

**Part II A of Form ADV: Firm Brochure
2011 Annual Update**

Item 1 Cover Page

A. Financial Planning Matters, LLC

P. O. Box 803

Fairfield, Connecticut 06824

203-727-4289

www.financialplanningmtrs.com

B. This brochure provides information about the qualifications and business practices of Financial Planning Matters, LLC and its President/General Manager, Joseph L Goodman (Advisor). If you have any questions about the contents of this brochure, please contact us at 203-727-4289 or jl6@mac.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 Financial Planning Matters, LLC and Joseph L Goodman also is available on the SEC's website at www.adviserinfo.sec.gov.

C. The Advisor is a Registered Investment Advisor in the State of Connecticut. Please note that the term "registered" does not imply a certain level of skill or training.

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Item 2 Material Changes

This brochure updates and replaces the 2010 Part IIA of Form ADV that was submitted on 2/3/10 for Financial Planning Matters, LLC. Other than the required change in format, this brochure contains no material changes from the version that was submitted in 2010.

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Item 4-Advisory Business

Financial Planning Matters LLC (FPM) was established in April, 2009, to provide fee-only, hourly, as-needed Financial Planning Services to individuals, with a particular focus on the financial needs of Seniors, students, and parents. These services may be general in nature or focused on particular areas of interest or need, depending on each Client's unique circumstances.

The primary function of FPM is providing financial planning services to individuals and small businesses in the areas of cash flow and debt management, risk management, college funding, retirement planning, estate planning, tax planning, asset allocation, and investment selection. The Advisor employs fundamental, long-term financial planning and investment strategies.

In a typical planning engagement, the Advisor first conducts an initial interview and gathers data to assist the Client in determining specific needs, goals, objectives, and tolerance for risk. The Advisor then prepares analyses of the current financial situation and possible scenarios, as appropriate. Next, the Advisor presents the analysis and a written summary of the significant observations, assumptions, and recommendations regarding each area in which the Advisor was engaged to provide advice. Upon completion of this presentation, the engagement is concluded. The Client may re-engage FPM for additional or follow-on needs based on mutual agreement. Periodic financial check-ups are recommended and it is the Client's responsibility to initiate this review.

Client contact and advice are the responsibility of Joseph Goodman, President and General Manager as well as the owner and sole employee of FPM. Mr. Goodman works as needed with other Garrett advisors to ensure client access to resources with appropriate investment and planning experience. Mr. Goodman's background is summarized below:

Name: Joseph L Goodman, CFP®, CPA, CSA

Year of Birth: 1951

Education: Kaplan University-Financial Planning Certification Program (March, 2009)
American Graduate School of International Management, MIM/MBA (1974)
Wake Forest University, BA in Economics (1973)

Experience: Financial Planning Matters LLC, Fairfield, Ct.
President/General Manager
Affiliated with Garrett Planning Network, nationwide network of fee-only, hourly advisors
4/09-present

Grant Thornton LLP, New York, New York, global public accounting, advisory services
Partner, New York and NE Regional leader-Business Advisory Services-2002-2008
Various local, regional, national leadership positions-1979-2002

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Johnson and Johnson, New Brunswick, New Jersey
Fortune 100 Global Health Care Manufacturer
Financial Analyst, Internal Auditor, Cost Accounting Manager-domestic and international
September, 1974-May, 1979

Professional: CERTIFIED FINANCIAL PLANNER® professional
Certified Public Accountant (Connecticut)
Certified Senior Advisor (CSA)
Member-American Institute of Certified Public Accountants, Society of Certified Senior
Advisors
Financial Planning Matters LLC is a Registered Investment Advisor-State of Connecticut

Item 5-Fees and Compensation

Fees for financial planning services are based on hourly charges at a standard billing rate of \$150/hour. The estimated total costs to complete an engagement are provided to the Client in writing as part of the Client Services Agreement, and this estimate will not be exceeded without written authorization from the Client. Certain types of engagements may be performed for a flat fixed fee, subject to mutually agreed-upon assumptions which also are communicated in writing to the Client. FPM does not sell any products or collect any commissions for referrals. No performance related, or asset management fees are charged. The revenues from Clients for FPM are earned entirely from fee-based charges for the time spent on the Client's behalf. Standard terms and conditions require an initial payment of approximately one third of the estimated total costs at the time the Client Services Agreement is signed; one third as a progress payment during the engagement at an agreed upon date; and one third at the conclusion of the work. Projects spanning more than eight weeks may be billed monthly. Out-of-pocket expenses incurred on behalf of the client will be invoiced at cost; any such expense greater than \$100 will be approved by the client before incurred. Discounted fees are negotiated at the discretion of the Advisor.

