholders. These mutual fund specific fees are not shared with Financial Life Planning, LLC. They will generally include a management fee, other mutual fund transaction charges, and other related costs and expenses involved with the purchasing or selling of securities. These fees are incurred by clients as reflected in the mutual fund's reported net asset value ("NAV").

Clients may incur certain charges imposed by custodians, third party investment, and other alternative investment custodians, custodial fees, wire transfers, and other fees and taxes on brokerage accounts and securities transactions. All such potential charges will be disclosed in advance, and Financial Life Planning, LLC does not share in any portion of the brokerage fees or transaction charges imposed by the custodian holding the client funds or securities. The client should review the disclosures of such mutual funds, which are available online and/or by physical prospectus.

Please see **Item 12** and **Item 14** which further describe the factors that Financial Life Planning, LLC considers in selecting or recommending a custodian for client transactions and determining the reasonableness of their compensation. Please see **Item 10** for a description of other compensation that may be provided to supervised persons for the sale of other products or services.

## Item 6 – Performance-Based Fees and Side-By-Side Management

Financial Life Planning, LLC does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client), side-by-side with its standard asset-based compensation. All fees are calculated as described above in Item 5 – Fees and Compensation and are not charged on the basis of income or capital gains, or capital appreciation of the funds or any portion of the funds of an advisory client.

## Item 7 – Types of Clients

Financial Life Planning, LLC offers client services to individuals, families, small business owners, trusts, estates, profit-sharing plans, and retirement plan participants.

Financial Life Planning, LLC generally imposes a minimum of $100,000 to open and maintain an advisory account, considering such factors as the overall scope of the relationship of services, such as financial planning services.

Financial Life Planning, LLC generally will allow accounts of members of the same household to be aggregated for purposes of meeting the minimum account requirement.

## Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss

Financial Life Planning, LLC creates and provides diversified asset allocation class portfolios utilizing a broad mix of Exchange Traded Funds (ETFs), individual securities, and mutual funds. We also will supplement portfolios incorporating market hedging techniques such as stock options when the overall risk/reward profile is deemed warranted.

Although all investments involve risk, Financial Life Planning, LLC seeks to mitigate risk through broad diversification among asset classes. Financial Life Planning, LLC utilizes a broad range of investment vehicles to diversify client portfolios. Financial Life Planning, LLC designs portfolio strategies tailored to the needs of each investor.

In the implementation of investment plans, Financial Life Planning, LLC therefore uses individual securities, mutual funds, ETFs, and options, as appropriate.

Clients may hold or retain other types of assets as well, and Financial Life Planning, LLC may offer advice regarding those various assets as part of its services, in order to provide a more holistic portfolio evaluation. Advice regarding such assets may not involve asset management services, but may help to more generally assist the client.

Financial Life Planning, LLC's strategies, as part of the overall, may utilize securities that may be classified as having unusual risks to better manage the overall portfolio risk as a whole and employ varying levels of trading. We do monitor the impact of taxes in certain types of accounts. Financial Life Planning, LLC does not utilize a private fund strategy as part of its core portfolio management services.

**Analysis of a Client's Financial Situation**

In the development of investment plans for clients, including the recommendation of an appropriate asset allocation, Financial Life Planning, LLC relies on an analysis of the client's financial objectives, current and estimated future resources, time horizons, liquidity needs, risk tolerance, and other various suitability factors. Specific client restrictions and guidelines are also incorporated when constructing client portfolios. With the client's authorization, Financial Life Planning, LLC buys and sells specific portfolio holdings for purposes including portfolio rebalancing and appropriate risk/reward adjustments across various investment styles.

As part of a financial planning engagement, in order to derive a recommended asset allocation, Financial Life Planning, LLC may use a Monte Carlo simulation, a standard statistical approach for dealing with uncertainty. As with any other methods used to make projections into the future, there are several risks associated with this method, which may result in the client not being able to achieve their financial goals. They include:

- The risk that expected future cash flows will not match those used in the analysis.
- The risk that future rates of return will fall short of the estimates used in the simulation.
- The risk that inflation will exceed the estimates used in the simulation.
- For taxable clients, the risk that tax rates will be higher than was assumed in the analysis.

