



Jim Mackay Financial Planning, LLC

Form ADV Part 2

February 2, 2017

3039 S. Fort Ave., Ste A
Springfield, MO 65807
p) 417-268-9191
f) 417-553-4060
mackayfinancialplanning.com
jim@mackayfp.com

This brochure provides information about the qualifications and business practices of Jim Mackay Financial Planning, LLC. If you have any questions about the contents of this brochure, please contact us at 417-268-9191 and/or jim@mackayfp.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. Registration by the firm and its advisers does not imply a certain level of skill or training.

Additional information about Jim Mackay Financial Planning, LLC is also available on the SEC about MacKay www.adviserinfo.sec.gov. Click on "Investment Adviser Search" link, then search for Investment Adviser Firm" using the firm's IARD number, 169583.

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Since the firm's last brochure of February 2016 there have been no material changes, but certain other non-material changes have occurred that are contained in this brochure.

As a result of a change expected to come into effect on April 10, 2017, to the Employment Retirement Income Security Act (ERISA), Jim Mackay Financial Planning, LLC hereby acknowledges that it is a "fiduciary" when the firm's services are subject to the provisions of ERISA of 1974, as amended.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 417-268-9191 or by email at: jim@mackayfp.com.

Table of Contents

Item 4 - Advisory Business.....	5
Item 5 - Fees and Compensation.....	6
Item 6 - Performance Based Fees and Side-by-Side Management.....	7
Item 7 - Types of Clients.....	7
Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss.....	8
Item 9 - Disciplinary Information.....	8
Item 10 - Other Financial Industry Activities and Affiliations.....	8
Item 11- Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	9
Item 12 Brokerage Practices.....	9
Item 13 - Review of Accounts.....	9
Item 14 - Client Referrals and Other Compensation.....	9
Item 15 - Custody.....	10
Item 16 - Investment Discretion.....	10
Item 17 - Voting Client Securities.....	10
Item 18 - Financial Information.....	11
Item 19 – State Registered Advisers.....	11
Part 2B -	

Brochure Supplement (Advisory Personnel).....11

Item 4 - Advisory Business

Jim Mackay Financial Planning, LLC, ("the Firm" or "Mackay Financial Planning") was formed in 2013 by James L. MacKay III. James Mackay, III, owns 100% of the firm.

We provide financial planning services and advice to people from all walks of life. For some, this is a limited engagement where only specific concerns are addressed. For others, a more comprehensive approach that addresses multiple areas of financial planning is needed. The decision on which service is offered is based on client need, budget, and unique situation. The ultimate goal is to provide the solutions, guidance, and education necessary to improve the client's financial situation.

We may also provide non-fiduciary and fiduciary services to employer sponsored retirement plans whereby MacKay Financial Planning provides services to the plan itself in the way of developing investment policy statements, guidance on the investment selection for the plan, ongoing portfolio monitoring and providing education to plan participants.

After April 10, 2017, Mackay Financial Planning hereby acknowledges that under the Employment Retirement Income Security Act (ERISA) of 1974, as amended, that it is a "fiduciary" when the firm's services are subject to the provisions of ERISA.

Retainer Engagements with Individuals and Families:

Generally, our services to individuals are often described by saying "We wear three hats". These are ongoing engagements.

The first hat is that of a Life Planner. During this phase, we ask questions to understand exactly what the client(s) wants to accomplish during their lifetime. We want to understand their goals, desires, dreams, and really get to the heart of what they want to do with the time they have left.

The second hat is that of a Financial Planner. This is where we analyze their financial situation, quantify the cost of their goals, and through the use of financial tools, design a strategy to help them maximize the odds of achieving their goals.

Lastly, we wear the hat of an Investment Adviser. Once we truly understand a client's goals and their financial situation, we recommend the financial products that give them the best chance of achieving their goals. The firm provides ongoing investment management to clients' accounts held at an independent custodian. In the client's engagement agreement, clients authorize Mackay Financial Planning, LLC to exercise limited trading authority to place trades in their account held at the independent custodian. Mackay Financial Planning, LLC only accepts and acts pursuant to non-discretionary authority and client will give consent to the firm before a transaction is conducted in their account.

In each case, the process begins with a "get acquainted" meeting, where the client shares his or her concerns, goals, expectations, and background. During this discussion, we determine if our services are appropriate, to what extent services will be provided, and set expectations for both parties.

Next, we gather any and all necessary information related to the client's financial condition, consistent with the areas to be addressed. This data is confirmed either in a meeting or phone call before analysis begins. The analysis of their financial concern is completed, along with assumptions, recommendations, and an action plan. Once final, the plan is presented and

discussed with the client. Revisions may be completed based on feedback from the client at the final presentation.

