

# Item 1: Cover Page



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## **Form ADV Part 2A – Firm Brochure**

Dated: March 7, 2024

This Brochure provides information about the qualifications and business practices of Piece of Wealth Planning LLC. If you have any questions about the contents of this Brochure, please contact us at (678) 823-1101. 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.

Piece of Wealth Planning LLC is registered as an Investment Adviser with the State of Georgia. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Piece of Wealth Planning LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using the firm's identification number 307247.

## Item 2: Material Changes

The last annual update of this Brochure was filed on March 8, 2023. Since then, the following changes have been made:

- The firm has updated its mailing address and principle business location.

From time to time, we may amend this Brochure to reflect changes in our business practices, changes in regulations, and routine annual updates as required by securities regulators. Either this complete Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Piece of Wealth Planning LLC.

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# Item 4: Advisory Business

## **Description of Advisory Firm**

Piece of Wealth Planning LLC (“PWP”) is registered as an Investment Adviser with the State of Georgia. We were founded in April 2018. Jovan Johnson and Tiffany Johnson are the owners of PWP. As of December 31, 2023, PWP reports \$689,000 in discretionary assets under management and no non-discretionary assets under management.

## **Types of Advisory Services**

### **Comprehensive Financial Planning Package**

Our Comprehensive Financial Planning Package includes investment management services, ongoing financial planning, and tax preparation services as described below.

#### *Investment Management Services*

We are in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a Client regarding the investment of Client funds based on the individual needs of the Client. Through personal discussions in which goals and objectives based on a Client's particular circumstances are established, we develop a Client's personal investment policy statement or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation targets. We will also review and discuss a Client's prior investment history, as well as family composition and background. Account supervision is guided by the stated objectives of the Client (e.g., maximum capital appreciation, growth, income, or growth, and income), as well as tax considerations.

We will also review the Investment Policy Statement annually with the Client. Investment planning may involve developing an asset allocation strategy to meet Clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, and reviewing employee stock options. We may assist you in establishing your own investment or retirement accounts at a selected broker/dealer or custodian.

Investment management services are not available as a stand-alone service and are only available as part of our Comprehensive Financial Planning Package.

The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.

#### *Ongoing Financial Planning*

This service involves working one-on-one with a planner over an extended period of time. Clients get to work with a planner who will work with them to develop and implement their plan. The planner will monitor the plan, recommend any changes and ensure the plan is up to date. Clients will have regularly scheduled meetings throughout the term of the engagement, depending on their individual situation. In addition to scheduled meetings, additional emails, and/or phone consultations are included at no extra charge.

Financial planning involves an evaluation of a Client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information, and analysis will be considered as they affect and are affected by the entire financial and life situation of the Client. Clients

purchasing this service will receive a written or an electronic report, providing the Client with a detailed financial plan designed to achieve his or her stated financial goals and objectives.

Upon desiring a comprehensive plan, the Client will be taken through establishing their goals and values around money. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, debt & credit information, employee benefits, investments, and tax information.

The Client and Advisor will work together to select specific areas to cover. These areas may include, but are not limited to, the following:

**Business Planning:** We provide consulting services for Clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.

**Career Coaching:** We will work with clients to provide a clear plan to optimize their career. We will also help clients plan for career transitions.

**Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.

**Charitable Giving and Philanthropy:** We will work with clients to develop a personalized generosity plan.

**Education Planning:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).

**Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.

**Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts, and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts.

We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

**Financial Goals:** We will help Clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.

**Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile.

**Investment Analysis:** This may involve developing an asset allocation strategy to meet Clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.

**Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

**Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance ("self-insuring").

**Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with the consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

The ongoing financial planning service will include tax planning which will involve tax projections and analysis, if needed. Also included is tax preparation services. Clients will sign a separate engagement letter allowing us to prepare and file their individual federal and/or state tax returns.

On at least an annual basis, there will be a full review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

Our Ongoing Financial Planning Services are not available as a stand-alone service and are only available as part of our Comprehensive Financial Planning Package.

