

Brenden Financial Planning, LLC

An Arizona Registered Investment Adviser

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Form ADV Part 2

February 20, 2011

This brochure provides clients and prospective clients with information about Brenden Financial Planning, LLC and the qualifications, business practices, and nature of its services that should be carefully considered before becoming an advisory client. The contents of this brochure have not been approved or verified by the Securities and Exchange Commission ("SEC") or any other state or federal authority. While the firm and its associates may be registered with the State of Arizona, it does not imply a certain level of skill or training on the part of the firm or its associated personnel.

Questions relative to the firm, its services or this ADV Part 2 may be made to the attention of Mr. Brenden at (480) 802-7433. Additional information about the firm is also available on the SEC's website at www.adviserinfo.sec.gov.

Material Changes: Pursuant guidance provided in SEC Release IA-3060 and the State of Arizona's concurrence, the firm has amended the format of its advisory brochure since its previous version of Form ADV Part II and associated Schedule F dated February 8, 2010. Although the document content, disclosures, and advisory fees have generally remained the same, clients and prospective clients are encouraged to review this document in its entirety.

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Part 2B: Brochure Supplement (Advisory Personnel)

*This Brochure contains 17 pages, including the Part 2B Advisory Personnel Brochure Supplement.
This document is not complete without all pages.*

Section 1 - Advisory Business

Brenden Financial Planning, LLC ("Brenden Financial Planning" or the "firm") is an Arizona-domiciled registered investment adviser that provides fee-only financial planning and investment consultation services that, depending upon each client's unique circumstances or specific request, may be general in nature or focused on particular areas of interest or need. The firm holds itself to a *fiduciary standard*, which means the firm and its associates will act in the utmost good faith and performing in a manner believed to be in the best interest of its clients.

In addition to the firm's registration as an investment adviser in Arizona, the firm and its associated personnel may register or meet certain exemptions to registration in other states in which they conduct business. Mr. Brenden, CFP® (noted in the accompanying Part 2B) is the majority shareholder of the firm.

Approximately 60% of the firm's efforts are oriented toward "non-securities advice," which includes planning and consultation involving cash flow and debt management, risk management, college funding, retirement and estate planning, tax planning, among others. An estimated 40% of the firm's activities involve investment consultation with respect to the client portfolios which does not involve continuous investment monitoring (sometimes termed investment management or supervisory services). The firm does not have assets directly under its management.

Introductory Review

A complimentary interview is conducted by a qualified representative of the firm to determine the scope of services to be provided. During the initial meeting, a current ADV Part 2 brochure that includes the firm's Privacy Policy will be given to the client. Should the client wish to engage Brenden Financial Planning for its services, parties must enter into a written agreement.

Once an engagement agreement is in place, further discussion and analysis is conducted to obtain information from the client on financial need, goals, holdings, etc. Clients will be required to furnish certain records and documents to the Firm for review. Depending on the scope of the engagement, these documents may include:

- Copies of Wills and Trusts
- Insurance Policies
- Mortgage information
- Tax Returns
- Current financial specifics including W2's or 1099s
- Information on current retirement plans and benefits provided by the client's employer
- Statements reflecting current investments in retirement and non-retirement accounts
- Completed risk profile questionnaires or other forms provided by the firm

Financial advice or plans are based upon the information disclosed by the client or their legal agent, and incorporate the client's financial situation at the time the plan is presented. In performing its services the firm may, but is not required to, verify any information received from the client or from the client's agents.

Financial Planning and Investment Consultation

The firm provides financial planning and investment consultation services which may be either broad based (comprehensive) or more narrowly focused (modular), depending on the client's needs and wishes. Advice is offered on subjects including cash flow and debt management, risk management, college funding, retirement and estate planning, tax planning strategies, asset allocation and investment strategies, and other specific needs as indicated by the client.

When financial planning services focus only on certain areas of client interest, however, the client must understand that their overall financial situation or needs may not be fully addressed due to limitations they have established.

Once the review is complete, the firm will prepare an analysis of the current financial situation and possible future scenarios, when appropriate. Brenden Financial Planning will then present the analysis and a written summary of the significant observations, assumptions and recommendations in each area that the firm was engaged to provide advice.