Limited Scope Hourly Engagements

Mackay Financial Planning, LLC may also be engaged in a limited scope engagement on an hourly basis whereby a client wishes to receive recommendations and guidance for a particular financial matter, and not receive our full financial planning services. For limited engagement clients, the engagement ends upon receipt of our recommendations. In these situations we recommend follow up reviews, but it is the clients decision to initiate future engagements.

Retirement Plan Services

We offer pension consulting services to employee benefit plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include an existing plan review and analysis, plan-level advice regarding fund selection and investment options, education services to plan participants, investment performance monitoring, and/or ongoing consulting. These pension consulting services will generally be non-discretionary and advisory in nature. The ultimate decision to act on behalf of the plan shall remain with the plan sponsor or other named fiduciary.

We may also assist with participant enrollment meetings and provide investment-related educational seminars to plan participants on such topics as:

- Diversification
- Asset allocation
- Risk tolerance
- Time horizon

Our educational seminars may include other investment-related topics specific to the particular plan.

Termination of Agreements

A client can terminate an agreement within 5 days without penalty or fee. After that time, an agreement can be terminated by either party at any time upon thirty (30) days written notice to the other party. Upon termination, any fee paid in advance that remains unearned will be promptly returned to the client.

Miscellaneous

Jim MacKay Financial Planning LLC does not participate in any wrap fee programs.

As of January 31, 2017, Jim MacKay Financial Planning LLC has under management \$7,800,000 in non-discretionary assets.

Item 5 - Fees and Compensation

Types of Fees

Jim Mackay Financial Planning, LLC, provides services on an hourly basis or a flat fee basis. Hourly fees for financial planning, including investment advice, are \$190 per hour, billed in 15 minute increments. The ongoing agreement's flat fee is \$4,500 per year. Fees are negotiable at our sole discretion.

Fee Billing

Our fees are debited either by a direct deduction from the client's account held at the independent custodian, or billed directly to the client and payable by check, credit/debit card, or bank draft.

For our ongoing engagements, the annual fee is billed in quarterly installments, in advance, with the first quarterly fee due upon signing the service agreement. Future quarterly billing will occur at three month intervals.

Clients may elect to provide Jim Mackay Financial Planning, LLC with the authority to deduct its fee directly from an account held at an independent custodian. When this done, the client will receive account statements directly from their account's custodian containing the amount of the fee deducted.

For hourly services, we may require a deposit equal to 50% of the quoted estimated fee or \$475, whichever is less. The balance of the fee is payable immediately upon presentation of recommendations based on the time spent. Fees will not be collected for services to be performed more than six months in advance and in excess of \$500. For each engagement, proposed services to be provided and an estimated fee range are detailed in a written service agreement.

While we encourage the use of low cost providers, clients may incur fees and expenses from third-party providers as a result of implementing financial planning recommendations. We encourage clients to read the prospectus and any available information related to fees and expenses before purchasing a product. We will provide information regarding expenses and fees for third-party providers when known. Final confirmation of total costs are the responsibility of the client.

Retirement Plan services are priced based on the number of employees or plan size according to the below schedule. The fee is an annual fixed fee billed quarterly, in advance.

# of Employees/ Plan Size	Year 1	Year 2+
up to 10 or 1,000,000	\$3000	\$2400
up to 15 or 1,500,000	\$4200	\$3360
up to 20 or 2,000,000	\$5200	\$4160
up to 25 or 2,500,000	\$6250	\$5000
up to 30 or 3,000,000	\$7500	\$6000
up to 35 or 3,500,000	\$8750	\$7000
up to 40 or 4,000,000	\$10000	\$8000
> 40 or > 4,000,000	Customized	

Plan fees are reviewed and adjusted annually based on the number of employees and plan assets as of the last day of the year. When plan census data falls outside of ranges in this table, quoted fees will be customized and mutually agreed upon in writing.

Jim Mackay Financial Planning, LLC proudly accepts no fees or payments of any kind from any investment company or product we recommend. Further, we do not accept referral fees from others for recommending their services. The only compensation we accept is from the clients we serve.

Item 6 - Performance-based Fees and Side-by-Side Management

Jim Mackay Financial Planning, LLC does not charge fees based on a share of capital appreciation of the funds of an advisory contract, also known as performance-based fees. We also do not provide ongoing investment management services, so issues related to side-by-side management are not applicable.

Item 7 - Types of Clients

Jim Mackay Financial Planning, LLC provides its services primarily to individuals and small businesses. We have no requirements as to income, assets, or net worth.