#### Personal Tax Return Preparation

We provide basic tax preparation services for our clients to assist with the filing of federal and state tax returns for individuals. If a client seeks help with business or complex tax returns, we may recommend trusted CPAs to the client to prepare their returns. We may ask for an explanation or clarification of some items, but we will not audit or otherwise verify client data. The client is responsible for the completeness and accuracy of information used to prepare the returns. Our responsibility is to prepare the returns in accordance with applicable tax laws.

In order to obtain tax preparation services for the current tax year, Clients must sign up for our Comprehensive Financial Planning Package between the months of January to December in the current year. For example, when a Client signs up for our Comprehensive Financial Planning Package in February 2020, they will begin to receive tax preparation services in 2021 for the 2020 tax year.

We may observe opportunities for tax savings that require planning or changes in the way the client handles some transactions.

Our Personal Tax Return Preparation services are not available as a stand-alone service and are only available as part of our Comprehensive Financial Planning Package.

### **Limited Scope Financial Planning**

We may provide non-ongoing Financial Planning services on any of the topics listed above, or other topics requested by the Client. Together PWP and the Client will tailor the scope of the engagement to meet their individual needs and circumstances. Specific Financial Planning services are outlined in Item 5.

### **Educational Seminars and Speaking Engagements**

We may provide seminars and/or speaking engagements on an “as announced” basis for groups seeking general advice on investments and other areas of personal finance. The content of these seminars will vary depending upon the needs of the attendees. These seminars are purely educational in nature and do not involve the sale of any investment products. Information presented will not be based on any individual’s person’s need, nor does PWP provide individualized investment advice to attendees during these seminars.

### **Client Tailored Services and Client Imposed Restrictions**

We offer the same suite of services to all of our Clients. However, specific Client financial plans and their implementation are dependent upon the Client Investment Policy Statement which outlines each Client’s current situation (income, tax levels, and risk tolerance levels) and is used to construct a Client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients are able to specify, within reason, any limitations they would like to place on discretionary authority as it pertains to individual securities and/or sectors that will be traded in their account, by notating these items on the executed advisory agreement.

### **Wrap Fee Programs**

We do not participate in wrap fee programs.

# Item 5: Fees and Compensation

Please note, unless a Client has received the firm’s Disclosure Brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the Client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

## **Comprehensive Financial Planning Package**

Fees for our Comprehensive Financial Planning Package are paid on either a percentage of assets under management or on a fixed fee basis. The fees charged will depend on the amount of assets under management (“AUM”). Our Comprehensive Financial Planning Package includes comprehensive financial planning, investment management, and tax preparation. No additional fee will be charged unless otherwise agreed upon.

### *AUM Fee Schedule*

For Clients with an AUM of \$500,000 or more, fees are based on the market value of the total assets under management and are calculated as follows:

<b>Assets under Management</b>	<b>Annual Advisory Fee</b>
<b>\$500,000 - \$1,000,000</b>	1.00%
<b>\$1,000,001 - \$1,500,000</b>	0.85%
<b>\$1,500,001 - \$3,000,000</b>	0.75%
<b>\$3,000,001 and Above</b>	Negotiable

The annual fees are paid in arrears on a quarterly basis and are based on the market value of the account(s) on the last day of the previous quarter. The Client’s annual fee is based on an aggregate value of all managed accounts within the Client’s established household. Advisory fees are directly debited from client account(s) held at an unaffiliated third-party custodian/broker-dealer. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice 30 days in advance. Since fees are billed in arrears, no refund of advisory fees are necessary.

We sometimes make exceptions to our general fee schedule under certain circumstances (e.g., responsibilities involved, accounts or groups of accounts which are expected to have significant capital additions in the future, anticipated future earning capacity, related accounts, account composition, pre existing client, account retention, pro bono activities, among other factors). In such cases, lower fees or different payment arrangements can be negotiated with each client separately and will be described in the client’s advisory contract.

