



Frisco Financial Planning LLC Disclosure Brochure

Item 1 – Cover Page

This brochure provides information about the qualifications and business practices of Frisco Financial Planning LLC ("FFP" or "Adviser") and its sole owner and adviser, John Gay.

If you have any questions about the contents of this brochure, please contact us at (469) 252-1249 or jgay@ffplan.com.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Frisco Financial Planning LLC is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information with which you determine to hire or retain an Adviser.

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Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to disclosure brochure” which amends the disclosure document that we provide to clients as required by SEC Rules. This brochure dated January 1, 2011 is a new document prepared according to the SEC’s new requirements and rules.

As such, this document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this item will discuss only specific material changes that are made to the brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that clients receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

The most current version of our brochure is available on our website at <http://www.ffplan.com/docs/brochure.pdf> free of charge.

Additional information about Frisco Financial Planning LLC is also available via the SEC’s web site www.adviserinfo.sec.gov. The SEC’s website also provides information about any persons affiliated with FFP who are registered, or are required to be registered, as investment adviser representatives of FFP.

Item 3 – Table of Contents

Item 1 – Cover Page 1

Item 2 – Material Changes 2

Item 3 – Table of Contents 3

Item 4 – Advisory Business 4

Item 5 – Fees and Compensation 4

Item 6 – Performance-Based Fees and Side-by-Side Management 5

Item 7 – Types of Clients 5

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss 6

Item 9 – Disciplinary Information 6

Item 10 – Other Financial Industry Activities and Affiliations 6

Item 11 – Code of Ethics 7

Item 12 – Brokerage Practices 7

Item 13 – Review of Accounts 7

Item 14 – Client Referrals and Other Compensation 7

Item 15 – Custody 8

Item 16 – Investment Discretion 8

Item 17 – Voting Client Securities 8

Item 18 – Financial Information 8

Item 19 – Requirements for State-Registered Advisers 8

Item 20 – Educational Background and Business Experience 9

Item 21 – Other Business Activities 10

Item 22 – Additional Compensation 10

Item 23 – Privacy Statement 11

Item 4 – Advisory Business

FFP was formed in October of 2004. John Gay, CFP is the President and sole owner. FFP is a Limited Liability Company organized in Texas.

FFP provides “fee for service” financial planning and investment advice. *Areas of advice include asset allocation, investment selection, retirement planning, college funding, and employee benefits and stock option analysis, and other areas of personal financial planning.* Engagements are limited in scope based on the client's unique circumstances.

The adviser gathers financial data including the client's goals, circumstances, financial condition, and risk tolerance. The adviser then prepares and delivers analysis and recommendations to the client. Recommendations may be in a written/electronic format, or in the form of verbal (in-person or phone) discussion, or both.

Clients engage FFP on a “pay as you go” basis. Engagements are of a limited duration and end upon delivery of recommendations. Clients may re-engage adviser on an “as-needed” basis. Periodic financial reviews are recommended and it is the client's responsibility to initiate such reviews.

FFP does not provide investment management services (on either a discretionary or non-discretionary basis). Clients do not grant trading authority, power of attorney, or fee debit authorization to adviser. Clients are free to implement all, some, or none of the adviser's recommendations and the full responsibility of implementation rests with the client.

The Registrant's principal, in his separate individual capacity, is the owner of Small Gate LLC, the publisher of Turnkey Portfolios, an internet based investment newsletter that relies upon the “publisher’s exclusion” from the definition of “investment adviser” as provided under Section 202(a)(11) of the Investment Advisers Act of 1940 and corresponding state securities laws. Turnkey Portfolios is a bona fide publication of general and regular circulation offering impersonalized investment-related advice to subscribers and/or prospective subscribers (e.g., not tailored to the specific investment portfolio or needs of current and/or prospective subscribers).

Item 5 – Fees and Compensation

Fees are charged on a “pay as you go” basis and are not pro-rated. Fees are negotiable at adviser's sole discretion and may vary from client to client. Fees are quoted in advance and must be accepted by client prior to project commencement. Partial or full payment of fee acknowledges acceptance by client.

FFP's project consulting fees are based on one or more of the following factors:

- The number of accounts, positions, and transactions within client's accounts.
- The types of securities owned and the value of client's accounts.
- The estimated amount of time expended in researching, analyzing and documenting the specific recommendation(s) and course(s) of action.
- The uniqueness of the project as dictated by the level of complexity involved.
- The familiarity (or lack thereof) between FFP and the client based on previously completed projects.
- The expertise level required of FFP as it pertains to the project.
- A competitive analysis of other advisory firm's fees.