Either party may terminate an engagement upon written notice within 5 business days of signing the Service Agreement, at which time no fees would be due and any deposit paid by the client will be returned. Should the Client terminate the engagement after this date, the Client is responsible and will be invoiced for any time and expenses incurred by the Advisor toward the objectives of the engagement, net of any deposit or other payments already received from the Client.

Fees paid to FPM for financial planning and advisory services are completely separate from the fees and expenses charged by mutual fund companies and their portfolio managers. A full explanation of these fees and expenses is provided in each mutual fund prospectus. Clients are encouraged to read the prospectus before investing. Clients may also incur transaction costs or administrative fees from broker/dealers, trust companies, or other service providers. Clients are encouraged to obtain a complete schedule of these fees from the service provider prior to entering into any engagement. FPM does not receive any portion of these other fees. The only compensation received by FPM is the hourly or agreed upon fixed fees paid by the Client.

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Item 6-Performance Based Fees

As noted previously, FPM does not charge or accept performance based fees. All compensation is based upon hourly or agreed upon fixed fee charges for services provided.

Item 7-Types of Clients

FPM was established to serve the financial needs of individuals. A primary focus is on the needs of that segment of the population that is planning for retirement, as well as those of Seniors who may already be retired. Other clients include parents of young children seeking advice on saving for college; individuals seeking help with debt management and budgeting issues; and those experiencing sudden changes in their financial circumstances, such as death of a spouse, divorce, or inheritance. FPM has no minimum fee or asset requirements. Because of his past experience, the Advisor may also provide financial services to family owned businesses and corporations.

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

As part of any general financial plan or financial check-up, the Client's current financial situation, needs, goals, objectives, and tolerance for risk are first evaluated. Investment education for the Client is an essential part of any engagement involving portfolio review or investment advice, as the Client ultimately must make the final decisions regarding his or her investment portfolio. It is important for the Client to understand that all investments involve some form of risk and the potential for loss, and that the Client's overall financial objectives, risk tolerance, and the planning timeframe are critical components in developing an appropriate investment strategy. The role of the Advisor is to help the Client understand the potential implications of various asset allocation strategies, investment policy decisions, and specific investment selections in terms of risks, returns, and alignment with the Client's overall financial objectives.

FPM believes that Asset allocation is a key component of investment portfolio design, and that the appropriate allocation of assets across diverse investment categories (stocks vs. bonds, domestic vs. foreign, large cap vs. small cap, high quality vs. high yield, alternative asset classes, etc.) is the primary determinant of portfolio returns and critical in the long-term success of the Client's financial objectives.

FPM generally follows the Garrett investment fundamental analysis and long-term buy and hold philosophies, with a strong focus on risk management, regular monitoring, and periodic adjustments as needed. FPM normally advises a conservative approach in investment selection and implementation strategies. Recommendations provided are based various sources of information, including publicly available reports, analyses, research materials, and computerized asset allocation models.

Item 9-Disciplinary Information

Neither FPM nor its sole employee Joseph L. Goodman has been involved in any:

- A. Criminal or civil action in a domestic, foreign, or military court of competent jurisdiction

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- B. Administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory

- C. Self-regulatory organization proceedings (SRO)

There have been no disciplinary, legal, or regulatory actions brought or taken against FPM or against Joseph L. Goodman in his professional career prior to establishing FPM.

Item 10-Other Financial Industry Activities and Affiliations

FPM is a member of the Garrett Planning Network (GPN), a nationwide network of independent financial advisors. This membership provides infrastructure, training, knowledge sharing, and technical support, as well as access for our clients to the collective specialized expertise and experience of approximately 300 planners with varying relevant backgrounds and perspectives.

FPM may provide referrals to other Investment Advisory firms, including other members of the Garrett Planning Network who may have a relevant specialty area of expertise or a more appropriate geographic proximity, as a service to clients. FPM does not have agreements, formal or otherwise, with or receive referral fees from any other Advisors.