### *Fixed Fee Schedule*

For Clients with an AUM below \$500,000, PWP charges an ongoing flat annual fee that is paid monthly or quarterly, in arrears, at the rate of \$450 - \$1250 per month, depending on the complexity and individual needs of the Client. The fee may be negotiable in certain cases. The first monthly or quarterly payment is prorated based upon the date a client signs the agreement. Clients will typically be billed on the last day of every month or quarter. Fees for this service may be paid by electronic funds transfer, credit card, or check. This service may be terminated with a written 30 days’ notice provided to our firm. Since fees are paid in arrears, no refund will be needed upon termination of the advisory contract. Client may incur a pro rata charge for services rendered prior to



the termination of the agreement. No increase in the annual fee shall be effective without agreement from the Client by signing a new agreement or amendment to their current advisory agreement.

### **Limited Scope Financial Planning**

- **Hourly Financial Planning:** On a limited basis, we may be engaged for our services on an hourly fee arrangement. Hourly financial planning is offered at a rate of \$250 per hour, billed in 15-minute increments, and a partial increment will be treated as a whole increment. We require a minimum of one-hour for any hourly-based engagements. The fee for hourly work is due upon completion of the engagement. Before work begins on an hourly fee basis, we will obtain a thorough understanding of the client's needs. We will then estimate a range of hours to complete the work. Once the client agrees to the limited scope engagement, they will sign a contract outlining the scope of services and only then will we begin work. In the event of early termination by a client, any fees for the hours already worked will be due. Clients may terminate this engagement by providing written notice to our firm. Fees for this service may be paid by electronic funds transfer, credit card, or check. PWP will not bill an amount above \$500.00 more than 6 months in advance.
- **Project-Based Financial Planning:** Project-Based Financial Planning engagements may be offered on a fixed fee basis. The fixed fee will be agreed upon before the start of any work. The fixed fee can range between \$300 and \$10,000 based on the level of complexity and needs of the client. The fee is negotiable and will be agreed upon before the start of any work. If a fixed fee program is chosen, the total fee is due upon completion of work. PWP will not bill an amount above \$500 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer, credit card, or check. Clients may terminate this engagement by providing written notice to our firm. Since fees are paid in arrears, no refund will be needed upon termination of the engagement. Clients may incur a pro rata charge for services rendered prior to the termination of the agreement.
- **Comprehensive Financial Plan:** The fee for creating a Comprehensive Financial Plan will range between \$1,750 and \$3,000 depending on complexity. The fee is negotiable and will be agreed upon before the start of any work. The total fee is due upon the completion of work. PWP will not bill an amount above \$500 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer, credit card, or check. Clients may terminate this engagement by providing written notice to our firm. Since fees are paid in arrears, no refund will be needed upon termination of the engagement. Clients may incur a pro rata charge for services rendered prior to the termination of the agreement.

PWP will waive the Financial Plan fee outlined above for Clients wishing to engage in our ongoing Comprehensive Financial Planning Package. An additional agreement or amendment to the Client's current agreement will outline the fees for ongoing services.

### **Educational Seminars and Speaking Engagements**

Seminars and/or speaking engagements are offered to organizations and the public on a variety of financial topics. Fees range from \$0 to \$5,000 per seminar or \$0 to \$100 per participant. Half of the fees are due prior to the engagement, and the other half are to be paid the day of, no later than the conclusion of the seminar and/or speaking engagement. The fee range is based on the content, amount of research conducted, number of hours of preparation needed, and the number of attendees. In the event of inclement weather or a flight cancellation, the Speaker shall make all reasonable attempts to make alternative travel arrangements to arrive in time for the presentation. If travel proves impossible, or the event is otherwise cancelled, the Speaker's fee is waived, but the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred.

