

Investment Planners, Inc **Client Relationship Summary**

September 22, 2022

Investment Planners, Inc. (referred to as “IPI”, “Us”, “We”, or “Our”) is registered with the Securities and Exchange Commission as a Broker-Dealer and is a member of FINRA and the Securities Investor Protection Corporation. IPI is affiliated with IPI Wealth Management, Inc. (Form CRS available [here](#)), which is registered with the Securities and Exchange Commission as an Investment Adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and Financial Professionals at <https://www.investor.gov/CRS>, which also provides information tailored to educate retail investors about Financial Professionals.

What investment services and advice can you provide me?

Our firm offers brokerage services to retail investors including buying and selling securities. While there are no specific requirements or account minimums for opening an account with our firm, our financial professionals reserve the right to establish their own account minimum requirements. Our firm offers non-discretionary services listed below, which means that you make the ultimate decision regarding the purchase or sale of investments. We do not monitor brokerage account investments for you, unless otherwise stated in writing and agreed upon between you and your Financial Professional.

- Buying and selling securities
- Estate planning
- Investment recommendations
- Personal investment strategies

For more information about our Brokerage Services, Fee Schedule and [Regulation Best Interest Disclosures](#), please visit <https://www.investment-planners.com/> and <https://brokercheck.finra.org/firm/summary/18557>.

Conversation Starter. We encourage you to ask your Financial Professional:

- *Given my financial situation, should I choose a brokerage 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?

We charge a *transaction-based fee* every time you buy or sell an investment. The amount you pay as a transaction-based fee varies according to the particular investment and amount invested. We collect these fees each time a transaction takes place, which creates an incentive for us to encourage you to trade often. For investments in certain products like mutual funds and annuities, we receive transaction-based fees from the investment product sponsor¹ in the form of asset-based sales charges. These fees are based on the amount invested in a certain product and in some cases may also be dependent on how long you hold the investment position. These sales loads create an incentive for us to recommend certain products or product sponsors based on the fees we collect.

There are other fees and costs related to our brokerage services in addition to the principal fees and costs that you will pay directly or indirectly. Examples of the most common fees and costs are insurance fees, mutual fund fees, fees from clearing firm: inactive account fees, annual retirement account fees, postage & handling and other fees that are outlined in further detail in the Regulation Best Interest Disclosure.

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. A detailed explanation of fees and a schedule is in the Regulation Best Interest Disclosure. For more information about our Brokerage Services, Fee Schedule and [Regulation Best Interest Disclosures](#), please visit <https://www.investment-planners.com/> and <https://brokercheck.finra.org/firm/summary/18557>

¹ Sponsor means the insurance company, mutual fund, or other investment company.

Conversation Starter. We encourage you to 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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?

When we provide a recommendation, we must 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 recommendations we provide. Here are examples to help you understand what this means.

- Our firm receives third-party payments for certain products it offers as well as certain share classes and therefore has a financial incentive when recommending. These payments will impact the value of your investment over time.
- Our firm receives revenue from other parties and has a financial incentive to offer products where the firm benefits. This arrangement will impact the value of your investment over time.
- If you invest in mutual funds or variable insurance products, our firm has an incentive to encourage you to invest in positions that may be costly, dependent on amount purchased and time horizon.

Conversation Starter. We encourage you to ask your Financial Professional:

- *How might your conflicts of interest affect me, and how will you address them?*

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How do your Financial Professionals make money?

Financial Professionals who provide you brokerage services receive a portion of the commission from your trades. Commission will vary based on the type of product, the amount of your assets, and the time and complexity to meet your needs.

Some products pay a higher commission than others; therefore, your Financial Professional has a conflict of interest to recommend a product that pays higher compensation. Financial Professionals who receive cash or non-cash compensation have an incentive to sell more of the sponsor or manager's product.

Do you or your Financial Professionals have legal or disciplinary history?

Yes.

Visit <https://www.investor.gov/CRS> for a free and simple search tool to research our firm and our Financial Professionals.

Conversation Starter. We encourage you to ask your Financial Professional:

- *As a Financial Professional, do you have any disciplinary history? For what type of conduct?*

Additional Information

You can find additional information about our services, request a copy of the relationship summary, or view fees and disclosures by visiting <https://www.investment-planners.com/>, emailing compliance@investment-planners.com or calling 217-425-6340.

Conversation Starter. We encourage you to ask your Financial Professional:

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