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

When investment advice is part of our service offering, we seek to first understand the client's goals, current financial condition, and projected future cash flow. We consider the clients stated objective, time horizon, tolerance for value fluctuations, and other assets before deciding on an overall asset allocation target. We recommend investments based on our belief that a well diversified, passive, low-cost, disciplined, and patient investment strategy provides the best chance for success over time. We make investment decisions based on academic research that shows the most important decision is the overall asset allocation (percentage invested in stocks/bonds/alternatives/cash, etc).

Our investment recommendations will attempt to diversify portfolios in a number of different ways. The investments will vary in geography, company size, maturity, issuer, and sector. Because of our desire to diversify and our belief that keeping investment costs low is critical, we often recommend the use of index funds. Recommendations for mutual funds will be of the no load variety when available.

We attempt to understand how a client will tolerate fluctuations in their account value. We do this through the use of an investor risk tolerance questionnaire, personal interview, and when available, by reviewing account history during times of market turmoil. We aim to devise an investment strategy that balances the clients need for investment returns with their personality as an investor.

While our investment strategy is based on scientific research and widely held beliefs, there is no way to reduce all risks, nor is it possible to guarantee that these investments will achieve their stated objectives. Index funds primary risk exposure is to that of the markets themselves. Markets can and will fluctuate, sometimes significantly, and owning index mutual funds almost guarantees that a portfolio will fluctuate as well. All investments have risk. These risks should be understood and accepted by a client before implementing any investment strategy.

Item 9 - Disciplinary Information

Neither Jim Mackay Financial Planning, LLC nor any of its personnel have ever been the subject of a reportable legal or disciplinary event.

Item 10 - Other Financial Industry Activities and Affiliations

Neither Jim Mackay Financial Planning, LLC nor any of its personnel are affiliated with or maintain material relationships with another financial industry entity. The policies of the firm require us to maintain independence and objectivity. As such, we have no agreements with any person or entity that creates a conflict of interest. If any conflict arises before or during an engagement, it will be disclosed to the client.

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

Jim Mackay Financial Planning, LLC has adopted a code of ethics that sets forth the basic principles of conduct for all personnel of the firm and makes this document available to any client or prospective client upon request.

Neither Jim Mackay Financial Planning, LLC nor any of its personnel are authorized to recommend or effect a transaction for a client involving any security in which the firm or a related party has a material financial interest, such as in the capacity as an underwriter, advisor to the issuer, etc.

At times personnel and related parties may hold positions in investments that are also recommended to the client. We may make recommendations or take actions with respect to investments that may differ in the nature or timing from recommendations made to, or actions taken for, other clients or personnel. However, at no time will the personnel or any related party receive preferential treatment over the client.

Item 12 - Brokerage Practices

Jim Mackay Financial Planning, LLC is not affiliated with any bank, custodian, or brokerage firm. No custodian, bank or brokerage firm supervises Jim Mackay Financial Planning, LLC, its agents or activities. If we are engaged to provide investment advice, we will offer to use the service provider with whom the client's assets are currently maintained or make a recommendation of an independent custodian for their account. The client's current provider will be evaluated based on fees and expenses, client satisfaction, and product offerings. If found to be inferior to other providers, a recommendation may be made to change. Since we are paid only by our clients, we receive no financial benefit by recommending to change providers.

"Soft dollar" arrangements are defined as the receipt of research or other products or services, other than execution of trades, from a broker-dealer or a third party in connection with Client securities transactions. Jim Mackay Financial Planning, LLC does receive research or other products or services in connection with Client securities transactions. The receipt of these benefits may present a conflict to our client, however, we ensure these benefits are eligible under Section 28(e) of the Securities Exchange Act and their receipt is still in keeping with the best interest of the client.

Regardless of the custodian chosen by the client, Jim Mackay Financial Planning, LLC does not aggregate securities transaction.

Item 13 - Review of Accounts

For clients of Jim Mackay Financial Planning, LLC under an annual agreement, periodic reviews of investments and financial plans will be conducted as necessary. Investment holdings details will be aggregated (if approved by the client and available from their investment provider) through the use of a software application every quarter, and subsequently updated in the client's ongoing financial plan. An update of material elements of the financial plan will be done following the review.

Annual clients will be scheduled to meet at least twice yearly. At this meeting, updates of their investment portfolio (if available through aggregation software) will be reviewed for diversification, performance, and any changes initiated by the client since the last review. In addition, the results of the financial plan will be reviewed. In quarters where no scheduled meeting is to take place, the client will be contacted via phone, email, or video conference when the investment update results in a substantially different outcome in their financial plan. Regular unscheduled discussions will take place throughout the year as requested or initiated by either party.