In the event that the Client decides to cancel or change the date of the event for any reason besides weather or similar unforeseen causes, the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred, and will provide payment for 50 % of the Speaker's fee if the cancellation occurs within 30 days of the event. In the event that the Speaker must cancel due to health or similar unforeseen circumstances, the Speaker will make all attempts to find a reasonable alternative engagement date and will absorb any incremental additional costs for obtaining alternative travel arrangements. If an alternative date cannot be obtained, the Client will not be responsible for any travel costs already incurred by the Speaker or any portion of the Speaker's fee.

### **Other Types of Fees and Expenses**

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the Client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for Client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

## **Item 6: Performance-Based Fees and Side-By-Side Management**

We do not offer performance-based fees and do not engage in side-by-side management.

## **Item 7: Types of Clients**

We provide financial planning and portfolio management services to individuals and high net-worth individuals.

We do not have a minimum account size requirement to open or maintain an account under our management.

## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

Our primary method of investment analysis is Modern Portfolio Theory and our primary investment strategy is passive investment management. A description of each can be found below.

### **Modern Portfolio Theory**

The underlying principles of MPT are:

- Investors are risk averse. The only acceptable risk is that which is adequately compensated by an expected return. Risk and investment return are related and an increase in risk requires an increased expected return.
- Markets are efficient. The same market information is available to all investors at the same time. The market prices every security fairly based upon this equal availability of information.
- The design of the portfolio as a whole is more important than the selection of any particular security. The appropriate allocation of capital among asset classes will have far more influence on long-term portfolio performance than the selection of individual securities.
- Investing for the long-term (preferably longer than ten years) becomes critical to investment success because it allows the long-term characteristics of the asset classes to surface.
- Increasing diversification of the portfolio with lower correlated asset class positions can decrease portfolio risk. Correlation is the statistical term for the extent to which two asset classes move in tandem or opposition to one another.

### **Passive Investment Management**

We primarily practice passive investment management. Passive investing involves building portfolios that are composed of various distinct asset classes. The asset classes are weighted in a manner to achieve the desired relationship between correlation, risk, and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange-traded funds.

Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark.

### **Material Risks Involved**

**All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities, and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Strategy Risk:** The Adviser's investment strategies and/or investment techniques may not work as intended.

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the Client's portfolio.

**Turnover Risk:** At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

**Limited markets:** Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable, or find buyers at any price.

**Concentration Risk:** Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Legal or Legislative Risk:** Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

**Inflation:** Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

### **Risks Associated with Securities**

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

**Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

**Municipal Bonds** are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected. ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which the Clients invest.

**Mutual Funds:** When a Client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur

higher expenses, many of which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives).

## Item 9: Disciplinary Information

### **Criminal or Civil Actions**

PWP and its management have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

PWP and its management have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

PWP and its management have not been involved in legal or disciplinary events that are material to a Client's or prospective Client's evaluation of PWP or the integrity of its management.

## Item 10: Other Financial Industry Activities and Affiliations

Neither PWP nor any management personnel is registered, or has an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Neither PWP nor any management personnel is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

Piece of Wealth Planning LLC offers the following non-advisory services:

1. A virtual education program that covers financial and accounting topics, which may include entity selection, bookkeeping, quarterly estimated taxes, self-employed retirement planning, etc.
2. An ongoing service that helps self-employed individuals and small businesses keep their books in order.
3. Tax Preparation and Tax Planning which may include Federal and State tax return prep. and based on the client's situation; we may provide tax planning.

This may create a potential conflict of interest as PWP may receive additional income from clients, in addition to advisory services offered. To mitigate the existence of this conflict, as a fiduciary PWP has a duty to act solely in the best interests of each client and will only recommend services appropriate to the client's circumstances.

Jovan Johnson, Owner of PWP is also the owner of Piece of Wealth Accounting, LLC, a Georgia based accounting firm. The affiliated entities do not create a conflict of interest, as Clients of PWP are not solicited to engage Piece of Wealth Accounting, LLC for accounting services. In addition, the entities do not share in any client confidential information. Should clients have any questions regarding concerns about the outside business activities of Mr. Johnson, they are encouraged to contact Mr. Johnson at the phone number on this Brochure.

