



**HEINEKAMP
FINANCIAL**
financial planning & tax service

**FORM ADV 2
BROCHURE**

**HEINEKAMP FINANCIAL PLANNING & TAX SERVICE, LLC
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This brochure provides information about the qualifications and business practices of Heinekamp Financial Planning & Tax Service, LLC. If you have any questions about the contents of this brochure, please contact us at steve@heinekampfinancial.com. 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.

Additional information about Heinekamp Financial Planning & Tax Service, LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

This brochure, dated January 04, 2020, does not contain material changes from the firm's prior brochure, submitted January 03, 2019.

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Item 4: Advisory Business

A. Description of the Advisory Firm

Heinekamp Financial Planning & Tax Service, LLC has been registered with the State of Indiana as an investment advisory firm since July, 1998. It is wholly owned and operated by Steven C. Heinekamp, CFP®, ChFC®, EA.

B. Services Offered

Heinekamp Financial Planning & Tax Service, LLC (“HFPTS”) offers the following services

GENERAL FINANCIAL PLANNING

Based upon information provided by the client, cash flow and net worth statements are prepared, long-range projections are calculated based upon current circumstances, and recommendations are made based upon those projections. Insurance protection is analyzed and recommendations are made based upon that analysis. All this information is then compared to show the client where they are now and where the recommendations will take them on the road to financial security. This service is most valuable to individuals prepared to implement a long-range financial plan to carry them on the road to college expenses and retirement.

INVESTMENT PLANNING

An analysis of investments is prepared based upon the information provided. Recommendations are made based upon that analysis and products are then recommended to fulfill stated goals. This service is provided for non-qualified investments, 401(k) or 403(b) accounts, IRA's, and most other investments available to individuals. This service is most valuable to those people with a lump-sum distribution to invest, whether qualified or non-qualified, or those already involved in a long-range money accumulation program.

INSURANCE PLANNING

Life, disability, and medical insurance are analyzed in conjunction with work benefits to determine the most cost effective products to use to guarantee long term financial security to you family in the event of unexpected circumstances. This service is of great value to almost all stages of life.

RETIREMENT PLANNING

Various factors including social security, pensions, investments, 401(k) and IRA accounts are analyzed in relation to retirement lifestyle goals and debt to best determine what choices need to be made in leaving the work force and settling into the retirement years. This service is of most value to those within five years of retirement.

ESTATE PLANNING

In conjunction with retirement planning, provisions need to be made for the transfer of an estate to the next generation. Circumstances including total net worth,

insurance, qualified and non-qualified investments are analyzed to prepare a plan best suited to the individual's needs and desires for that transfer. Wills, trusts, and various other aspects of estate planning are discussed and analyzed. This service is of most value to retirees and should be used in conjunction with retirement planning; however, could be of value to any individual at any age with an above average net worth.

TAX PREPARATION AND PLANNING

Yearly preparation of individual tax returns and recommendations made based upon those returns. If requested a total analysis of tax reducing strategies can be made to help restructure and lower the overall tax liability of the client. This service is of value to all people in all walks of life.

DISCRETIONARY ADVISORY SERVICES

The Investment Advisory Services provided consist of the purchase and sale of securities and management of accounts for clients pursuant to the general strategy described in Item 8.

WRAP FEE PROGRAM

The firm currently does not participate in wrap fee programs

Item 5: Fees & Compensation

SCHEDULE OF COMPENSATION

revised effective 01/01/2020

GENERAL FINANCIAL PLANNING

Initial Meeting	\$ 99.00
Subsequent Office Visits	\$ 50.00
Formulating a Financial Plan	\$125.00 per hour*

INVESTMENT PLANNING/RECOMMENDATION

Initial Meeting	\$ 99.00
Subsequent Office Visits	\$ 50.00
Formulating an Investment Plan	\$125.00 per hour*

RETIREMENT PLANING

Initial Meeting	\$ 99.00
Subsequent Office Visits	\$ 50.00
Formulating a Retirement Plan	\$125.00 per hour*

TAX PLANNING/PREPARATION

Preparation Fees	
Individual	\$179.00+
Includes 1040, State IT-40, Schedules A & B, electronic filing	
Additional charges for extra schedules may apply	
Small Business	
Corporations	\$450.00+
Partnerships	\$475.00+
Includes Federal and State	
Additional charges for other tax reporting	
Tax Research/Consultation	\$125.00 per hour

