



Firm Introduction

Carlson Planning Company, LLC is domiciled and registered with the Commonwealth of Massachusetts Secretary of State (Securities Division) as an investment adviser. Fees for brokerage and investment advisory services differ, and it is important for you to understand these differences. You can use free and simple online tools to research firms and financial professionals by visiting Investor.gov/CRS. This website also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our firm offers investment advisory services to retail investors. As disclosed in our Form ADV Parts 1A and 2A, we offer financial planning and investment management for individuals and families, investment management for small businesses, and selection of other registered advisers. As disclosed in our Form ADV Part 2A, Item 8, our firm generally follows Modern Portfolio Theory portfolio construction. Our firm does not participate in a wrap program.

How we monitor your accounts

As part of our investment management services as described in Item 13 of our Form ADV Part 2A brochure, accounts are reviewed on a scheduled and unscheduled basis, as follows:

Scheduled Reviews: Portfolios are reviewed on an annual or more-frequent basis by James E. Carlson (CCO) and your financial professional.

Unscheduled Reviews: You should contact our firm for additional reviews when you anticipate or have experienced changes in your financial situation, or if you prefer to change requirements involving your investment account. Interim reviews are conducted by your financial professional and, additional portfolio reviews by your financial professional may be triggered by a change in our view of the investment merits of a holding, or news related to the macroeconomic climate.

Investment authority

As disclosed in Item 16 of our Form ADV Part 2A firm brochure, we manage client portfolios on a discretionary basis. Via limited power of attorney signed by the client, discretionary trading authority allows our firm to implement investment decisions in order to meet stated investment objectives, without requiring the client's prior authorization for each transaction.

Limited investment offerings

Our firm does not make available or offer advice with respect to proprietary products or a limited selection of types of products.

Account Minimums and Other Requirements

We provide advisory services to individuals and high-net-worth individuals, small businesses. We do not require minimum income, minimum asset levels or other similar preconditions. Our firm reserves the right to decline services to any prospective client for any nondiscriminatory reason.

For additional information, please see our firm's Form ADV Part 2A which provides the information found in this document as well as additional information and details.

Conversation Starters: 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?*

What fees will I pay?

Depending on how you choose to engage our Firm you will either pay us a fixed fee for financial planning services or for investment advisory services an annual asset under management or fixed fee billed quarterly. Additional common fees which would be paid to the custodian could include account maintenance fees and transaction fees.

Our firm does not charge or receive a commission or a mark-up on securities transactions, nor will the firm or an associate be paid a commission on the purchase of a securities holding. We do not receive "trailer" or SEC Rule 12b-1 fees from an investment company if we recommended mutual funds with those arrangements to a client. James E. Carlson is a licensed insurance agent. As a licensed insurance agent, he is able to sell a range of insurance policies to interested parties through various unaffiliated insurance companies where he receives commissions and renewal payments from the issuer based on a client's purchase or renewal of an insurance or annuity contract.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.



For additional information, please see Items 4 and 5 of the firm’s Form ADV Part 2A which describe our services and fees in more detail, as well as Item 11 which discusses conflicts of interest as well as our Code of Ethics and standards of conduct.

Conversation Starters: 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?

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

We act as your investment adviser and we have to act in your best interest and not put our interest 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 that we provide you. Here are some examples to help you understand what this means:

As described in Item 12 of our Form ADV Part 2A, we require our portfolio management clients use the services of MTG, LLC (“Betterment Securities”), a FINRA and SIPC member firm. Betterment Securities offers firms like ours various services, which include custody of client assets, trade execution, clearance, and settlement, etc. Our firm may receive other benefits from our custodian through participation in their independent advisor support program (“Betterment for Advisors”).

As described in Item 5 of our Form ADV Part 2A, if there is the potential for the receipt of a commission and other similar compensation via an insurance product transaction (e.g., purchase of a fixed annuity, life insurance policy, etc.), an associate of our firm that is licensed as an insurance agent has an incentive to make such a recommendation based on the compensation they may receive rather than a client’s needs. Additionally, if we are charging an assets under management fee the firm has an incentive to encourage clients to add assets even if the client would be better off keeping that money in savings or another investment.

Our advisory firm and its associates serve as a fiduciary for you take their responsibilities seriously and only intend to recommend investments, insurance or advisory services we believe appropriate for each client. Refer to Items 10 and 11 of our Form ADV Part 2A brochure in addition to Item 4 of an associate’s brochure supplement for details.

Conversation Starters: Ask your financial professional:

How might Carlson Planning Company’s conflicts of interest affect me, and how will you address them?

For additional information, please see our firm’s Form ADV Part 2A brochure which discusses all this information in greater detail.

How do your financial professionals make money?

Our Firm makes money by charging a fee based on a percentage of assets under management for investment advisory services or a fixed fee for financial planning, and investment advisory services. Our financial professionals receive a fixed salary for their financial planning and investment management services. If they hold an insurance license will receive a commission from any insurance product they sell.

Conversation Starters: Ask your financial professional:

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

Do you or your financial professionals have legal or disciplinary history?

No, neither the firm or any of our financial professionals have any legal or disciplinary history. Please visit Investor.gov/CRS for a free and simple search tool to research our Firm and our financial professionals.

Conversation Starters: Ask your financial professional:

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

For additional information about our services, please refer to the firm’s Form ADV Part 2A which discloses the information in this customer relationship summary document and provides greater detail. If you would like additional, up-to-date information or a copy of this disclosure, please call (888) 492-4471.