Investment consultation may involve educating the client in the types of investment vehicles available; various investment strategies, developing a personal investment policy statement when appropriate, asset selection, assisting with current or proposed portfolio allocations, as well as assisting the client in establishing their own investment account at their selected broker/dealer or custodian if desired. The firm typically utilizes a long-term investment perspective, unless specifically requested to the contrary by the client.

The client retains absolute discretion over all implementation decisions and is free to accept or reject any recommendation made by the firm. Further, it remains each client's responsibility to promptly notify Brenden Financial Planning if there is any change in their financial situation or investment objectives for the purpose of evaluating or revising the firm's previous recommendations.

The firm does not provide accounting, legal, or property and casualty insurance services. With the client's consent, the firm may work with the client's other professional advisers (accountant, attorney, etc.) to assist with coordination and implementation of agreed upon strategies. The client should be aware that these other professional advisers may bill the client separately for their services, and these fees will be in addition to those of Brenden Financial Planning.

Modular financial planning and investment consultation engagements generally conclude upon delivery of advice or the plan and the client is encouraged to engage the firm in the future. Comprehensive planning services clients are provided review, rebalancing and answering of any questions concerning their initial financial plan for one year.

Pension Consulting

Brenden Financial Planning may provide advice to companies with defined contribution plans or defined benefit plans involving their existing plan or to provide recommendation to establish a new plan. This will include an analysis of current needs for the employer, recommendations to improve an existing plan, or recommendations for new plans that will meet their needs and objectives.

Educational Workshops

Investment adviser representatives of the firm may provide educational workshops on an “as announced” basis for groups desiring general advice on investments and personal finance. Topics may include issues related to asset/wealth management, financial planning, insurance, investment planning, retirement planning strategies, or various other economic topics. Such workshops or programs are purely educational in nature and do not involve the sale of any insurance or investment products.

Firm Services

The firm will use its best judgment and good faith effort in rendering its services to its clients. Brenden Financial Planning cannot warrant or guarantee any particular level of account performance, or that an account will be profitable over time. Past performance is not necessarily indicative of future results.

Except as may otherwise be provided by law, the firm will not be liable to the client, heirs, or assigns for any loss an account may suffer by reason of an investment decision made or other action taken or omitted in good faith by the firm with that degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use; any loss arising from the firm's adherence to the client or their legal agent's direction; or any act or failure to act by a service provider maintaining an account.

Notwithstanding the preceding, nothing within the client services agreement is intended to diminish in any way the firm's fiduciary obligation to act in the client's best interest or shall in any way limit or waive any rights clients may have under federal or state securities laws or the rules promulgated pursuant to those laws.

Section 2 - Fees and Compensation¹

Financial Planning and Investment Consultation

Hourly fees for financial planning and investment consultation services are \$180 per hour; billed in six-minute increments and a partial increment will be billed as a whole. The number of hours to complete the plan will be estimated and will depend on the level and scope of services required.

A fixed fee may also be assessed for financial planning or investment consulting services. The fee generally ranges from \$500 to \$2,500. The amount of the fixed fee rate is determined by a variety of factors, which may include the complexity of the client's financial situation; number and type of assets held by the client, investment strategy employed, and the client's income and net worth.

Alternatively, a retainer engagement may be also be selected by the client and will be based upon a fixed fee. This fee will be assessed in advance and range from a one-time annual fee of \$400, or \$1,600 annually and paid in equal quarterly installments. Fees are determined by the complexity of services to be provided.

¹*Brenden Financial Planning reserves the right (but is not obligated) to assess a lower fee to those clients who had engaged the firm prior to February 20, 2011, in addition to associates' and related persons' accounts.*

Brenden Financial Planning may require an initial deposit of up to one-half the uppermost estimated engagement fee in order to initiate financial planning or investment consultation services projects. Any residual fees or project balances for these engagements are due and payable upon delivery of the plan or advice.

Pension Consulting

The firm will provide consultation involving pension plans under an engagement agreement that may involve its current hourly, fixed or retainer-fee basis; whichever is best suited for the organization.