ESTATE PLANNING

Initial Meeting	\$ 99.00
Subsequent Office Visits	\$ 50.00
Formulating an Estate Plan	\$125.00 per hour*

DISCRETIONARY ADVISORY SERVICE

The firm's standard fee for its managed advisory services is:

	Standard Annual Fee (billed quarterly)
Total Client Assets Under Management	.99%

The advisory contract may be terminated by either party at any time in writing. Fees are billed quarterly, in arrears, for the advisory services provided. The fee will be based on a

percentage of the fair market value, as determined in good faith by the Advisor, all assets held in the Client's Portfolio on the last business day of the preceding calendar quarter. Fees are negotiable.

FURTHER DETAILS OF COMPENSATION

As a general rule, the firm's compensation comes in four forms: hourly charges for financial and estate planning services, set office visit fees, management fees for discretionary advisory services and fees for tax preparation services.

Financial Planning fees are billed at an hourly rate and office visit fees apply. Once the scope of engagement is determined and the parameters of the financial plan to be devised are set, the billable hours are determined by the time spent researching, formulating, and compiling the financial plan. Further meetings to implement and review the plan are also billed at an hourly rate.

Fees for tax preparation services are separate from any other fees or commissions on the financial planning or advisory side and are based on the complexity of the tax return. Estimates of the cost of the tax service can be provided based a general fee plus additional charges for schedules and forms required beyond a basic tax return.

The direct advisory management service fees paid to this firm are in addition to the indirect management and expense fees charged by mutual funds, variable contracts, and exchange traded products, and any transaction or custodial fees charged by the Custodian. Clients whose assets are positioned in these types of investments will pay both a direct management fee to Heinekamp Financial Planning & Tax Service, LLC and an indirect management fee through the mutual fund and/or the variable provider.

In addition to the offerings through HFPTS's Discretionary Advisory Service, clients in need of financial products to implement the financial plan may be referred to SCH Enterprises, Inc., a FINRA member broker/dealer providing mutual fund, insurance, and annuity products. SCH Enterprises is an affiliated firm and principals of this firm would earn commissions on any products sold. Customers are not required to use SCH Enterprises for the financial products, and since this arrangement may present a conflict of interest, if they, in fact, do purchase products through SCH, the above mentioned hourly fees are offset by any commissions earned by principals of Heinekamp Financial Planning.

The advisory representatives of this firm are principals of an affiliated Broker/Dealer, and may receive commissions or other brokerage related fees or expenses, as disclosed more fully detailed in Item 12 of this Brochure. This brokerage relationship presents a potential conflict of interest and gives our advisory personnel an incentive to recommend investment products based on the compensation received, rather than on a client's individual needs. This inherent conflict of interest is hereby disclosed to all clients and clients should use their own determination as to the nature of the conflict.

No fees are charged in advance for financial planning

Item 6: Performance Based Fees

Heinekamp Financial Planning & Tax Service, LLC does not accept performance-based fees or other fees based on a share of capital gains or capital appreciation of the assets of a client.

Item 7: TYPES OF CLIENTS

Heinekamp Financial Planning & Tax Service, LLC serves mainly individual clients, but also provides services to small businesses and exempt organizations.

Item 8: METHODS OF ANALYSIS & INVESTMENT STRATEGIES

The firm's advisors apply classic financial planning models to allocate investment recommendations among stocks, bonds, and cash. The client's age, stage of life, investment time frame, and risk tolerance are all considered in the formulation of recommendations. Basic asset allocation models are then utilized to construct a diversified portfolio recommendation with an appropriate level of risk. All allocation models carry some risk for the client. The level of risk is discussed and emphasis is placed on balance and diversity. Any divergence from this strategy would be based on specific client requests.

Item 9: DISCIPLINARY INFORMATION

There is not now, nor has there ever been, any disciplinary proceeding involving the firm or any of its principals.

Item 10: AFFILIATIONS

Steven C. Heinekamp is the sole owner of both Heinekamp Financial Planning & Tax Service LLC, and the sole owner and senior principal of SCH Enterprises, Inc., a FINRA member broker/dealer firm. If customers are in need of financial products to implement their financial plan they may choose to use the Managed Advisory Service through HFPTS or products offered through referral to SCH Enterprises.

