

Sentry Financial Planning, LLC

Form ADV Part II Disclosures

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Sentry Financial Planning

MATERIAL CHANGES

Pursuant SEC Release IA-3060, the firm has amended the format of its advisory brochure since its previous version of Form ADV Part II dated March 9, 2010. Although the document content, disclosure, and advisory fees have generally remained the same, the format is designed to promote more effective communication between Sentry Financial Planning, LLC and our clients and prospective clients regarding information about our firm.

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Sentry Financial Planning

INTRODUCTION

Sentry Financial Planning, LLC was founded in 2008 to provide fee-only fiduciary advice for all types of people who believe the way to build and preserve financial security is through careful planning, saving and working with a trusted advisor to make informed decisions.

We work with clients on a **fee-only, fiduciary** basis. This means we work for our clients, not the financial institutions. We do not accept any commissions or referral fees. Our loyalty is only to our clients, and we act solely in our clients' best interest.

We work with clients on a **retainer, fixed fee or hourly** basis. Therefore, clients pay only for the level of service they need and can afford. .

FORM ADV PART II DISCLOSURES

This brochure provides you ("the client") information about Sentry Financial Planning, LLC ("the investment adviser", "the advisor", "the firm") and its business of providing fee-only, fiduciary financial advice. The information has not been approved or verified by any government authority.

Sentry Financial Planning, LLC is registered with the State of Massachusetts Securities Division as a Registered Investment Adviser firm and, as such, this brochure contains information from Form ADV Part II, as required by the State of Massachusetts Securities Division.

This brochure is part of the agreement between you, the client, and Sentry Financial Planning, LLC.

Additional information about the firm (and other advisory firms) is available at www.adviserinfo.sec.gov. A search of this site for the firm can be accomplished by its unique identifier known as an IARD number. The IARD number for Sentry Financial Planning, LLC is 146687. Sentry Financial Planning, LLC's IRS Employer Identification Number is 26-1893717.

Our offices are located at 2 Elm Square, Suite 320, Andover, MA 01810 and 150A Andover Street, Suite 1, Danvers, MA 01923. Our phone number is 978-475-2533. Our office hours are by appointment, Monday through Friday, except for official holidays.

This brochure was last updated on January 7, 2016 and is applicable for use through December 31, 2016.

ADVISORY SERVICES AND FEES

Sentry Financial Planning, LLC receives approximately 50% of its fees from fixed fee and retainer-based investment advisory services (which may include advice on asset allocation and investment selection) and approximately 50% of its fees from fixed fee and retainer-based financial planning advisory services (which may include advice on areas such as income and expense planning, risk management, retirement planning, estate planning and college funding).

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ADVISORY SERVICES AND FEES, CONT.

The primary function of Sentry Financial Planning, LLC is to provide financial advisory services to individuals and trusts. These services may be general in nature or focused on a particular area of interest or need, depending upon the client's unique circumstances.

Advice is rendered in the areas of income and expense planning, asset allocation and investment selection, risk management, retirement planning, estate planning and college funding. The advisor employs fundamental, long-term financial planning and investment strategies.

First, the advisor conducts an initial interview and gathers data to assist the client in determining specific needs, objectives, goals and tolerance for risk. Then, the advisor prepares an analysis of the client's current financial situation and possible future scenarios, when appropriate. Next, the advisor presents the analysis, and a written summary of significant observations, assumptions and recommendations in each area the advisor was engaged to provide advice. The engagement is concluded upon completion of this presentation. The client may re-engage Sentry Financial Planning, LLC as needed. Periodic financial reviews are recommended, and it is the client's responsibility to initiate these reviews. The client is under no obligation to implement all or part of the advice given in the financial plan. It is the client's choice. If the client so chooses to implement the plan and engages the advisor to assist with the implementation, SFP will also provide ongoing assistance and will be available for as-needed phone consultations and in-person meetings on financial topics covered by the Agreement which may include advice on investment planning, income and expense planning, risk management, retirement planning, estate planning and specific topics such as education and major purchase funding. Fees for Retainer Services are calculated according to the following fee schedule for each indicated tier of assets. The total fee is the sum of the fees for each tier.

| <u>Invested Assets</u> | <u>Annual Fee %</u> |
|------------------------|---------------------|
| First \$1,000,000 | .75% |
| Next \$1,000,000 | .50% |
| Subsequent Amounts | .25% |

- The minimum fee for investment management is \$4,000 per year or \$750 per quarter.
- The quarterly fees will be determined as follows:
 - **For new clients:** The most recent month-end account statements will be requested for those accounts for which Sentry Financial Planning will provide ongoing investment advice. The sliding percentage fee schedule will be applied to that amount. The initial invoice will be prorated for the remaining days in the current quarter. Subsequent invoices will be calculated for the full quarter. The only change to the billing amount will occur if the Client adds new assets for which Sentry Financial Planning will provide ongoing investment advice.