We base our investment recommendations on the client's financial situation at the time and on financial information disclosed to us by the client. When preparing these recommendations, we make certain assumptions regarding interest and inflation rates, as well as regarding past trends and the performance of the market and economy. We depend upon the client to keep us informed of material changes to their short- and long-term goals, and cash flow needs.

However, past performance is in no way an indication of future performance. We cannot offer any guarantees or promises that the client's financial goals and objectives will be met. Further, the client must continue to review any recommendations, and update the investment plan based upon changes in the client's financial situation, goals or objectives, or changes in the economy. Should the client's financial situation, goals, objectives, or needs change, the client must notify Financial Life Planning, LLC promptly of the changes.

**Risk of Loss:**
**Investing in securities involves a risk of loss that clients should be prepared to bear.**

All investments present the risk of loss of principal—the risk that the value of securities

(mutual funds, ETFs, and individual bonds), when sold or otherwise disposed of, may be less than the price paid for the securities. Even when the value of the securities when sold is greater than the price paid, there is the risk that the appreciation will be less than inflation. In other words, the purchasing power of the proceeds may be less than the purchasing power of the original investment.

The equity securities, mutual funds, and ETFs utilized by Financial Life Planning, LLC may include funds invested in domestic and international equities, including real estate investment trusts (REITs), corporate and government fixed income securities and commodities. Equity securities will include value and growth style investments across large, medium, and small capitalization stocks. Mutual funds and ETF shares invested in fixed income securities are subject to the same interest rate, inflation and credit risks associated with the underlying bond holdings.

While U.S. and international small capitalization equity investments, emerging markets funds, and commodity futures funds tend to be most volatile, as with certain other higher risk investments, they can reduce overall risk as part of a well-balanced portfolio. Conservative fixed income securities have lower risk of loss of principal, but do face interest rate and currency performance risks. Most bonds (with the exception of Treasury Inflation-Protected Securities or TIPS) present the risk of loss of purchasing power through lower expected return. This risk is greatest for longer-term bonds.

Non-U.S. securities, non-U.S. currencies, and securities issued by U.S. entities with substantial non-U.S. operations can involve additional risks relating to political, economic, or regulatory conditions in non-U.S. countries. These risks include fluctuations in non-U.S. currencies; withholding or other taxes; trading, settlement, custodial, and other operational risks; and the less stringent investor protection and disclosure standards of some non-U.S. markets. All of these factors can make non-U.S. investments, especially those in emerging markets' individual equity securities, more volatile and potentially less liquid than U.S. investments. In addition, non-U.S. markets can perform differently from the U.S. market.

The risks of non-U.S. investments typically are greater in less-developed countries, sometimes referred to as emerging markets. For example, political and economic structures in these countries may be less established and may change rapidly. These countries also are more likely to experience high levels of inflation, deflation, or currency devaluation, which can harm their economies and securities markets and increase volatility. Restrictions on currency trading that may be imposed by emerging market countries will have an adverse effect on the value of the securities of companies that trade or operate in such countries. Additionally, for some emerging market countries, tariffs and trade limitations increase risk.

More information about the risks of any particular market sector can be reviewed in

representative mutual fund prospectuses managing assets within each applicable sector.

While investment strategies do consider tax considerations, we are not licensed income tax or CPA professionals. We will not unilaterally coordinate with a client's tax advisor without the client's specific direction to do so.

## Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Financial Life Planning, LLC or the integrity of Financial Life Planning, LLC's management. No legal or disciplinary event or events that would be material to a client's or prospective client's evaluation of our firm's advisory business or management exist, either past or present. There is no order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting Financial Life Planning, LLC or any management person from engaging in any investment-related activity, or from violating any investment-related statute, rule or order.

There are no investment advisory representatives of Financial Life Planning, LLC who have been, or are presently, the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, from engaging in any investment-related activity, or from violating any investment related statute, rule, or order.

## Item 10 – Other Financial Industry Activities and Affiliations

While life, disability, and long-term care insurance sales are not a material component of overall practice revenue, Mr. Goldstein, who is an investment adviser representative of Financial Life Planning LLC, does hold insurance licenses with both the State of New Jersey and Pennsylvania. As a result, holding such licenses provides the ability to sell such insurance products, for which he receives separate, yet customary, compensation, thereby creating a potential conflict of interest.