Jovan Johnson and Tiffany Johnson are contracted out as financial planners for Blend Financial, Inc. dba Origin Financial. There is no relationship that exists between PWP and Origin Financial. This arrangement may present a material conflict of interest because Jovan Johnson and Tiffany Johnson might be incentivized to refer Origin's clients to PWP's services. Though this is highly unlikely, PWP will address this conflict of interest by conducting proper due diligence on any prospective clients, and will only accept clients if PWP's services are truly suitable to the client's needs.

PWP does not recommend or select other investment advisers for our Clients.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each Client. Our Clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities

### **Code of Ethics Description**

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to Clients.
- Competence - Associated persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Associated persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matters shall reflect the credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

### **Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

Neither our firm, its associates or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

### **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients.

### **Trading Securities At/Around the Same Time as Client’s Securities**

Because our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients, we do not trade in securities at or around the same time as Clients.

## **Item 12: Brokerage Practices**

### **Factors Used to Select Custodians and/or Broker-Dealers**

PWP does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to the Client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

### **Research and Other Soft-Dollar Benefits**

We currently do not receive soft dollar benefits.

### **Brokerage for Client Referrals**

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### **Clients Directing Which Broker/Dealer/Custodian to Use**

We do recommend a specific custodian for Clients to use, however, Clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing Clients to choose a specific custodian, we may be unable to achieve the most favorable execution of Client transactions and this may cost Clients money over using a lower-cost custodian.

### **The Custodian and Brokers We Use (Charles Schwab)**

The custodian and brokers we use maintain custody of your assets that we manage, although we may be deemed to have limited custody of your assets due to our ability to withdraw fees from your account (see Item 15 – Custody, below).

We recommend that our clients use Charles Schwab & Co., Inc. (“Schwab”), a registered broker-dealer, member SIPC, as the qualified custodian. We are independently owned and operated and are not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when we instruct them to. While we recommend that you use Schwab as custodian broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account as described below (see “Your brokerage and custody costs”)

**How we select brokers/custodians** We seek to recommend a custodian/broker that will hold your assets and execute transactions on terms that are overall most advantageous when compared with other available providers and their services. We consider a wide range of factors, including:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc.)
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices
- Reputation, financial strength, security and stability
- Prior service to us and our clients
- Availability of other products and services that benefit us, as discussed below (see “Products and services available to us from Schwab”)

**Your brokerage and custody costs** For our clients’ accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. Certain trades (for example, many mutual funds and ETFs) may not incur Schwab commissions or transaction fees.

**Products and services available to us from Schwab** Schwab Advisor Services™ is Schwab’s business serving independent investment advisory firms like us. They provide our clients and us with access to their institutional brokerage services (trading, custody, reporting and related services), many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients’ accounts, while others help us manage and grow our business. Schwab’s support services are generally available on an unsolicited basis (we don’t have to request them) and at no charge to us. Following is a more detailed description of Schwab’s support services:

**Services that benefit you** Schwab’s institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab’s services described in this paragraph generally benefit you and your account.

**Services that may not directly benefit you** Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients’ accounts. They include investment research, both Schwab’s own and that of third parties. We may use this research to service all or a substantial number of our clients’ accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- provide access to client account data (such as duplicate trade confirmations and account statements)
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- provide pricing and other market data
- facilitate payment of our fees from our clients’ accounts



- assist with back-office functions, recordkeeping, and client reporting

**Services that generally benefit only us** Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession

### **Aggregating (Block) Trading for Multiple Client Accounts**

Investment advisers may elect to purchase or sell the same securities for several clients at approximately the same time when they believe such action may prove advantageous to clients. This process is referred to as aggregating orders, batch trading or block trading. We do not engage in block trading. It should be noted that implementing trades on a block or aggregate basis may be less expensive for client accounts; however, it is our trading policy is to implement all client orders on an individual basis. Therefore, we do not aggregate or “block” client transactions. Considering the types of investments we hold in advisory client accounts, we do not believe clients are hindered in any way because we trade accounts individually. This is because we develop individualized investment strategies for clients and holdings will vary. Our strategies are primarily developed for the long-term and minor differences in price execution are not material to our overall investment strategy.

