

Creative Planning, LLC  
5454 W. 110<sup>th</sup> Street  
Overland Park, KS 66211

Form CRS (Customer Relationship Summary), April 1, 2021

### **Introduction**

Creative Planning, LLC ('Creative Planning', 'we', 'us', 'our', or 'the firm') is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer investment advisory services to retail clients. We typically utilize bonds, equities, ETFs, mutual funds and alternative investments to build diversified portfolios for each client. We offer portfolio management, retirement planning, financial planning, and sub-advisory services. We monitor client portfolios on an on-going basis and make adjustments consistent with their investment objectives and goals. We do not make adjustments based on market timing or hunches, but will periodically rebalance or tax loss harvest when necessary.

For discretionary accounts, the client gives us the authority to make trades when we feel it is appropriate, without consulting the client in advance. For non-discretionary accounts, the client must give us specific approval before we make any trades. Non-discretionary accounts limit our ability to proactively manage the account, especially in times of market volatility. The client agreement will specify the type of account a client has with us. We generally require a minimum account size of \$50,000.

***Conversation Starter. Ask your financial professional:***

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

For additional information, please see our Disclosure Brochure (Form ADV Part 2A), Items 4, 7, 8 and 13.

### **What Fees Will I Pay?**

Our fees are based on a percentage of client assets that we manage and do not vary based on investment type. We typically deduct fees from clients' investment accounts. We charge our fees quarterly in arrears. The more assets you have in the account, including cash and margin, the more you will pay us, therefore we have an incentive to encourage you to increase the assets in your account in order to increase our fees. We charge our fee even if we do not buy or sell assets in your account, or if your account is profitable or not. Below are additional important details:

- Some investments (such as mutual funds and exchange traded funds) impose additional fees that will reduce the value of your investment over time.
- Assets managed by a sub-advisor are subject to the sub-advisor's management fee as well as our fee.
- You will pay a transaction fee when we buy and sell an investment for you. You will also pay fees to an unaffiliated custodian (such as TD Ameritrade, Charles Schwab, or Fidelity) that will hold your assets (called "custody"). We do not receive any portion of these fees.

Fees and costs will reduce any amount of money you make on your investment over time. Please make sure you understand what fees and costs you are paying.

***Conversation Starter. Ask your financial professional:***

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

For additional information, please see our Disclosure Brochure (Form ADV Part 2A), Item 5.

**What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?**

**When we act as your investment adviser**, we are required to act in your best interest and not put our interests ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

- Retirement Plan Rollovers to an IRA - our advisory fees may be higher than your retirement plan fee
- Margin – margin increases the account size subject to our advisory fee
- Referrals to or from our related entities: comparable services may be available elsewhere for less cost
- Benefits received from our custodians

**Conversation Starter.** *Ask your financial professional:*

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

For additional information, please see Items 10, 12, & 14 of our Form ADV, Part 2A brochure.

**How do your financial professionals make money?**

Creative Planning financial professionals' compensation is salary based however all employees of the firm are eligible for discretionary awards based on firm wide asset growth objectives. The firm has implemented a partnership program whereby employees may be granted and/or may purchase partnership units based on length of service to the firm and attainment of certain performance metrics. Employees also receive compensation for certain client referrals. A conflict of interest exists where an employee could be motivated to increase assets at the firm irrespective if this were in the client's best interest, however the firm's practice is to always act as fiduciary when working with our clients.

*For additional information, please see Item 14 of our Form ADV, Part 2A brochure.*

**Do your financial Professionals have legal or disciplinary history?**

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**Conversation Starter.** *Ask your financial professional:*

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

For additional information, please see Item 9 of our Form ADV, Part 2A brochure.

**Additional Information**

**For additional information about our services**, see our Disclosure Brochure (Form ADV Part 2A) and Customer Relationship Summary (Form CRS) brochures at [adviserinfo.sec.gov](http://adviserinfo.sec.gov) and the Brochure Supplement (Form ADV Part 2B) your financial professional provides. You can reach us at [cpi@creativeplanning.com](mailto:cpi@creativeplanning.com) or 866-273-2848.

**Conversation Starter.** *Ask your financial professional—*

*Who is my primary contact person?*

*Is he or she a representative of an investment-adviser or a broker-dealer?*

*Who can I talk to if I have concerns about how this person is treating me?*