Client agrees to submit one-half of the initial fee quote or invoice upon signing the client service agreement (CSA). Client agrees to pay the balance of the initial fee quote or invoice to FFP prior to or upon presentation of recommendations to Client.

Fees for future services are due at or prior to delivery of recommendations in the amount shown on the fee quote or invoice. Future fees may vary or change without notice; client is free to accept or reject Adviser's future fee quotes/invoices and offers of service.

Payment of future fee quotes or invoices binds client to the then current CSA.

Client is encouraged to read the current CSA available online at <http://www.ffplan.com/docs/csa.pdf> prior to re-engaging adviser and paying each fee quote or invoice.

FFP will provide twelve months of follow-up e-mail and phone support beyond the signed agreement date (and beyond each subsequent renewal) for reasonable questions or clarifications solely related to the scope of the project. *In the event of John Gay's death or incapacity, such follow-up will end with no refund of previously paid fees.*

The planning engagement and agreement automatically terminate upon expiration (unless renewed) or upon the death or incapacity of John Gay. If John Gay's death or incapacity occurs prior to delivery of recommendations, client will receive a full refund of the current engagement fee. If John Gay's death or incapacity occurs after delivery of recommendations, no refund will be paid.

Fees paid to Frisco Financial Planning LLC for financial planning and investment advice are completely separate from the fees and expenses charged by mutual fund companies, exchange-traded funds, and their portfolio managers. A complete explanation of these fees and expenses are provided in each securities' prospectus. Clients are encouraged to read the prospectus before investing.

Clients may incur transaction costs or administration fees from broker-dealers, trust companies, investment custodian firms or other service providers. Clients are encouraged to obtain a complete schedule of such fees from the service provider(s) before entering into any agreement. FFP does not receive any portion of these other fees.

FFP's sole source of compensation is client fees paid directly to the firm.

Item 6 – Performance-Based Fees and Side-by-Side Management

FFP does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

FFP provides fee-only financial planning and investment advice to individuals, businesses, and trustees (estates, trusts, and pension plans). Advice is limited in scope based on the client's unique circumstances.

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

If Adviser is engaged to provide investment advice, the client's current financial situation, needs, goals, objectives, and risk tolerance are first evaluated. Asset allocation and security selection decisions are then made, in Adviser's best judgment, to help the client achieve their overall financial objectives while balancing their risk exposure. Asset allocation is a key component of investment portfolio design.

Adviser believes that the appropriate allocation of assets across diverse investment categories (stock v. bond, domestic v. foreign, large cap v. small cap, etc.) is the primary determinant of portfolio returns and critical in the long-term success of one's financial objectives.

Adviser recommends exchange-traded funds (ETF's) and/or mutual funds that allow diversified asset-class exposure across different companies, properties, sectors, geographies, etc. Adviser does not recommend individual stocks or bonds.

There are substantial risks involved in investing in securities. It is the client's responsibility to read the recommended securities' prospectuses before investing. Prospectuses are available online through the issuing fund company, administrator or trustee, or brokerage firm. Upon request, Adviser will provide a direct link to the prospectuses of recommended securities.

Additionally, there are complexities and risks associated with trading securities including but not limited to: execution or trading errors, price volatility, bid/ask spreads, order types (such as "market" and "limit" orders), deviation from net asset value, and "execution price slippage" caused by lack of order book depth.

FFP encourages Client to enlist the assistance of their investment custodian firm when placing trades if Client is not experienced or comfortable with these complexities and risks. Upon client request, Adviser will provide investment recommendations in the form of open-end mutual funds instead of exchange-traded funds (ETFs).

Advisers bears no liability or responsibility for improper execution of recommendations.

Investing in securities involves risk of loss that client should be prepared to bear.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of FFP or the integrity of FFP's management (and of each supervised person providing investment advice). FFP has no information applicable to this item regarding the firm or its principal owner and adviser, John Gay.

Item 10 – Other Financial Industry Activities and Affiliations

FFP receives client referrals from other industry professionals and from financial trade associations. Adviser may pay membership or operational fees (but no client referral fees) to these associations. FFP refers clients and potential clients to outside advisers or other professionals as their needs dictate. FFP receives no compensation or any economic benefit contingent upon such referrals.