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

The Advisor operates under a strict Code of Ethics in accordance with the requirements and expectations of the Certified Financial Planner Board of Standards, Inc., and a copy of this Code of Ethics will be provided to Clients or prospective Clients upon request.

At times the Advisor and other related parties to the Advisor may hold positions in securities that may also be recommended to Clients. However, at no time will the Advisor or any related party receive preferential treatment over the Client.

The Advisor enforces the applicable rules of the Investment Advisors Act of 1940, including the prohibition against insider trading.

Item 12-Brokerage Practices

Financial Planning Matters LLC is not associated with any broker/dealer firm. The Advisor may recommend the services of one or more discount brokers such as Charles Schwab, Vanguard, Scottrade, or Fidelity. Discount broker recommendations are based on individual Client needs, total costs, and ease of use for Clients.

All compensation paid to Financial Planning Matters LLC is paid directly by the Client.

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Advisor may receive non-cash benefits from discount brokers recommended to Clients. These benefits include electronic client statements and discounts on investment research, educational materials, and software. It is the Advisor's policy to restrict non-cash (soft dollar) compensation to products and services that directly enhance its ability to render quality advice to Clients.

Item 13-Review of Accounts

FPM provides personal Financial Planning services to individuals, including financial plans, cash flow/budgeting, college funding, and retirement planning; and accounting/advisory services to family owned businesses. Fees are based on an hourly rate with an estimated range or flat fee/project. The engagement terminates upon delivery of the plan or advice to the client. On-going monitoring and periodic check-up reviews are recommended; it is the client's responsibility to initiate these reviews. Recommendations, advice, and client contact are provided by Joseph Goodman, President/GM.

Portfolio "Snapshot" reports will be provided when FPM is engaged to provide asset allocation or investment advice. The firm does not provide on-going performance reporting.

Clients will receive account statements directly from mutual fund and/or brokerage companies in which they hold investments on a monthly or quarterly basis and as transactions occur. FPM does not manage assets, take custody of client investments, or specifically monitor the performance of a Client's portfolio unless engaged to do so.

Item 14-Client Referrals and Other Compensation

FPM does not pay referral fees for leads or client referrals, or accept fees for referrals to other professionals or organizations.

As a member of the Garrett Planning Network, The Advisor has chosen to "opt-in" to a marketing program established between GPN and The Motley Fool (www.fool.com). The program is in place to promote GPN's advisers as fee-only financial planners that members of The Motley Fool community may be interested in working with, and although this is a marketing program only, Adviser has chosen to opt-in to generate additional prospects for its financial planning business. The fee paid is a flat monthly fee and is paid regardless of whether any leads are generated or become clients. Thus, Adviser does not believe this is a "solicitor" relationship but feels the relationship between the two is important and should be disclosed to its clients and prospective clients.

Item 15-Custody

Item 16-Investment Discretion

Item 17-Voting Client Securities

As a "fee-only" planner, FPM does not take possession of Clients' assets or manage these assets for Clients, and thus would also not have the authority to vote client securities.

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Item 18-Financial Information

Since FPM does not require or solicit prepayment of more than \$1,200 in fees per Client, six months or more in advance, or accept custody of Client assets, it is not required to disclose financial information.

Item 19-Requirements for State-Registered Advisors

- A. FPM is a Registered Investment Advisory firm in the State of Connecticut. Information regarding the firm, its business activities, and the formal education and business background have been described previously in Item 4-Advisory Business.
- B. The Advisor expects to concentrate the majority of his time and effort on providing financial planning and advice to individuals, which may include investment advice as well as other areas commonly associated with financial planning, including retirement and estate planning, college funding, debt management, and cash flow/budgeting assistance. The Advisor is also a CPA with over 25 years of experience of providing accounting and business consulting advice such as business planning and process/operational improvements to corporations and family owned businesses, and may continue to provide selected services to such companies as part of the FPM service offerings. The Advisor may also offer advice on general and limited partnerships and LLC's involving the business of thoroughbred horse racing and/or breeding. The Advisor has been an active participant in such investments since 2004 and may provide advice to those responsible for putting together and managing similar offerings in the future, as well as to individual investors who take part in these.
- C. Fee arrangements have been fully described previously in Items 5 and 6.
- D. Disciplinary information is provided in Item 9.
- E. FPM has no additional relationships or affiliations with issuers of securities to disclose other than those reported in Item 10.