Item 11: CODE OF ETHICS

Heinekamp Financial Planning & Tax Service, LLC adheres to the strict ethical and continuing education requirements of the CFP Board of Standards. You can learn more regarding the specific ethical standards by visiting www.cfp.net. Additionally, the tax preparation services are provided by an enrolled agent subject to similar strict ethical and continuing education guidelines by the Internal Revenue Service. It is the strict conviction of this firm business to act in the best interests of the clients and their financial needs.

Item 12: BROKERAGE PRACTICES

For investing needs, HFPTS may recommend that advisory clients establish brokerage account(s) with a third-party custodian. Additional financial products may be recommended when clients are referred to the affiliated broker/dealer, SCH Enterprises, Inc. As a limited broker/dealer, SCH Enterprises provides mutual fund and annuity investments. As a general rule, the mutual funds will carry a front end sales charge and the annuities will carry a back end surrender charge. All mutual funds and variable annuity subaccounts contain internal management fees. SCH Enterprises representatives earn commissions and trail fee compensation upon the sale of these products. If the SCH Enterprises representative is commonly affiliated with Heinekamp Financial Planning, commissions earned offset any hourly charges billed by Heinekamp Financial Planning. Although HFPTS may recommend that clients establish accounts at the third-party custodian or refer them to SCH Enterprises, it is the client's decision on where to custody their assets and clients are free to choose any broker/dealer or account custodian that they desire.

Item 13: PERIODIC REVIEWS

For those who use the investment advisory services, ongoing reviews of client portfolios occur on a quarterly basis. As clients receive quarterly reports from the custodian, this information is utilized to review portfolios. The review allows the firm to reexamine the current investments to decide if they are still appropriate to the client's goals or if any changes need to be made. Most quarters this does not result in any action, but if a change is deemed necessary, the firm will continue to apply the guidelines described in Item 8. Annually, the firm sends reminder cards asking clients to schedule a time to come in to the office for a more formal review and many times rebalancing or other changes are agreed upon at the annual meeting.

Item 14: CLIENT REFERRALS AND OTHER COMPENSATION

The firm does not receive compensation for referring clients and contemplates no arrangements for such in the future

Item 15: CUSTODY OF FUNDS

The firm does not hold custody of any client funds. All funds are held by the Brokerage firm or Custodian firm of the client's choosing. The Brokerage firm or Custodian firm sends monthly or quarterly statements directly to clients on a regular basis. These statements must be carefully and thoroughly reviewed by clients.

Item 16: INVESTMENT DISCRETION

Heinekamp Financial Planning & Tax Service, LLC does maintain Discretionary authority in client accounts, and clients must authorize the use of discretion when opening their account. Discretion is limited discretion, allowing this firm to execute trades, rebalance accounts, and buy and sell investments within client accounts, in accordance with the Investment Advisory Agreement.

Item 17: VOTING CLIENT SECURITIES

The firm does not accept any authority to vote client securities.

Item 18: FINANCIAL INFORMATION

The firm does not require any advance retainer or prepayment of fees for any investment advisory services.

Item 19: REQUIREMENTS FOR STATE REGISTERED ADVISORS

This firm is registered with the Secretary of State of Indiana.

FIRM PRINCIPALS

Owner: Steven C. Heinekamp (Born 1962)
Principal since June, 1991

Education: M.S.E. Indiana University 1988
B.S. Indiana State University 1984

Other Business Affiliations: Senior Principal, SCH Enterprises, Inc., Member FINRA, SIPC
Principal since 1999
See Items 5, 10, 12 of this brochure for further details

IAR: Daniel W. Heinekamp (Born 1993)
Principal since January, 2016

Education: B.S. Purdue University 2015

Other Business Affiliations: Registered Principal, SCH Enterprises, Inc., Member FINRA, SIPC
Principal since 2012
See Items 5, 10, 12 of this brochure for further details

Steven C. Heinekamp, sole owner of Heinekamp Financial Planning & Tax Service, LLC is responsible for supervising firm principals and advisors. See Page 1 for contact information.