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ADVISORY SERVICES AND FEES, CONT.

- **For existing clients:** At the beginning of a new calendar year the asset base for which we will bill is the total assets as of December 31st of the previous year. This asset base will be used for billing purposes throughout the calendar year. The only change to the billing amount will occur if the Client adds new assets for which Sentry Financial Planning will provide ongoing investment advice.

As stated, advisor does not provide any specific tax, legal, or any property and casualty insurance advice, but with client's consent, advisor may work with client's other advisors (i.e. accountants, attorneys, insurance agents, etc.) to assist with the coordination and implementation of the agreed upon strategies. Client shall be aware that their other advisors will bill them separately for their services, and these fees will be in addition to those of Sentry Financial Planning. Specific product recommendations made by an advisor or its related persons will usually be for "no-load" (i.e. no commission) products if available. However, in some cases there may not be a suitable selection of no-load products available for recommendation, including but not limited to insurance products.

Sentry Financial Planning, LLC may also conduct group educational workshops on financial planning topics such as, "Building up or Spending Down a Retirement Portfolio", "Blueprint for a Comfortable Retirement," "Ingredients for a Successful and Healthy Retirement," "Organize, Simplify and Take Control of Your Finances, or other programs to be determined. Sentry Financial Planning, LLC may impose a fee for educational workshops. In the event there is a charge to workshop attendees; the fee will be published in the workshop announcement or invitation.

Fees for financial planning and investment advice services are charged on a fixed fee or retainer basis. Hourly rates range from \$95 to \$210 per hour depending upon the level and scope of the services required and the staff member providing the services. The noted fees are a guideline. Under certain circumstances, actual fee estimates may differ due to negotiated rates structured by the Garrett Planning Network for specific client Agreements.

Retainer and fixed fees are based upon the same factors and the anticipated number of hours needed to satisfy the engagement requirements. Fees are negotiable at the advisor's discretion. Fixed and retainer fees will be adjusted only if the scope of the engagement changes with prior written consent of the client. Projects spanning more than three months will be billed quarterly. Fees are not collected for services to be provided more than six months in advance. Sentry Financial Planning, LLC does not take custody of client funds or securities, nor does it accept or retain proxy-voting authority over any client account.

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ADVISORY SERVICES AND FEES, CONT.

Sentry Financial Planning, LLC requires a deposit for initial engagements in the amount of the lesser of \$500 or half of the lower end of the estimated fee range. The balance of fees due is payable immediately upon presentation of the advice to the client. For each engagement, proposed services, and the fees are detailed in the written Client Agreement.

Either party may terminate an engagement upon written notice within five (5) days of signing the Client Agreement, at which time no fees are due. If the client terminates the engagement after this date, the client is responsible for any fees already incurred.

Fees paid to Sentry Financial Planning, LLC for financial advice services are completely separate from the fees and expenses charged by mutual fund and exchange traded fund companies and their portfolio managers. A complete explanation of these fees and expenses is provided in each mutual fund and exchange traded fund prospectus. The client is encouraged to read each prospectus before investing. The client may also incur transaction costs or administration fees from broker-dealers, trust companies or other service providers. The client is encouraged to obtain a complete schedule of fees from each service provider prior to entering into any engagement. Sentry Financial Planning, LLC does not receive any portion of these other fees. The only compensation received by Sentry Financial Planning, LLC is the fees paid directly by the client.

The advisor will use its best judgment and good faith effort in rendering its services to clients, however, it cannot warrant or guarantee any particular level of account performance or that any account will be profitable over time. The client assumes all market risk involved in the investment of account assets and understands that investment decisions are subject to various risks, which may include market, currency, operational or political risk, among others. Except as may otherwise be provided by law, the firm and its employees will not be liable to the client, heirs or assigns for any loss an account may suffer by reason of an investment decision made, or other action taken or omitted in good faith by the firm, with the degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use; any loss arising from the firm's adherence to the client's (or their legal agent's) direction; or any act or failure to act by a custodian in maintaining an account.

TYPES OF CLIENTS

Sentry Financial Planning, LLC provides investment advice to individuals and trusts. For our hourly financial planning and consulting engagements, we do not require minimums as to income, assets, net worth, length of engagement, revenues generated or other conditions for engaging our services.