However, in such limited cases where obtaining insurance is appropriate and at a recommended level consistent with sound financial planning, a full disclosure will be made to the client to understand the nature of the relationship in order to make a fully informed decision on choosing Mr. Goldstein or another licensed agent.

Financial planning clients are not under any obligation to engage Financial Life Planning LLC or Mr. Goldstein when considering implementation of planning recommendations. The implementation of any or all recommendations is solely at the discretion of the client. As part of

Financial Life Planning LLC's binding fiduciary duty, Mr. Goldstein endeavors at all times to put the interests of the clients first. Clients should be aware that the receipt of additional compensation from insurance products may be deemed to present a conflict of interest, affecting objectivity when making recommendations. As such, there may be other suitable securities and investment products available through other broker-dealers or insurance agents.

## Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Ethics, integrity, and trust serve as our practice cornerstone and philosophy. As such, we are completely committed to safeguarding and protecting client privacy and all relevant information.

*Participation or Interest in Client Transactions-*
Neither our firm nor any of our associated persons has any material financial interest in client transactions beyond the provision of investment advisory services as disclosed in this brochure.

Financial Life Planning, LLC or individuals associated with Financial Life Planning, LLC, may buy or sell, for their personal account(s), investment products identical to those recommended to clients. It is the expressed policy of Financial Life Planning, LLC that no person employed by Financial Life Planning, LLC may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, therefore preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

As these situations may represent a conflict of interest, Financial Life Planning, LLC has established the following restrictions in order to ensure its fiduciary responsibilities:

- Financial Life Planning, LLC emphasizes the unrestricted right of the client to specify investment objectives, guidelines, and/or conditions on the overall management of their account. Financial Life Planning, LLC's standard investment process begins with reviewing applicable state statutes, investment policy, and permitted investment language provided by the client.
- Associated persons or their immediate family members shall not buy or sell securities for their personal portfolio(s) where their decision is derived in whole or in part, by reason of the associated person's employment, unless the information is also available to the investing public on reasonable inquiry. No associated person of Financial Life Planning, LLC shall prefer his or her own interest to that of the advisory client.
- Financial Life Planning, LLC and its employees may not participate in private placements or initial public offerings (IPOs) without pre-clearance from Financial Life Planning,

LLC's Compliance Officer.

- Financial Life Planning, LLC requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
- Records will be maintained of all securities bought or sold by Financial Life Planning, LLC, associated-persons of Financial Life Planning, LLC, and related entities. Edward C. Goldstein will review these records on a regular basis.
- Any individual not in observance of the above may be subject to termination.

It is the expressed policy of Financial Life Planning, LLC that no person employed by Financial Life Planning, LLC shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on investment decisions of advisory clients.

In addition, Financial Life Planning, LLC has adopted a written Code of Ethics in compliance with SEC Rule 204A-1. The President of the firm carries out all compliance related mandates as set forth by The Code of Ethics. A copy of the firm's Code of Ethics is available upon request by all clients and prospective clients.

In addition, as a Certified Financial Planner™, and Financial Planning Association (FPA) member, Mr. Goldstein is also bound by those organizations' own stringent Codes of Ethics, core values, and fiduciary responsibility to the client.

CFP®: https://www.cfp.net/ethics/code-of-ethics-and-standards-of-conduct

FPA®: https://www.financialplanningassociation.org/about/governance-bylaws

ERISA

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employment Retirement Income Security Act ("ERISA") and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interests ahead of yours.

Under this special rule's provisions, we must:

* Meet a professional standard of care when making investment recommendations (give prudent advice);
* Never put our financial interests ahead of yours when making recommendations (give loyal advice);
* Avoid misleading statements about conflicts of interest, fees, and investments;

* Follow policies and procedures designed to ensure that we give advice that is in your best interest;
* Charge no more than what is reasonable for our services; and
* Give you basic information about conflicts of interest.

## Item 12 – Brokerage Practices

For Financial Life Planning LLC investment management clients in need of discretionary brokerage or custodial services in conjunction with Financial Life Planning LLC's advisory services, we primarily utilize Charles Schwab. We have evaluated this custodian/broker and believe that it will provide our clients with an appropriate blend of execution services, commission costs, and professionalism. While net price is a major consideration in best execution, Financial Life Planning LLC will also take into account the quality of brokerage services, confidentiality, financial stability, and responsiveness, among others.