Educational Workshops

While certain workshop engagements may be *pro bono* in nature, fees for certain presentations may be assessed and will be announced or negotiated in advance. Typically, this is a fixed fee due at the time of the session.

In all cases, services to be provided under any engagement and the anticipated fee range will be detailed in the written service agreement. Fees for these services are negotiable at the discretion of the firm principal.

No-Load Products

Specific product recommendations made by Brenden Financial Planning will usually be “no-load” (i.e., no commission) products, if available. In some cases, such as with certain insurance products, there may not be a suitable selection of no-load products available for recommendation; neither the firm nor its associates, however, will be paid a commission on the purchase.

Any transactional or custodial fees assessed by the client’s broker/dealer or custodian (“service provider”), including individual retirement account or qualified retirement plan account termination fees, are borne by the client. These fees will be disclosed in the current, separate fee schedule of the selected service provider. Fees paid to Brenden Financial Planning by the client for its services are separate and distinct from any charges the client may pay for mutual funds, exchange-traded funds (ETFs) or other similar investments; and the firm does not receive “trailer” or 12b-1 fees from any investment company recommended. Fees charged by any of these companies are detailed in prospectuses or product descriptions and clients are encouraged to read and consider these documents carefully before investing.

Termination of Services

Either party may terminate the agreement at any time; such termination will typically be in writing. Should the client verbally notify Brenden Financial Planning of the termination and, if in two business days following this verbal notification the firm has not received written notice from the client; the firm will make written notice of such termination in its records and will send its own termination notice to the client as a substitute. The firm is not responsible for future allocation recommendations or advice upon termination notice.

A new client may terminate an agreement with the firm within five business days after the signing of the services agreement without penalty or charge. Thereafter, a *pro rata* portion of any prepaid, unearned fees will be promptly returned and not later than 30 days following receipt of termination notice.

Section 3 - Performance-Based Fees and Side-By-Side Management

No fees assessed by the firm will be based upon a share of capital gains or capital appreciation of the funds or any portion of funds of an advisory contract, also known as performance-based fees. The firm also prohibits any affiliated entity or employee to engage in or benefit from side-by-side investment management arrangements, often reflective of managing a hedge fund or other similarly pooled fund.

Section 4 - Types of Clients

The firm provides its services to individual investors; trusts, estates, charitable organizations, businesses of various scale and their pension plans. Clients are expected to provide an adequate level of information and supporting documentation to the firm throughout the engagement. This allows the firm to determine the appropriateness of its financial planning or a recommended investment strategy for the client or account; the client's source of funds and income level; the client's or legal agent's authority to act on behalf of the account; among other matters.

Brenden Financial Planning does not require minimum income levels or dollar-value of assets for its financial planning and investment consultation engagements. For retainer-based services, however, the firm may require a per annum fee of \$400 to \$1,600.

The firm reserves the right to waive or reduce certain of its fees based on unique individual circumstances, special arrangements, pre-existing relationships or as otherwise may be determined by a firm principal. The firm also reserves the right to decline services to any prospective client for any reason.

Section 5 - Methods of Analysis, Investment Strategies and Risk of Loss

Method of Analysis

If the firm is engaged to provide investment consultation, the client's current financial situation, needs, goals, objectives and tolerance for risk are initially evaluated. Asset allocation and investment policy decisions are made and discussed with the client to, in the firm's best judgment, meet the client's objectives while minimizing risk exposure.

The firm employs fundamental analyses using data to evaluate a security's intrinsic value. For example, fundamental analysis of a bond's value could involve evaluating economic factors including interest rates, the current state of the economy, and information about the bond issuer's credit ratings. Fundamental analysis of a stock takes into account revenues, earnings, future growth, return on equity, profit margins and other data to evaluate a company's value and its potential for future growth.

Research may be drawn from sources including: financial publications; investment analysis and reporting software; inspections of corporate activities; research materials from outside sources; corporate rating services; annual reports, prospectuses and other regulatory filings; company press releases.

