

Item 1: Cover Page



Wrenne Financial Planning LLC

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Lexington, KY 40502

Form ADV Part 2A – Firm Brochure

859-538-6044

Dated March 24, 2023

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This Brochure provides information about the qualifications and business practices of Wrenne Financial Planning LLC, “WFP”. If you have any questions about the contents of this Brochure, please contact us at 859-608-8131. 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.

Wrenne Financial Planning LLC is registered as an Investment Adviser with the U.S Securities and Exchange Commission. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about WFP is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the firm’s identification number 173029.

Item 2: Material Changes

Since the last Annual ADV update, filed on March 11, 2022, the following material changes have been made:

- Items 1 & 4 – WFP is now registered with the U.S Securities and Exchange Commission. Registration of an Investment Adviser does not imply any level of skill or training.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of WFP.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 173029.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at 859-538-6044.

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Item 4: Advisory Business

Description of Advisory Firm

Wrenne Financial Planning LLC is registered or exempt as a Registered Investment Adviser with the U.S. Securities and Exchange Commission. WFP was founded in August of 2014. Daniel Wrenne is the principal owner of WFP. WFP currently reports \$98,092,878 in discretionary Assets Under Management as of December 31, 2022.

Types of Advisory Services

Investment Management Services

Investment Management Services as described in this section are not currently being offered as a service to new clients. We are in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation target. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. We may also review and discuss a client's prior investment history, as well as family composition and background.

Account management is guided by the stated objectives of the client (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

Comprehensive Financial Planning Combined with Investment Management Services

In addition to the above-described Investment Management Services, this combined service involves working one-on-one with a planner over an extended period. By paying a monthly fee, clients get continuous access to a planner who will work with them to design their plan. The planner will monitor the plan, recommend any changes, and ensure the plan is up to date.

Upon desiring a comprehensive plan, a client will be taken through establishing their goals and values around money. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefit, retirement planning, insurance, investments, college planning and estate planning. Once the client's information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to

their current situation will be reviewed with the client. Clients subscribing to this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. If a follow up meeting is required, we will meet at the client's convenience. The plan and the client's financial situation and goals will be monitored throughout the year and follow-up phone calls and emails will be made to the client to confirm that any agreed upon action steps have been carried out. On an annual basis there will be a full review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time. As part of financial planning, we may on occasion recommend that you also hire us as investment manager, which is a conflict of interest. We mitigate this conflict by always acting in accordance with fiduciary duty.

WFP no longer offers Comprehensive Financial Planning on a standalone basis.

Financial Planning Projects

We provide financial planning services on an hourly basis on topics such as retirement planning, risk management, college savings, cash flow, debt management, work benefits, and estate and incapacity planning.

Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information, and analysis will be considered as they impact and are impacted by the entire financial and life situation of the client. Clients purchasing this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives.

In general, the financial plan will address any or all the following areas of concern. The client and advisor will work together to select the specific areas to cover. These areas may include, but are not limited to, the following:

- **Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt

and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.

- **College Savings:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).
- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts.

We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

- **Financial Goals:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies,

reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.

- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (i.e., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance (“self-insuring”).
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their “tax efficiency,” with consideration that there is always a possibility of future changes to federal, state, or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

Student Loan Planning

Under our student loan planning service, we provide the following:

1. Creating Your Customized Student Loan Plan
2. Organize your private and federal student loan details
3. Clarify your personal, financial, and professional current position and future goals.
4. Prepare custom repayment strategy considering your situation and options available, including PSLF, refinance, and consolidation.

One-Time Financial Plan

We offer financial planning on a one-time engagement for clients who do not require a comprehensive ongoing relationship. Financial planning involves an evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information, and analysis will be considered as they affect and are affected by the entire financial and life situation of the Client. Clients purchasing this service will receive a written or an electronic report, providing the Client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. This service includes three months of follow-up following the delivery of the plan.

Client Tailored Services and Client Imposed Restrictions

We offer the same suite of services to all our clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below. We do not require prepayment of more than \$1,200 in fees for any services more than 6 months in advance of the provision of those services.