## **Item 13: Review of Accounts**

Jovan Johnson, Owner and CCO of PWP, will work with Clients to obtain current information regarding their assets and investment holdings and will review this information as part of our Comprehensive Financial Planning Package. Client accounts with the will be reviewed regularly on at least an annual basis by Jovan Johnson, Owner and CCO. The account is reviewed with regards to the Client’s investment policies and risk tolerance levels.

Events that may trigger a special review would be unusual performance, addition or deletions of Client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per Client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest. PWP will provide written or electronic reports to Clients who participate in our Comprehensive Financial Planning Package (specifically those clients for which we manage assets for) on an annual basis. We urge Clients to compare these reports against the account statements they receive from their custodian.

## **Item 14: Client Referrals and Other Compensation**

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for Client referrals.

## Item 15: Custody

PWP does not accept custody of Client funds except in the instance of withdrawing Client fees.

For Client accounts in which PWP directly debits their advisory fee:

- i. PWP will send a copy of its invoice to the custodian at the same time that it sends the Client a copy.
- ii. The custodian will send at least quarterly statements to the Client showing all disbursements for the account, including the amount of the advisory fee.
- iii. The Client will provide written authorization to PWP, permitting them to be paid directly for their accounts held by the custodian.

Clients should receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains Client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

## Item 16: Investment Discretion

For those Client accounts where we provide Investment Management Services, we maintain discretion over Client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to Clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the Client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the Client.

## Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the Client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## Item 18: Financial Information

Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to Clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of Client funds or securities or require or solicit prepayment of more than \$500 in fees per Client six months in advance.

## Item 19: Requirements for State-Registered Advisers

Jovan Johnson serves as PWP's sole principal. Information about Jovan Johnson's education, business background, outside business activities can be found on his ADV Part 2B, Brochure Supplement attached to this Brochure.

### **Performance-Based Fees**

Neither PWP nor Jovan Johnson is compensated by performance-based fees.

### **Material Disciplinary Disclosures**

No management person at PWP has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships That Management Persons Have With Issuers of Securities**

PWP nor Jovan Johnson have any relationship or arrangement with issuers of securities.



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[www.pieceofwealthplanning.com](http://www.pieceofwealthplanning.com)

## **Form ADV Part 2B – Brochure Supplement**

Dated: March 7, 2024

*For*

**Jovan Johnson, MBA, CFP®, CPA, PFS**

Co-Owner

This brochure supplement provides information about Jovan Johnson that supplements the Piece of Wealth Planning LLC (“PWP”) brochure. A copy of that brochure precedes this supplement. Please contact Jovan Johnson if the PWP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Jovan Johnson is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 7225767.

## **Item 2: Educational Background and Business Experience**

**Jovan Johnson**

Born: 1994

## Educational Background

- Anticipated completion 2028 – PHD in Accounting, University of Georgia
- 2019 – Certified Financial Planner Education Program, The American College of Financial Services
- 2017 – Masters of Business Administration, University of West Georgia
- 2016 – Bachelor of Business Administration in Accounting, University of West Georgia

## Business Experience

- 10/2022 – 05/2023, Blend Financial Inc. dba Origin Financial, Financial Planner
- 04/2018 – Present, Piece of Wealth Planning LLC, Owner and CCO
- 06/2020 – 10/2021, Senior Accountant, City of Atlanta
- 02/2020 – 03/2024, CEO/Owner, Piece of Wealth Accounting LLC
- 09/2019 – Present, Clark Atlanta University, Part-time Adjunct Professor
- 11/2019 – 06/2020, Arthritis Foundation, Staff Accountant
- 07/2019 – 11/2019, Your Greatest Contribution, Financial Planner - Contractor
- 07/2018 – 07/2019, SignatureFD, Financial Planning Associate
- 09/2017 – 07/2018, PricewaterhouseCoopers LLP, Tax Associate
- 08/2016 – 07/2017, University of West Georgia, Graduate Research Assistant
- 06/2016 – 08/2016, PricewaterhouseCoopers LLP, Tax Intern
- 01/2014 – 05/2016, University of West Georgia, Resident Assistant