Investment Strategies

The firm employs long-term, buy-and-hold investment strategies that incorporate the principles of Modern Portfolio Theory. Brenden Financial Planning's investment approach is founded upon the belief that markets are "efficient," and investors' returns are determined principally by asset allocation decisions, not market timing or stock pricing. The firm develops diversified portfolios, principally, through the use of passively managed, asset class mutual funds or cost-efficient ETFs. Existing positions within a client account will be evaluated and may be recommended to remain when deemed appropriate.

The firm will assist in rebalancing a portfolio, when engaged, in an attempt to maintain an optimal allocation while minimizing tax exposures, trading costs, etc.

In limited circumstances, the firm may offer advice on shorter-term investment strategies when requested by the client, such as for a portfolio "tactical overlay."

Risk of Loss

While Brenden Financial Planning believes its strategies and investment recommendation are designed to potentially produce the highest possible return for a given level of risk, it cannot warrant or guarantee that an investment objective or planning goal will be achieved.

Some investment decisions made by the firm and/or client may result in loss, which may include the original principal invested. The client must be able to bear the various risks involved in the investment of account assets, which may include market, currency, interest rate, liquidity, operational or political risk, among others.

When the firm's research and analyses is based upon commercially available software, rating services, general market and financial information, or due diligence reviews, the firm is relying upon the accuracy and validity of the information or capabilities being provided by selected vendors, rating services, market data, and the issuers themselves. Brenden Financial Planning makes every effort to determine the accuracy of the information received but it cannot foretell events or actions taken or not taken, or the validity of all information it has researched or provided which may or may not affect the advice to or investment strategy of a client account or financial plan.

When employing passive, efficient markets theory (as associated with Modern Portfolio Theory), an investor should consider the potential risk that their broader allocation may generate lower-than-expected returns than that from a specific asset, and that the return on each type of asset is a deviation from the average return from the asset class. The firm believes this variance from the "expected return" is generally low under normal market conditions if the portfolio is made up of diverse, non-correlated assets.

Further, while many indexed funds and ETFs are known for their potential tax-efficiency and higher "qualified dividend income" (QDI) percentages, there are certain asset classes or holding periods within an ETF that may not benefit. For example, shorter holding periods and certain commodities and currencies may be considered nonqualified, therefore, the holding's QDI will be considered if tax efficiency is an important aspect of the portfolio.

For those clients that desire the employment of more frequent trading strategies, they may experience additional transactional costs or create taxable events that will be borne by the client, thereby potentially reducing or negating any benefit derived by shorter term investing.

Section 6 - Disciplinary Information

Neither Brenden Financial Planning nor any of its associated personnel have been the subject of a reportable legal or disciplinary event pursuant the Investment Advisers Act of 1940 (as amended) or similar state statute.

Section 7 - Other Financial Industry Activities and Affiliations

Neither the firm nor its associated persons are affiliated with or maintain a material relationship or arrangement with another financial industry entity. The firm's policies require it and its personnel to conduct business activities in a manner that avoid actual or potential conflicts of interest between the firm, employees and clients, or that may otherwise be contrary to law. The firm will provide disclosure to its client prior to and throughout the term of an engagement of any conflicts of interest which will or may reasonably compromise its impartiality or independence.

Brenden Financial Planning is a member of the Garrett Planning Network (Garrett), an organization that assists financial planners in fee-only, financial planning practices. Garrett is not, nor believed required to be, a registered financial industry participant. The firm pays an annual membership fee to Garrett for extensive services that include their hosting training, compliance and operational support to enhance the firm's ability to provide quality service and advice to the investing public.

Investment adviser representatives of the firm may also hold individual membership or serve on boards or committees of professional industry associations or organizations; such as the Financial Planning Association (FPA), the Certified Financial Planner Board of Standards, Inc., or the Kinder Institute of Life Planning. Generally, participation in any of these entities require membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and educational requirements.

Section 8 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

The firm has adopted a Code of Ethics that sets forth the policies of ethical conduct for all personnel and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulation but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities. The firm's policies include the prohibition against insider trading, circulation of industry rumor, certain political contributions, among others.