Hourly engagement clients will receive no proactive review of financial plans or investments but are encouraged to return for reviews and updates as needed. We encourage clients to notify us of any changes to their personal financial situation.

Advisor is not affiliated with the brokerage firm. Broker does not supervise the advisor, its agents or activities.

Item 14 - Client Referrals and Other Compensation

Jim Mackay Financial Planning, LLC does not receive, nor does it pay, any fees for client referrals.

Item 15 - Custody

Clients' cash, bank accounts and securities will be maintained by unaffiliated, qualified custodians, such as banks and, brokerage firms. Jim Mackay Financial Planning, LLC does not have custody of client cash, bank accounts, or securities, except as to the direct debiting of its advisory fee from client accounts. The client will receive account statements directly from their account's custodian. These statements are typically provided on a monthly or quarterly basis or as account transactions occur and will show the assets in the account and any fee deductions.

Jim Mackay Financial Planning, LLC is not affiliated with the custodian it may recommend for client accounts. The custodian does not supervise Jim Mackay Financial Planning, LLC, its agents or activities.

We will not ask for, nor accept, any of a client's account access information, such as username and/or password, even for the accommodation of the client or the client's legal agent.

Firm personnel will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member.

Item 16 - Investment Discretion

Jim Mackay Financial Planning LLC exercises non-discretionary authority over clients' accounts. Meaning, the client will provide prior consent to Jim Mackay Financial Planning, LLC before any transaction is made in their account by the firm.

Item 17 - Voting Client Securities

Jim Mackay Financial Planning, LLC does not vote client securities. The client will maintain responsibility for directing the manner in which proxies are voted, as well as all other elections relative to mergers, acquisitions, tender offers, or other events pertaining to the client's investments. The client will receive their proxies and other solicitations directly from the custodian or transfer agent for their investments.

Item 18 - Financial Information

The nature of our services is such that an audited balanced sheet is not required and therefore, not provided. In addition, Jim Mackay Financial Planning, LLC does not have any financial condition that requires disclosure.

Jim Mackay Financial Planning, LLC does not require or solicit fees of \$500.00 or more for services to be performed six months or more in advance.

Item 19 – Requirements for State-Registered Advisers

Jim Mackay Financial Planning, LLC is a state-registered investment adviser and is required to provide you with certain information or disclosures about its principals. Further information can be found in Jim Mackay's ADV Part 2B. Neither Jim Mackay Financial Planning, LLC nor any management personnel of Jim Mackay Financial Planning, LLC have ever been found liable or required to pay any award for an arbitration claim or other civil proceeding related to an investment related activity.

An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- a) an investment or an investment related business or activity;
- b) fraud, false statement(s), or omissions; (c) theft, embezzlement, or other wrongful taking of property;
- c) bribery, forgery, counterfeiting, or extortion; or
- d) dishonest, unfair, or unethical practices.

An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- a) an investment or an investment related business or activity;
- b) fraud, false statement(s), or omissions;
- c) theft, embezzlement, or other wrongful taking of property;
- d) bribery, forgery, counterfeiting, or extortion; or
- e) dishonest, unfair, or unethical practices.



Jim Mackay Financial Planning, LLC
A State of Missouri Registered Investment Adviser

Part 2B - Brochure Supplement (Advisory Personnel)

for

James L. MacKay, III, CFP®
3039 S Fort Ave. Suite A
Springfield, MO 65807
417-268-9191
jim@mackayfp.com

February 2, 2017

This brochure supplement provides information about James L. MacKay III that supplements the Jim Mackay Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact James L. MacKay III if you did not receive Jim Mackay Financial Planning's brochure or if you have any questions about the content of this supplement.

Additional information about James L. MacKay, III is available on the SEC's website at www.adviserinfo.sec.gov.

Education Background and Business Experience

Name: James L. MacKay, III (born 1971)

Education: Bachelor of Science, Economics - Arizona State University
Financial Planning Certificate - College for Financial Planning

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Business Background (preceding five years):

VP/Senior Portfolio Manager - Central Trust & Investment Company (2006-2013)
Personal Financial Consultant - MHN Government Services (2008-2013)

Disciplinary Information

James L. MacKay, III has no disciplinary history to report.

Other Business Activities

James L. MacKay, III is not involved in any other business activities.

Additional Compensation

James L. MacKay, III does not receive any bonuses, sales awards, or other economic benefit from any source outside of fees received from clients.

Supervision

James L. MacKay, III is the sole Managing Member, Financial Planner, and Investment Adviser Representative for Jim Mackay Financial Planning, LLC. Qualified outsourced business solutions are utilized to ensure proper policies and procedures are in place.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None