Investment Management Services

Our standard advisory fee is based on the market value of the assets under management based on the last business day of the prior quarter and is calculated as follows:

Account Value	Annual Advisory Fee
\$0 - \$500,000	1.00%
\$500,001 - \$1,000,000	0.90%
\$1,000,001 - \$2,000,000	0.75%
\$2,000,001 and above	0.50%

The annual fees are pro-rated and paid in advance on a quarterly basis. The advisory fee is a blended fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, resulting in a combined weighted fee. For example, an account valued at \$2,500,000 would pay an effective fee of 0.78% with the annual fee of \$19,500. The quarterly fee is determined by the following calculation: $((\$500,000 \times 1.00\%) + (\$500,000 \times 0.90\%) + (\$1,000,000 \times 0.75\%) + (\$500,000 \times 0.50\%)) \div 4 = \$4,875.00$. No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Advisory fees are directly debited from client accounts, or the client may choose to pay by check. Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 30 calendar days in advance. Upon termination of the account, any unearned fee will be refunded to the client.

Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 30 calendar days in advance. Earned unpaid advisory fees up to the date of termination will be collected and billed to the account on a pro-rata basis.

Combined Investment Management and Comprehensive Financial Planning

Combined Investment Management and Comprehensive Financial consists of an upfront fee ranging from \$500 to \$3,000, depending on the complexity and needs of the client, and an ongoing fee ranging from \$1,200 to \$20,000 per year, depending on the complexity and needs of the client, that is paid either monthly or quarterly, in advance. At WFP's discretion, we may offer discounted fees to residents and fellows. We do not have a minimum investment account size. Factors considered in setting the client fee are number of household members, amount of financial planning necessary, number and type of accounts, net worth, life circumstances, business interests, etc. This service may be terminated with 30

days' notice. Upon termination of any account, the fee will be prorated and any unearned fee will be refunded to the client based on the amount of time remaining in the billing period.

Fees may be assessed pro rata when services begin after the first day of the quarterly billing period. WFP will either invoice clients directly for services or payment of fees will be deducted by the qualified custodian holding client funds.

Hourly Financial Planning Fee

Financial Planning will generally be offered on an hourly rate of \$300.00 per hour, depending on the complexity and needs of the client. An estimate of the total fee will be provided before the start of any work. Half of the estimated fee is due at the beginning of the process and the remainder is due at completion of work when the financial plan is delivered, however, WFP will not bill an amount above \$1,200.00 more than 6 months in advance.

Student Loan Planning

The fee for services includes a one-time engagement fee of \$500 per analysis for a single borrower and \$750 per analysis for dual household borrowers. Delivery of the student loan plan is completed within one month of receiving all requested information.

One-Time Financial Plan

One-Time Financial Planning will generally be offered on a fixed fee basis. The fixed fee will be agreed upon before the start of any work. The fixed fee can range between \$1,000 and \$12,000. The fee is negotiable depending on the complexity of the project. Half of the fee is due at the beginning of the process and the remainder is due upon delivery of the plan. WFP will not bill an amount above \$1,200 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer (EFT) or check. In the event the Client Contract terminates prior to the completion of the financial plan, any prepaid but unearned fees will be refunded to the Client and any fees for the hours already worked but not yet billed, will be due and payable. Upon termination, any completed deliverables will be provided to the Client.

Other Types of Fees and Expenses

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees,

which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending custodians for client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Item 6: Performance-Based Fees and therefore do not engage in Side-By-Side Management

We do not offer performance-based fees.

Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals, high net-worth individuals and corporations or other businesses.

We do not have a minimum account size requirement.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Passive Investment Management

We primarily practice passive investment management. Passive investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve a desired relationship between correlation, risk, and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange traded funds.

Passive investment management is characterized by low portfolio expenses (i.e., the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy, or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark. Academic research indicates most active managers underperform the market.

Material Risks Involved

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

Strategy Risk: The Adviser's investment strategies and/or investment techniques may not work as intended.

Small and Medium Cap Company Risk: Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio.

Turnover Risk: At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

Limited markets: Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable or find buyers at any price.

Concentration Risk: Certain investment strategies focus on asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

Legal or Legislative Risk: Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

Inflation: Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Exchange Traded Funds prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

Investment Companies Risk. When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which client's invest.

Item 9: Disciplinary Information

On March 22nd, 2021, Wrenne Financial Planning unknowingly violated the Pennsylvania Securities Act of 1972, 70 P.S. § 1-101 et. seq. ("1972 Act") by exceeding 5 clients without being registered. This was discovered by the Pennsylvania Department of Banking and Securities during their review of WFP's application to register in March 2021 and occurred under the advice of WFP's former compliance consultant. In July 2021, without admitting or denying the allegations, WFP agreed to a Consent Agreement and Order ("Order") proposed by the Pennsylvania Securities Division agreeing to pay an administrative assessment of \$4,000 and cease any future violations of the act. WFP's former compliance consultant agreed to compensate WFP for the PA fines and has since been replaced with a new firm.