Schwab currently serves as our sole custodian for all client accounts with the exception of educational Section 529 accounts, non-publicly traded alternative investments, and other non-discretionary accounts

*How We Select Brokers and Custodians to Recommend*

We seek to select a custodian/broker who will hold our clients' assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers and their services. We consider a wide range of factors, including, among others:

- Combination of transaction execution services and asset custody services (generally without a separate fee for the custody)
- Capability to execute, clear, and settle trades (buy and sell securities for the client's account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds [ETFs], etc.)
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices

- Reputation, financial strength, and stability
- Prior service to us and our other clients
- Availability of other products and services that benefit us, as discussed below

We trade through the directed custodian/broker regardless of whether a client has an active prime brokerage agreement in place allowing us to use outside brokers. We believe that, given the additional costs of using outside brokers along with our own custodians' resources and commitment to providing appropriate execution, we are fulfilling our obligation to seek best execution by trading directly through them. In addition, we independently review the execution of the custodians on a periodic basis and also review their own internal documentation of their trading capabilities. However, Financial Life Planning LLC clients must evaluate these brokers before opening an account.

Although clients may have selected a custodian/broker and we generally trade through their designated advisory platform, we will not trade through the custodian if we reasonably believe that it may result in a breach of our fiduciary duty. For example, we may use an outside broker for fixed income transactions if we think it is in the client's best interests and if the client has executed a prime brokerage agreement.

Please note that because we will be executing most, if not all, transactions through the directed custodian, a disparity may exist between the fees borne by the client's account and the fees borne by our other clients that direct us to use another particular broker-dealer. While we are comfortable with the custodians we utilize, clients should note that some differences may exist based on the assets our clients maintain at each.

*Clients' Brokerage and Custody Costs*

For our clients' accounts that the broker/custodian maintains, they generally do not charge the client separately for custody services but are compensated by charging the client commissions or other fees on trades that it executes or that settle into the client's account. In addition, the custodian/broker may charge the client a flat dollar amount as a "prime broker" or "trade away" fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into the client's Schwab account. These fees are in addition to the commissions the client pays the executing broker-dealer. Because of this, in order to minimize the client's trading costs and because of the execution we think our custodian provides, we execute most trades for the client's account through the custodian.

We have determined that having the client's custodian execute most trades is consistent with

our duty to seek “best execution” of the client’s trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above.

If clients request that brokerage account transactions be directed to a particular broker or dealer other than Schwab, or our designated custodian, Financial Life Planning LLC may not be able to accept the account.

We may engage in "block trading" when advantageous to clients. This means that we purchase a large block of shares and then allocate those shares among the participating client accounts. Regarding aggregated "block trades,” we operate so that no advisory account will be favored over any other account participating in the aggregated order. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared based on their participation in the trade within the same group of clients at the same custodian.

Products and services available to us from Schwab Advisor Services™ is Schwab’s business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients’ accounts; while others help us manage and grow our business. Schwab’s support services generally are available on an unsolicited basis (we don’t have to request them) and at no charge to us.

*Services That Directly Benefit Clients*

Schwab’s institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients

*Services That May Not Directly Benefit Clients*

Schwab also makes available to us other products and services that benefit us but may not directly benefit a client or a client’s account. These products and services assist us in managing and administering our clients’ accounts. They include investment research, both Schwab’s own and that of third parties. We may use this research to service all or a substantial number of our clients’ accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that

• Provide access to client account data (such as duplicate trade confirmations and account

statements)
• Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
• Provide pricing and other market data
• Facilitate payment of our fees from our clients' accounts
• Assist with back-office functions, recordkeeping, and client reporting

*Services Provided to Registered Investment Advisory Firms ("RIAs")*

Schwab offers RIAs services intended to help manage and further develop their business models including:

• Educational conferences and events
• Consulting on technology, compliance, legal, and business needs
• Publications and conferences on practice management and business succession

*Trade Aggregation*

In order to consistently strive to treat all clients in a fair manner, we regularly utilize "block trading" when the identical security is being purchase across all client accounts across multiple of client accounts. After first identifying the specific number of shares that are to be allocated to each client account, Schwab provides us with the ability to split up the targeted aggregate number of shares to be traded at various times throughout the day. This service allows for desired dollar cost averaging and potential illiquidity discounts from attempting to sell too many shares at one time.