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TYPES OF INVESTMENTS

Sentry Financial Planning, LLC offers investment advice on equity securities (including exchange-listed securities, securities traded over-the-counter and foreign issuers), warrants, corporate debt securities (other than commercial paper), commercial paper, certificates of deposit, municipal securities, investment company securities (including variable life insurance, variable annuities and mutual fund and exchange traded fund shares), United States government securities, options contracts on securities and interests in partnerships investing in real estate.

METHODS OF ANALYSIS, SOURCES OF INFORMATION AND INVESTMENT STRATEGIES

If the advisor is engaged to provide investment advice, the client's current financial situation, needs, objectives, goals and tolerance for risk are first evaluated. Asset allocation and investment policy decisions are made, in the advisor's best judgment, to help the client achieve their overall financial objectives while minimizing risk exposure. Asset allocation is a key component of investment portfolio design. The advisor believes that the appropriate allocation of assets across diverse investment categories (i.e. stock vs. bond, foreign vs. domestic, large cap. vs. small cap., high quality vs. high yield, etc.) is the primary determinant of portfolio returns and is critical to the long-term success of a client's financial objectives.

The advisor employs fundamental, long-term, buy-and-hold philosophies in investment selection and implementation strategies. Recommendations provided are based on publicly available reports, analyses, research materials, computerized asset allocation models and various subscription services. Additional sources of information such as financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission and company press releases are also used. Investment strategies used to implement investment advice given to clients include long-term purchases (securities held at least a year), short-term purchases (securities sold within a year) and, in limited circumstances, the advisor may provide advice to clients interested in trading securities.

EDUCATION AND BUSINESS STANDARDS

Sentry Financial Planning, LLC employees who render investment advice to clients must have a bachelor's degree, relevant graduate school education, or financial planning and investment advisory experience. In addition, all such individuals shall have attained all required investment-related licenses and/or professional designations.

All investment adviser representatives offering investment advice to clients on behalf of the firm must meet the examination and/or experience requirements of those jurisdictions in which they provide investment advisory services.

Sentry Financial Planning

EDUCATION AND BUSINESS BACKGROUND

Name:

John S. Spoto (Born 1953)

Title:

Principal

Education:

CERTIFIED FINANCIAL PLANNER™

M.B.A. Degree, Boston College, 1979

B.A. Degree, Boston University, 1975

Experience:

Principal - Sentry Financial Planning, LLC (2008-Present)

President/CEO/Owner – Vanguard Systems Technology, Inc. (1992-2008)

OTHER BUSINESS ACTIVITIES

The advisor concentrates time and effort entirely on providing financial planning and advice, which includes investment advice. This also includes freelance writing on business and financial topics for business clients, newspapers, magazines, websites and other publications of general circulation.

John Spoto is a member of National Association of Personal Financial Advisors (NAPFA). Generally, participation requires membership fees to be paid, adherence to ethical guidelines, and meeting experience and education requirements. John Spoto is also a member of the

Garrett Planning Network (Garrett), an organization that assists financial planners in fee-only financial planning practices and pays an annual membership fee.

OTHER FINANCIAL INDUSTRY ACTIVITIES OR AFFILIATIONS

Sentry Financial Planning, LLC is not registered, nor does it have an application pending as a securities broker-dealer. It is also not registered, nor does it have an application pending as a futures commission merchant, commodity pool operator or commodity-trading adviser. It does not have arrangements that are material to its advisory business or its clients with a related person who is a broker-dealer, investment company, other investment adviser, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer or entity that creates or packages limited partnerships. Neither Sentry Financial Planning, LLC nor any related person is a general partner in any partnership in which clients are solicited to invest.

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PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

Neither Sentry Financial Planning, LLC nor any related person, as principal, buys securities from or sells securities it owns to any client. It also does not, as broker or agent, effect securities transactions for compensation for any client. Nor does it, as broker or agent for any person other than a client, effect transactions in which client securities are bought from or sold to a brokerage customer. It does not recommend to clients that they buy or sell securities or investment products in which the advisor or a related person has some financial interest.

At times, employees and other related parties to the advisor may hold positions in securities that are also recommended to the client. However, at no time will the advisor or any related party receive preferential treatment over the client.

Sentry Financial Planning, LLC has adopted a code of ethics that sets forth the basic policies of ethical conduct for all associated persons of the firm. This code of ethics governs employees' personal trading and is intended to ensure that their securities transactions are conducted in a manner that avoids any actual or potential conflicts of interest between such persons and clients of the firm, and/or contrary to law. A copy of the firm's code of ethics is available upon request by any client or potential client. Additionally, Sentry Financial Planning, LLC adheres to the Certified Financial Planner Board of Standards Code of Ethics, which may be found at www.cfp.net/learn/ethics.asp.