Item 10: Other Financial Industry Activities and Affiliations

No WFP employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No WFP employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

WFP only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

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

Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
 - Objectivity - Associated persons shall be objective in providing professional services to Clients.
 - Competence - Associated persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
 - Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
 - Confidentiality - Associated persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.

- Professionalism - Associated persons' conduct in all matters shall reflect the credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its “related persons” may buy or sell securities similar to, or different from, those we recommend to Clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates’ transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Trading Securities At/Around the Same Time as Client’s Securities

From time to time, our firm or its “related persons” may buy or sell securities for themselves at or around the same time as Clients. We will not trade non-mutual fund securities 5 days prior to the same security for Clients.

Investment Advice Relating to Retirement Accounts

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 Employee Retirement Income Security Act 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 interest 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 is reasonable for our services; and
- Give you basic information about conflicts of interest.

In addition, and as required by this rule, we provide information regarding the services that we provide to you, and any material conflicts of interest, in this brochure and in your client agreement.

Item 12: Brokerage Practices

Factors Used to Select Custodians

Wrenne Financial Planning LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

1. Research and Other Soft-Dollar Benefits

The state of Pennsylvania considers the support services provided to the firm based on the overall relationship between WFP and the custodian to be a soft-dollar arrangement.

2. Brokerage for Client Referrals

We receive no referrals from a custodian or third party in exchange for using that third party.

3. Clients Directing Which Custodian to Use

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific custodian to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most favorable execution of client transaction, and this may cost clients' money over using a lower-cost custodian.

The Custodian and Brokers We Recommend

WFP participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between WFP's participation in the program and the investment advice it gives to its clients, although WFP receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving for WFP participants; access to block trading (which provides the ability to aggregate securities transactions for execution

and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to WFP by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by WFP's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit WFP but may not benefit its client accounts. These products or services may assist WFP in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help WFP manage and further develop its business enterprise. The benefits received by WFP or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, WFP endeavors always to act in the client's best interest. Clients should be aware, however, that the receipt of economic benefits by WFP or its related persons in and of itself creates a conflict of interest and may indirectly influence WFP's choice of TD Ameritrade for custody and brokerage services.

Aggregating (Block) Trading for Multiple Client Accounts

Generally, we combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

Item 13: Review of Accounts

Daniel Wrenne, Managing Member and CCO of WFP, will work with clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning services.

Client accounts with the Investment Management and Combined Investment Management and Comprehensive Financial Planning Service will be reviewed regularly on a quarterly basis by Daniel Wrenne. During the regular review the account's performance is compared against like-managed

accounts to identify any unacceptable performance deviation. Additionally, reasonable client-imposed restrictions will be reviewed to confirm that they are being enforced. Events that may trigger a special review would be unusual performance, addition, or deletions of client-imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs. Additionally, WFP will meet with clients at least annually to review investments and will review individual securities at least weekly.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

WFP will not provide written reports to Investment Management clients.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly from any third party for advice rendered to our clients. Nor do we directly or indirectly compensate any person who is not advisory personnel for client referrals.

Item 15: Custody

WFP is deemed to have limited custody solely because certain advisory fees are directly deducted from the client's investment account(s) by the custodian on behalf of WFP. Clients should receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains Client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16: Investment Discretion

For those Client accounts where we provide Investment Management Services, we maintain discretion over Client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to Clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the Client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the Client.

Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

Item 18: Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$1,200 in fees per client six months in advance. All upfront and ongoing portions of WFP's fees that are payable in advance, correspond with work that is completed within 6 months after the firm collects the fee. As such, WFP does not accept prepayment of client fees in the amount of \$1,200 six months or more in advance of services rendered.



Wrenne Financial Planning LLC

Form ADV Part 2B – Brochure Supplement

3399 Tates Creek Road, Suite 115

Lexington, KY 40502

859-538-6044

Dated March 24, 2023

For

Daniel Wrenne, CFP[®], ChFC, CLU

Chief Executive Officer & Chief Operating Officer

This brochure supplement provides information about Daniel Wrenne that supplements the Wrenne Financial Planning LLC (“WFP”) brochure. A copy of that brochure precedes this supplement. Please contact Daniel Wrenne if the WFP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Daniel Wrenne is available on the SEC’s website at www.adviserinfo.sec.gov using CRD# 5044257.