Regarding aggregated "block trades," we operate so that no advisory account will be favored over any other account participating in the aggregated order. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared based on their participation in the trade within the same group of clients at the same custodian. This ensures that clients are treated equally and fairly.

## Item 13 – Review of Accounts

Edward C. Goldstein, President/Chief Compliance Officer, will monitor client accounts on a continuous basis, and make adjustments or recommendations as appropriate. Each account will be formally reviewed at least annually by Edward C. Goldstein. Any material change in the client's financial circumstances will trigger an additional review of a client's account.

Such changes might include, but are not limited to, the following: changes in economic conditions, changes in the client's financial situation or investment objectives, and the client's

request for an additional review of the account.

Edward C. Goldstein, CFP, is responsible for the overall investment direction of Financial Life Planning LLC. Accounts are reviewed for asset allocation and holdings for each portfolio, taking into consideration the account's investment objectives, account restrictions and client-directed trades/holdings.

Supporting continued efforts to consistently monitor and manage all client investment accounts, at a top level, we generally assign each client account to one of twelve (12) model portfolios, which Edward Goldstein designs and monitors. While each model can fully accommodate varying degrees of customization, many of the models contain the same holdings, but different percent allocation levels commensurate with targeted risk tolerance and other similar model considerations. This provides us with a manageable investment universe to which any allocation increase and/or decrease can be easily implemented, and individual investment holdings can be more effectively monitored.

*Reports*

Reports are made available to clients on a quarterly basis. In addition to the monthly custodian-issued statements and each respective custodian's online client portal, current portfolio composition details are available on demand through Financial Life Planning, LLC's secure Morningstar client portal, providing a consolidated view across client accounts. The Portfolio Holdings Report provides the cost and market value of each security held and the percentage that each security represents of the total portfolio. The Transaction Summary provides a summary of all transactions for an account by trade date. These reports are in addition to the monthly account statements and brokerage confirmations provided directly to the client by the custodian and broker.

## Item 14 – Client Referrals and Other Compensation

Financial Life Planning LLC investment adviser representatives ("IARs") are not registered representatives of any broker dealer. Thus, they are not eligible to sell or distribute any commissioned investment product.

However, as described in **Item 12**, Financial Life Planning LLC utilizes Charles Schwab ("Schwab"), a registered broker/dealer, member SIPC/NYSE, to maintain custody of clients' assets and to effect trades for their accounts.

Schwab provides Financial Life Planning LLC with access to its trading and operational services, which are typically not available to Schwab retail investors. Schwab's services include research,

brokerage, custody, access to mutual funds, and other investments that, in some cases, are otherwise available only to institutional investors or would require a significantly higher minimum initial investment.

Schwab also makes available to Financial Life Planning LLC other products and services that benefit Financial Life Planning LLC, but may not directly benefit its clients' accounts. Some of these products and services assist Financial Life Planning LLC in managing and administering clients' accounts. These include software and other technology that provide access to client account data, such as trade confirmations and account statements, facilitating trade execution, and allocation of aggregated trade orders from multiple client accounts, and assisting with back-office support, such as recordkeeping and client reporting.

Many of these services generally may be used to service all, or a substantial number of Financial Life Planning LLC's accounts, including accounts not maintained at Schwab. Schwab may also provide Financial Life Planning LLC with other services intended to help Financial Life Planning LLC manage and further develop its business enterprise. These services may include consulting, publications and presentations on practice management, information technology, business succession, regulatory compliance, and marketing.

In addition, Schwab may make available, arrange and/or pay for these types of services to Financial Life Planning LLC by independent third parties. Schwab may discount or waive fees it would otherwise charge for some of these services or pay all or part of the fees of a third party providing these services to Financial Life Planning LLC. The availability to Financial Life Planning LLC of the foregoing products and services is not contingent upon Financial Life Planning LLC committing to Schwab any specified amount of business, such as assets in custody or trading volume.

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. While Schwab had previously required that registered investment advisers maintain a minimum of $10 million in account assets to avoid quarterly custody service fees, they have since waived this hard level requirement and there are no contingencies requiring any specific amount or type of business activity.