CONDITIONS FOR MANAGING ACCOUNTS

Sentry Financial Planning, LLC performs ongoing investment advisory services, and it does not impose a minimum dollar value of assets or other condition for starting or maintaining an account.

REVIEW OF ACCOUNTS

Sentry Financial Planning, LLC provides financial advice services on a fee-only, retainer, fixed fee or hourly basis, which may include advice on cash flow, debt management, asset allocation and investment selection, risk management, retirement planning, estate planning and college funding. Engagements terminate upon delivery of the advice to the client. No ongoing or automatic reviews are provided. However, client-initiated periodic reviews are recommended. Recommendations and advice are provided by, and primary client contact is, John Spoto, CFP® and principal of the firm.

The firm does not provide ongoing performance reporting. The client will receive account statements directly from the mutual funds, trust companies, custodians or brokerage companies where their investments are held. These statements are typically provided on a monthly or quarterly basis and as account transactions occur.

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INVESTMENT OR BROKERAGE DISCRETION

Neither Sentry Financial Planning, LLC nor any related person has authority to determine, without obtaining specific client consent, the securities to be bought or sold, the amount of securities to be bought or sold, the broker or dealer to be used or the commission rates paid. Sentry Financial Planning, LLC is not associated with any broker-dealer firm. The advisor may recommend the services of Vanguard, Scottrade, Schwab, Fidelity, etc. Broker or custodian recommendations are based on individual client needs, reliability, customer service and total costs.

CUSTODY

Neither Sentry Financial Planning, LLC nor any related person has custody of client assets. Client assets will be maintained by unaffiliated, qualified custodians such as Vanguard, Scottrade, Schwab, Fidelity, etc.

ADDITIONAL COMPENSATION

Neither Sentry Financial Planning, LLC nor any related person has any arrangements, oral or in writing, where it is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients. It also does not directly or indirectly compensate any person for client referrals.

The only compensation the advisor receives is in the form of a retainer, fixed fee or hourly fees paid directly by the client.

BALANCE SHEET

Because Sentry Financial Planning, LLC neither has custody of client funds or securities nor requires prepayment of more than \$500 in fees per client and six or more months in advance, it is not required to provide a balance sheet (known as "Schedule G") for its most recent fiscal year.

PRIVACY POLICY

Sentry Financial Planning, LLC understands that you have entrusted our firm with your personal and financial information, and it is our mission to maintain that trust. Our privacy policy applies to "consumers" who are current or former clients of our firm.

We only collect information to help better understand your personal financial situation, provide appropriate recommendations and level of service or to assist in opening an account when called upon. The information we collect may include name, address, phone, email, date of birth, social security number, income tax bracket, financial data and information relative to your investment experience and goals.

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PRIVACY POLICY, CONT.

We do not sell personal information to anyone. We protect the security and confidentiality of the data we collect and do not disclose personal information to third parties except in the noted limited situations.

We may need to disclose information to companies such as financial institutions or firms that we engage to assist in managing a portfolio, executing a transaction, printing, and/or mailing statements, providing audit services, acting in a custodial capacity to your account, etc. We have written agreements with these firms that prohibit them from using your information for their purpose. We limit their use of information to the performance of the specific service requested, and we evaluate their services as necessary.

Our firm may be required to disclose or report personal information in certain circumstances where we believe in good faith that disclosure is required by law or regulation, such as during the normal course of a compliance examination, authentication checks and risk control measures or audits.

Outside of these exceptions, we will not share your personal information with third parties unless you have specifically asked us to do so.

We maintain physical, electronic and procedural safeguards to protect your personal information. We conduct ongoing reviews to protect personal information and make every effort to keep your information accurate and up to date. If you identify an inaccuracy in your personal information or need to make a change to the information we maintain, please contact us so that we may promptly update your records to serve you better.

We will provide notice of changes in our information-sharing practices. If at any time in the future it is necessary to disclose any of your personal information in a way that is inconsistent with this policy, we will provide advance notice of the change so that you will have the opportunity to opt out of such disclosure.

In 2010, The Massachusetts Data Protection Law went into effect mandating that all organizations with access to personal information for Massachusetts residents comply with new information security guidelines. The main objectives of Regulation 201 CMR 17.00 are to ensure that security and confidentiality of customer information are consistent with industry standards. **Sentry Financial Planning, LLC** is in full compliance with computer system security requirements. All transmitted records and files containing personal information that will travel across public networks, and all data containing personal information to be transmitted wirelessly is encrypted. This is the transformation of data into a form in which meaning cannot be assigned without the use of a confidential process or key.