Firm personnel that are CFP® designees or FPA members also adhere to the Certified Financial Planner Board of Standards and Code of Ethics. These principles include:

Principle 1 – Integrity

An adviser will provide professional services with integrity. Integrity demands honesty and candor which must not be subordinated to personal gain and advantage. Advisers are placed by clients in positions of trust by clients, and the ultimate source of that trust is the adviser's personal integrity. Allowance can be made for innocent error and legitimate differences of opinion; but integrity cannot coexist with deceit or subordination of one's principles.

Principle 2 – Objectivity

An adviser will provide professional services objectively. Objectivity requires intellectual honesty and impartiality. Regardless of the particular service rendered or the capacity in which an adviser functions, an adviser should protect the integrity of their work, maintain objectivity and avoid subordination of their judgment.

Principle 3 – Competence

Advisers will maintain the necessary knowledge and skill to provide professional services competently. Competence means attaining and maintaining an adequate level of knowledge and skill, and applies that knowledge effectively in providing services to clients. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate or referral to other professionals necessary. Advisers make a continuing commitment to learning and professional improvement.

Principle 4 – Fairness

Advisers will be fair and reasonable in all professional relationships. Fairness requires impartiality, intellectual honesty and disclosure of material conflict(s) of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated and is an essential trait of any professional.

Principle 5 – Confidentiality

Advisers will protect the confidentiality of all client information. Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the understanding that the client's information will remain confidential.

Principle 6 – Professionalism

Advisers will act in a manner that demonstrates exemplary professional conduct. Professionalism requires behaving with dignity and courtesy to all who use their services, fellow professionals, and those in related professions. Advisers cooperate with fellow advisers to enhance and maintain the profession's public image and improve the quality of services.

Principle 7 – Diligence

Advisers will provide professional services diligently. Diligence is the provision of services in a reasonably prompt and thorough manner, including the proper planning for, and supervision of, the rendering of professional services.

All material conflicts of interest are disclosed to clients prior to and throughout the term of an engagement that will or may reasonably compromise the firm's impartiality or independence.

The firm periodically reviews and amends its Code of Ethics to ensure currency; all firm access persons are required no less than annually to attest to their understanding and adherence.

Brenden Financial Planning will provide of copy of its Code of Ethics to all clients and prospective clients upon request.

Privacy Policy

Brenden Financial Planning collects non-public personal financial information about its clients from the following sources:

- Information clients or their legal agent provide to complete their financial plan;
- Information clients provide in agreements, account applications, and other documents completed in connection with opening and maintenance of accounts;
- Information clients provide orally; and
- Information received from third parties, such as brokerage firms or custodians, about client transactions.

The firm does not disclose non-public personal information about clients to anyone, except in the following circumstances:

- When required to provide services clients have requested;
- When clients specifically authorize Brenden Financial Planning to do so in writing; or
- When permitted or required by law.

To ensure security and confidentiality, the firm maintains physical, electronic, and procedural safeguards to protect the privacy of its clients.

Identifiable information about the client or prospective client will be maintained during the span of the engagement and for the period thereafter as required by both securities industry and state privacy laws. After that time, information will be destroyed under the firm's records destruction guidelines.

The firm will notify its clients annually of its privacy policy and at any time, in advance, if its privacy policy is expected to change.

Participation or Interest in Client Transactions

Neither Brenden Financial Planning nor any related person are authorized to recommend to a client, or effect a transaction for a client, involving any security in which the firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Additionally, employees are prohibited from borrowing from or lending to a client unless the client is an approved financial institution, or in the case of a natural person, an immediate family member.

Personal Trading

Neither the firm nor any related person are authorized to recommend to a client, or effect a transaction for a client, involving any security in which the firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Additionally, employees are prohibited from taking or providing a loan from a client unless it is an approved financial institution or the natural person is an immediate family member.

Since the firm offers its clients financial planning and investment consulting services, in addition to investment supervisory services, a potential conflict of interest may exist. Therefore, the client is under no obligation to act upon a firm recommendation. If the client elects to act on any of the firm's recommendations, they are under no obligation to execute them through the firm or its associates.