Item 2: Educational Background and Business Experience

Educational Background

- 2005 – BS in Business Administration, University of Florida

Business Experience

- 10/2014 – Present, Wrenne Financial Planning LLC, Chief Executive Officer & Chief Operating Officer
- 01/2006 – 10/2014, Northwestern Mutual Investment Services, LLC, Registered Representative
- 10/2005 – 10/2014, Northwestern Mutual Life Insurance, Agent

Professional Designations, Licensing & Exams

CERTIFIED FINANCIAL PLANNER™ professional

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.cfp.net.

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct* (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

Chartered Financial Consultant (ChFC): This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take seven mandatory courses which include the following disciplines: financial, insurance, retirement and estate planning; income taxation, investments and application of financial planning; as well as two elective courses involving the application of the aforementioned disciplines. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

Chartered Life Underwriter® (CLU®): This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take a series of mandatory courses which include, for example, the following: insurance planning, life insurance law, fundamentals of estate planning, planning for business owners, income taxation, group benefits, planning for retirement needs, and investments. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

Item 3: Disciplinary Information

No disciplinary information to report.

Item 4: Other Business Activities

No other business activities.

Item 5: Additional Compensation

Daniel Wrenne does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through WFP.

Item 6: Supervision

Jennifer Quire, Chief Financial Officer and Chief Compliance Officer of WFP is responsible for supervision. She may be contacted at the phone number on this brochure supplement.



Wrenne Financial Planning LLC

Form ADV Part 2B – Brochure Supplement

3399 Tates Creek Road, Suite 115

Lexington, KY 40502

859-538-6044

Dated March 24, 2023

For

Jennifer Quire, CFP®

Chief Financial Officer & Chief Compliance Officer

This brochure supplement provides information about Jennifer Quire that supplements the Wrenne Financial Planning LLC (“WFP”) brochure. A copy of that brochure precedes this supplement. Please contact Jennifer Quire if the WFP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Jennifer Quire is available on the SEC’s website at www.adviserinfo.sec.gov using CRD# 5528041.

Item 2: Educational Background and Business Experience

Educational Background

- 2009 – BA in Finance, University of Colorado

Business Experience

- 11/2014 – Present, Wrenne Financial Planning LLC, Financial Planner
- 12/2009 – 10/2014, Northwestern Mutual Investment Services/Daniel Wrenne, Associate Advisor
- 04/2008 – 07/2009, Raymond James Financial Services, Operations Manager

Professional Designations, Licensing & Exams

CERTIFIED FINANCIAL PLANNER™ professional

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CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct* (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

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Item 3: Disciplinary Information

No disciplinary information to report.

Item 4: Other Business Activities

No other business activities.

Item 5: Additional Compensation

Jennifer Quire does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through WFP.

Item 6: Supervision

Daniel Wrenne, Chief Executive Officer & Chief Operating Officer of WFP, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.



Wrenne Financial Planning LLC

Form ADV Part 2B – Brochure Supplement

3399 Tates Creek Road, Suite 115

Lexington, KY 40502

859-538-6044

Dated March 24, 2023

For

Jeffrey E. Wenger, CFP®

Employee and Financial Planner

This brochure supplement provides information about Jeffrey Wenger that supplements the Wrenne Financial Planning LLC (“WFP”) brochure. A copy of that brochure precedes this supplement. Please contact Jeffrey Wenger if the WFP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Jeffrey Wenger is available on the SEC’s website at www.adviserinfo.sec.gov using CRD# 7380948.

Item 2: Educational Background and Business Experience

Educational Background

- 2021 – MS in Personal Finance, College for Financial Planning
- 2013 - BS in Religion, Liberty University

Business Experience

- 05/2021 – Present, Wrenne Financial Planning LLC, Financial Planner
- 05/2020 - 05/2021, Wrenne Financial Planning LLC, Paraplanner
- 05/2019 – 10/2020, Abound Paraplanning Service, Virtual Paraplanner
- 05/2012 – 04/2020, Final Expense Brokerage, Marketing & Operations Specialist

Professional Designations, Licensing & Exams If what you have is missing, Google designation w/ “ADV Part 2”

CERTIFIED FINANCIAL PLANNER™ professional

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- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

Item 3: Disciplinary Information

No disciplinary information to report.

Item 4: Other Business Activities

No other business activities.

Item 5: Additional Compensation

Jeffrey Wenger does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through WFP.

Item 6: Supervision

Jennifer Quire, Chief Financial Officer and Chief Compliance Officer of WFP is responsible for supervision. She may be contacted at the phone number on this brochure supplement.