In addition, we do not receive nor pay for any client referrals received or provided to other professionals.

## Item 15 – Custody

Financial Life Planning does not "directly" hold any client assets. All client accounts are held at separate, un-affiliated custodians. All accounts are held by Charles Schwab with the exception of educational Section 529 accounts held directly with American Funds, or alternative investments

held at Equity Institutional and Mainstar.

Clients will receive account statements directly from, and prepared by, the broker/dealer, bank or other qualified custodian that holds and maintains clients' investment assets monthly, or quarterly if there has been no account activity. Such statements will be sent directly to either the client's designated email address or postal mailing address of record, and are also available directly online from the Schwab Website.

Clients should carefully review these statements promptly when they receive them. We also provide current access to an aggregated summary of all accounts and asset allocation data managed by us via a secure portal meant to complement, but not replace existing external reporting.

Additionally, we do not request fees in excess of $1,200 more than six (6) months in advance of services rendered.

## Item 16 – Investment Discretion

When Financial Life Planning, LLC utilizes discretion over clients' accounts, Financial Life Planning, LLC's investment authority may be subject to specified investment objectives, guidelines, and/or conditions imposed by the client. For example, a client may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or restrictions or prohibitions of transactions in the securities of a specific industry. Clients may amend these limitations as required and such amendments must be submitted in writing.

## Item 17 – Voting Client Securities

Financial Life Planning, LLC will not vote proxies on behalf of clients. We may, on rare occasions and only at the client's request, offer clients advice regarding corporate actions and the exercise of proxy voting rights. However, the final decision on how to vote the proxy rests with the client or plan sponsor.

Clients will receive applicable proxies directly from the custodian of the clients' investment portfolios.

While it is standard industry practice for the custodian to be notified of announced class actions, Financial Life Planning, LLC has no obligation to determine if securities held by the client are subject to a pending or resolved class action lawsuit. Additionally, Financial Life Planning, LLC has no duty to evaluate a client's eligibility or to submit a claim to participate in the proceeds of

a securities class action settlement or verdict, not acquired by Financial Life Planning, LLC.

Lastly, Financial Life Planning, LLC has no obligation or responsibility to initiate litigation to recover damages on behalf of clients who may have been injured because of actions, misconduct, or negligence by corporate management of issuers whose securities are held by clients or plans Financial Life Planning, LLC may advise.

## Item 18 – Financial Information

As a registered investment adviser, we are required in this Item to provide you with certain financial information or disclosures about our financial condition. Financial Life Planning, LLC does not require the prepayment of more than $1,200 in fees six (6) or more months in advance, we do not have custody of client funds or securities, we have not been the subject of a bankruptcy proceeding, and we do not have a financial condition that is reasonably likely to impair our ability to meet our contractual and fiduciary commitments to our clients.

## Item 19 – Requirements for State-Registered Advisers

The principal executive officer and management person of Financial Life Planning, LLC is Edward C. Goldstein. Please see the **Part 2B of Form ADV: Brochure Supplement** for additional information about the education and business background of the principal of Financial Life Planning, LLC.

As stated in **Item 6 – Performance-Based Fees and Side-By-Side Management**, Financial Life Planning, LLC does not charge performance-based fees. Additionally, no management persons of Financial Life Planning, LLC have been found liable in any arbitration, nor have been found liable in any civil proceeding. Please see the **Part 2B of Form ADV: Brochure Supplement** for additional information about any issues related to self-regulatory organization and administrative proceedings related to Financial Life Planning, LLC's investment adviser representatives.

Please see **Item 10– Other Financial Industry Activities and Affiliations** for all information about any relationships or arrangements any Financial Life Planning, LLC management persons have with any issuer of securities. There is no other applicable information about management persons of Financial Life Planning, LLC to be reported here in **Item 19**.

Part 2B of Form ADV: Brochure Supplement – Edward C. Goldstein

## Item 1 – Cover Page

# Edward C. Goldstein
# Financial Life Planning, LLC

# 10,000 Lincoln Drive East, Suite 201
# Marlton, New Jersey 08053

# Phone: 856-988-5480

# March 28, 2026

This Brochure Supplement provides information about Edward C. Goldstein that supplements Financial Life Planning, LLC's Brochure. You should have received a copy of that Brochure. Please contact Mr. Edward Goldstein if you did not receive Financial Life Planning, LLC's Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about Mr. Edward Goldstein is available on the SEC's website at www.adviserinfo.sec.gov. by searching via his CRD number 4388962.