The firm recognizes that should it act as the adviser to the sponsor of an ERISA-qualified retirement plan (i.e., 401(k) or pension plan) and one of its investment adviser representatives serves in an advisory capacity to one or more of the plan's participants, a potential or implied conflict of interest may occur which will be disclosed at the time of the engagement. The firm may require its employee to cease in this plan participant advisory capacity or, upon disclosure to and approval from the plan sponsor, allow the dual advisory role to continue and with fee consideration made as necessary.

Section 9 - Brokerage Practices

Brenden Financial Planning is not affiliated with or maintains an ongoing agreement with a bank, custodian, or broker-dealer firm ("service providers"). When engaged to provide investment consultation services, the firm will typically recommend the service provider with whom the prospective client's assets are currently maintained. Should the client prefer a new service provider, the firm's recommendation will be based on the need, overall cost, and ease of use for each client.

It is the firm's policy to prohibit non-cash compensation (termed "soft dollars" in certain jurisdictions), nor will it "pay up" to receive additional services from a custodian.

In light of the nature of its advisory services, the firm believes it is not obligated to conduct "best execution" assessments of client transactions under current guidelines. The firm will, however, periodically conduct an assessment of any service provider it recommends, that will include the range of services and capabilities, reasonableness of its fees, among other items, in comparison to other comparable industry providers.

Client Referrals

All compensation paid to the firm is paid directly by the client and, therefore, the firm does not receive any additional compensation when a client engages a recommended service provider.

Directed Brokerage

Brenden Financial Planning does not engage in directed brokerage involving any account. The client is free to use any particular service provider to execute some or all transactions and is responsible for negotiating the terms and/or arrangements for their account. The firm will not be obligated to conduct due diligence, seek better execution services or prices from the client's selected service provider or aggregate client transactions for execution.

Trade Aggregation

Since the firm is not directly engaged for continuous investment supervisory services, it does not aggregate trades on behalf of client accounts.

Section 10 - Review of Accounts

There are no reviews provided to clients obtaining modular advisory services unless the client reengages the firm. Comprehensive planning services clients are provided review, rebalancing and answering of any questions concerning their initial financial plan for one year. Retainer services clients are offered reviews on a scheduled basis as determined by the engagement agreement or may request more frequent reviews and set thresholds for triggering events that would cause additional reviews to occur.

Levels of review vary depending on client needs as well as changes in the financial status or position (tax status or otherwise), financial goals, current market conditions, performance standards, risk tolerance, and age, among other potential factors. All reviews are conducted by Mr. Brenden, CFP®, Principal of the firm.

Section 11 - Client Referrals and Other Compensation

The firm does not engage in solicitation activities as defined by Rule 206(4)-3 of the Investment Advisers Act of 1940 (as amended), or similar state statute, nor does it pay a direct fee for referrals.

As earlier stated, Brenden Financial Planning and associated personnel may be members of the Garrett Planning Network and other professional associations, such as the FPA. An added benefit these entities may provide to the investing public is the availability of an electronic map or listing on their website that allows interested parties (prospective clients) to search for participant firms (such as Brenden Financial Planning) or individual financial planners within a selected state or region. The map or list may note advisory firm or individual financial planner contact information, and these passive websites may also provide means for interested persons to contact a firm or planner via electronic mail or telephone number so that the interested person may interview the participant firm or planner. Members of the public may also choose to telephone association staff to inquire about a firm or individual planner within their area, and would receive the same or similar information.

Prospective clients locating Brenden Financial Planning or an individual associate via a noted venue are not actively marketed, nor do clients or prospective clients pay more for their services than another client who may be referred in another fashion, such as a personal referral. Further, the firm does not pay these entities for prospective client referrals nor is there a fee-sharing arrangement reflective of a solicitor engagement.²

Brenden Financial Planning also participates in a program established by Garrett and The Motley Fool (www.fool.com) that identifies fee-only financial planners that members of The Motley Fool community may be interested in engaging. Although this program is informational only, the firm has chosen to “opt-in” to generate additional prospects for its financial planning business. Should a fee be paid to The Motley Fool, it would be a flat monthly rate and assessed regardless of whether leads are generated or interested parties become clients. The firm does not believe this arrangement is a “solicitor” relationship but feels the relationship between parties is important to be disclosed to its clients or prospective clients. Clients referred to Brenden Financial Planning by The Motley Fool do not pay more for services than clients who learn about the firm from other referral sources.