## Professional Designations

**CFP (Certified Financial Planner)®:** The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**Certified Public Accountant (CPA) in Georgia:** CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

**Personal Financial Specialist (PFS):** This designation is issued by the American Institute of Certified Public Accountants (AICPA) and is granted to individuals who must meet all of the following prerequisites: a member of the AICPA; hold an unrevoked CPA certificate issued by a state authority; earn at least 100 points under the PFS point system; and have substantial business experience in personal financial planning related services. The candidate is required to obtain personal financial planning specific education in addition to holding a valid CPA. The candidate must take a final certification examination (proctored by the AICPA) and once issued the individual must undergo Continuing Education in the form of 60 PFS points in personal financial planning experience as well as qualified ‘life-long learning’ activities every three years.

## Item 3: Disciplinary Information

Jovan Johnson has never been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## Item 4: Other Business Activities

Jovan Johnson does not currently have any outside business activities.

## Item 5: Additional Compensation

Jovan Johnson does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through PWP.

## Item 6: Supervision

Jovan Johnson is supervised by Tiffany Johnson, Chief Compliance Officer of PWP. Tiffany Johnson may be contacted at the phone number on this brochure supplement.

## Item 7: Requirements for State Registered Advisers

Jovan Johnson has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.



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## **Form ADV Part 2B – Brochure Supplement**

Dated: March 7, 2024

*For*

**Tiffany Johnson, MBA, CFP®**

Co-Owner and Chief Compliance Officer

This brochure supplement provides information about Tiffany Johnson that supplements the Piece of Wealth Planning LLC (“PWP”) brochure. A copy of that brochure precedes this supplement. Please contact Tiffany Johnson if the PWP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Tiffany Johnson is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 7316525.

## **Item 2: Educational Background and Business Experience**

**Tiffany Johnson**



Born: 1996

## Educational Background

- 2019 – Certified Financial Planner Education Program, University of Georgia - Greene Consulting
- 2018 – Masters of Business Administration, University of West Georgia
- 2017 – Bachelor of Business Administration in Accounting, University of West Georgia

## Business Experience

- 08/2022 – Present, Blend Financial Inc. dba Origin Financial, Financial Planner
- 02/2022 – Present, Piece of Wealth Planning LLC, Co-Owner and Financial Advisor
- 10/2020 – 01/2022, Financial Planner, Creative Planning
- 08/2018 – 09/2020, Financial Planner, TrueWealth Management LLC
- 08/2017 – 07/2018, University of West Georgia, Graduate Student and Graduate Research Assistant
- 05/2017 – 07/2017, Southwire, Financial Planning and Analysis Intern
- 08/2016 – 05/2017, Southwire, Tools and Assembled Products Intern
- 08/2014 – 07/2017, University of West Georgia, Undergraduate Student

## Professional Designations

**CFP (Certified Financial Planner)®:** The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

## Item 3: Disciplinary Information

Tiffany Johnson has never been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## Item 4: Other Business Activities

Tiffany Johnson does not currently have any outside business activities.

## Item 5: Additional Compensation

Tiffany Johnson does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through PWP.

## Item 6: Supervision

Tiffany Johnson, as Co-Owner and Chief Compliance Officer of PWP, is responsible for the supervision of all employees. Ms. Johnson is bound by PWP’s Code of Ethics. Clients may contact Ms. Johnson at the phone number on this brochure supplement.

## Item 7: Requirements for State Registered Advisers

Tiffany Johnson has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.