## Item 2- Educational Background and Business Experience

**Edward C. Goldstein, CFP**
**Year of Birth: 1965**

**Education:**

- M.B.A. Drexel University, Finance with a concentration in Portfolio Management, 1991.
- B. S. Stockton State College, Finance, 1987
- Certified Financial Planner (CFP), Certified Financial Planner Board of Standards, Inc. ("CFP Board"), 2004.

Mr. Goldstein holds a Life and Health Insurance Producer license in New Jersey, Pennsylvania, Maryland, Florida, and California.

Mr. Goldstein previously passed the tests for and held the following licenses:

- FINRA Series 7 (General Securities)
- FINRA Series 24 (General Principal)
- FINRA Series 66 (Registered Investment Advisor Representative)

**Business Experience (Most Recent):**

- Financial Life Planning, LLC, President/Chief Compliance Officer/Investment Adviser Representative, 4/2008 to Present.
- Financial Planning Association (FPA), Member, 2004 to Present
- PJ Robb Variable Corporation, Registered Representative, 2012 to 2013
- LPL / MSC, Registered Representative, 2009 to 2011

## Item 3- Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

## Item 4- Other Business Activities

The following describes Mr. Edward Goldstein's engagements in investment-related businesses.

Mr. Edward Goldstein, in his separate capacity as an insurance agent, can purchase insurance products for investment advisory clients, for which he receives separate, yet customary compensation. However, Financial Life Planning, LLC's clients are under no obligation to engage Mr. Edward Goldstein when considering the implementation of advisory recommendations. They may use the insurance brokerage firm and agent of their choosing. The implementation of any or all recommendations is solely at the discretion of Financial Life Planning, LLC's client.

As a CFP certificate holder, Mr. Edward Goldstein is mandated to always serve as a client fiduciary. While Mr. Goldstein endeavors at all times to put the interest of Financial Life Planning, LLC's clients first as part of Financial Life Planning, LLC's fiduciary duty, Financial Life Planning, LLC clients should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of Mr. Goldstein when making recommendations. Financial Life Planning, LLC clients are expressly instructed that the fees paid to Financial Life Planning, LLC for advisory services are separate and distinct from the commissions earned for placing Financial Life Planning, LLC's client in insurance products.

Mr. Goldstein's principal business activities, and the approximate amount of his time allotted to each is as follows:

- Giving investment advice and investment management – 75%
- Financial Planning and Consulting – 20%
- Other financial services activities, including insurance sales – 5%

## Item 5- Additional Compensation

Mr. Edward C. Goldstein earns additional compensation from the activities set forth, and as described above, in **Item 4**.

## Item 6 - Supervision

As Financial Life Planning, LLC 's Principal, Edward C. Goldstein is responsible for all employee supervision and the general business strategy of the firm. He also formulates and monitors the investment advice Financial Life Planning, LLC offers to clients, oversees all material investment policy changes, and reviews client accounts to ensure that objectives and mandates are being met.

As the Chief Compliance Officer, Edward C. Goldstein is responsible for monitoring and enforcing compliance with state and other regulatory requirements, with our policies and procedures, Code of Ethics, and employee rules of conduct. Mr. Goldstein can be reached at 856-988-5480.

## Item 7 – Requirements for State-Registered Advisers

State registered advisers are required to disclose all material facts regarding certain arbitration events, proceedings, or bankruptcy petitions. No information is applicable to this Item for Mr. Edward C. Goldstein.

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***Additional Information About the CFP Designation***

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by the Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United

States and a number of other countries for its:

(1) high standard of professional education;
(2) stringent code of conduct and standards of practice; and
(3) ethical requirements that govern professional engagements with clients.

*Prerequisites/Experience Required:*

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- ✓ Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- ✓ Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

- ✓ Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- ✓ Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

*Continuing Education/Experience Requirements:*

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete thirty (30) hours of continuing education hours every two years, including two (2) hours on the Code of Ethics and other parts of

the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.