Section 12 - Custody

Client funds and securities will be maintained by unaffiliated, qualified custodians such as banks, broker-dealers, mutual fund companies, or transfer agents, and not with or by Brenden Financial Planning or any of its associates.

Firm policies restrict the firm and its associated persons from acting as trustee for or having full power of attorney over a client account.

At no time will firm fees be collected for its services to be performed more than six months in advance.

Neither the firm nor an employee will be authorized to have knowledge of a client’s account access information (i.e., online 401(k), personal brokerage, or bank accounts), even for the “accommodation” of the client or their legal agent.

Clients will be provided with transaction confirmations and summary account statements sent to them directly from their selected service provider. Typically, these statements are provided on a monthly or quarterly basis, or as transactions occur. Clients are reminded to inform their service provider if they do not receive their statements in a timely fashion. For those accounts that elect to receive electronic statements from the selected service provider, clients must ensure they maintain a current electronic mail address with the service provider.

Clients may receive periodic reports or “snapshots” from Brenden Financial Planning summarizing their account performance and they are urged to compare their account statements received from their service provider with any report they receive from the firm.

²The firm believes this arrangement is in consonance with SEC No-Action Letter No. 1251421 in its response to the National Football League Players Association.

Section 13 - Investment Discretion

Brenden Financial Planning does not directly provide continuous investment management or investment supervisory services, nor does it engage in discretionary trading within a client account.

Section 14 - Voting Client Securities

Proxy Voting

The firm does not vote client proxies. Clients maintain exclusive responsibility for directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted as well as making all other elections relative to mergers, acquisitions, tender offers or other events pertaining to the client's investment assets. Should the client seek advice on how to vote the proxies they receive, they may contact the firm for a telephone or personal consultation, for which the current hourly rate will apply.

Other Corporate Actions

The firm will have no power, authority, responsibility, or obligation to take any action with regard to any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets.

Firm's Receipt of Materials

If the firm receives correspondence for a client relating to the voting of their securities, class action litigation, or other corporate actions, it will typically forward the correspondence to the client or another entity (i.e., client counsel, etc.) if so directed.

Section 15 - Financial Information

Due to the nature of the firm's services, an audited balance sheet is not required nor included in this disclosure.

Part 2B: Brochure Supplement (Advisory Personnel)

Firm Name

Brenden Financial Planning, LLC

Managing Member/Designated Principal (Supervisor)/Investment Adviser Representative

Kenneth M. Brenden, CFP®

Educational Background and Business Experience

Education: Certified Financial Planner (CFP®)¹
B.S. Business Administration - Rockford College, Rockford, Illinois

Experience: President/Planner - Brenden Financial Planning, LLC [2005 - Present]
Education Consultant - Transamerica Retirement Services [1999 - Present]
Pension Consultant - Beneco, Inc. [2001 - 2003]
Human Resources - Wal-Mart, Inc. [2000]
Benefits Representative - Chrysler Corporation [1968 - 1998]

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: Firm employees do not accept or receive additional economic benefit (i.e., sales award or other prizes) for providing advisory services to its clients.

Supervision

Mr. Brenden serves in multiple capacities with the firm, such as President, Principal, and Investment Adviser Representative. The firm recognizes that not having all organizational duties segregated may potentially create the appearance of a conflict of interest, however, the firm employs policies and procedures to ensure appropriate recordkeeping and supervision. Certain functions may be outsourced to assist in these efforts when deemed necessary. Questions relative to the firm, its services or this ADV Part 2 may be made to the attention of Mr. Brenden at (480) 802-7433.

Additional information about the firm, other advisory firms, or associated investment adviser representatives is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms or their associated personnel can be accomplished by name or a unique firm identifier, known as an IARD number. The IARD number for Brenden Financial Planning, LLC is 135527.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the Arizona Division of Securities at (866) 837-4399.

¹The **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 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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.

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 30 hours of continuing education hours every two years, including two 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.