Item 11 – Code of Ethics

FFP has adopted the codes of ethics of the National Association of Personal Financial Advisors and Certified Financial Planner Board of Standards. These codes emphasize the firm's fiduciary duty to clients. Copies of these codes of ethics are available to clients or prospective clients upon request.

John Gay or other employees of Frisco Financial Planning LLC may occasionally buy or sell securities for their own accounts. The firm may or may not recommend these securities to clients since recommendations vary according to an individual client's specific needs and circumstances. These securities are publicly traded and it is highly unlikely that transactions in the personal accounts of the firm's employees could affect the price or performance of the securities.

Should an employee become aware of any non-public information regarding a security, it is the firm's policy that the employee not act on such information for his benefit or for the benefit of clients, and to report the information to FFP management (and the proper regulatory authorities, if warranted).

Item 12 – Brokerage Practices

Adviser may recommend a brokerage firm based on its trading and technology platform, its depth and breadth of services, its customer service responsiveness, and its transaction cost to clients. Client is free to execute Adviser's recommendations at the custodian of client's choosing.

Adviser has no direct relationship with any custodian firm and receives no compensation from brokerage firms or client transactions (including products or research, ie, "soft dollars") in exchange for directing client assets.

Item 13 – Review of Accounts

Adviser provides periodic account review and advice, not “continuous and ongoing management or supervision” of client accounts.

Accounts are reviewed only upon subsequent engagement by client or upon client request during the term of the Client Service Agreement (CSA).

Item 14 – Client Referrals and Other Compensation

FFP does not pay any solicitors compensation for client referrals.

Item 15 – Custody

FFP does not have trading authority, power of attorney, or the ability to deduct fees from client accounts. As such, FFP does not have custody of client funds.

Clients should receive at least quarterly statements from the broker-dealer, bank, or other qualified custodian that holds and maintains client’s investment assets. FFP urges clients to carefully review and retain such statements.

FFP does not issue investment or performance statements.

Item 16 – Investment Discretion

FFP does not have trading authority or investment discretion over any client accounts.

Item 17 – Voting Client Securities

FFP does not have any authority to and does not vote proxies or corporate actions on behalf of clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. FFP may provide advice to clients regarding the clients’ voting of proxies.

Item 18 – Financial Information

Registered investment advisers are required in this item to provide you with certain financial information or disclosures about FFP’s financial condition. FFP has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

Item 19 – Requirements for State-Registered Advisers

If this disclosure brochure was not delivered to the client at least 48 hours prior to the client entering into any written or oral advisory agreement with this investment adviser, then the client has the right to terminate the agreement without penalty within five business days after entering into the agreement. For the purposes of this provision, a agreement is considered entered into when all parties to the agreement have signed the agreement, or in the case of an oral agreement otherwise signified their acceptance, any other provisions of the agreement notwithstanding.

Item 20 – Educational Background and Business Experience

FFP's adviser, John Gay (born 1967), holds a Master of Science degree from the College for Financial Planning (1999) and a Bachelor of Business Administration degree from the University of Texas at Austin (1989).

Mr. Gay has served as the principal adviser of Frisco Financial Planning LLC since the firm's inception in 2004.

Prior to that time, Mr. Gay held various positions with several brokerage firms and banks. He began his career as an actuary with a benefits consulting firm.

Since 1999, Mr. Gay has held the Certified Financial Planner™ (CFP®) designation.

About the CFP® professional designation:

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 62,000 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, administered in 10 hours over a two-day period, 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 21 – Other Business Activities

Mr. Gay does not participate in any material business activities outside of his position at Frisco Financial Planning LLC.

Item 22 – Additional Compensation

Mr. Gay's sole source of compensation comes from client-paid fees.

Item 23 – Privacy Statement

We respect your privacy. This statement details how we obtain information, what information we share and with whom, and measures we take to ensure your privacy. This statement applies to current and past clients and prospective clients.

Sources of information

1. Information provided by you*.
2. Information provided by third parties such as other advisers or financial institutions, family members, doctors, or medical facilities.
3. Information provided by publicly-available sources.

Such information may be in verbal, electronic, or written form. We use reasonable means to verify the accuracy of information obtained from sources other than you. We assume that information provided by you is accurate and fully disclosed.

** We ask that you remove social security numbers and account numbers from any material that you provide to us (the best protection you have against misappropriated information is not disclosing it).*

Who we share information with

- Current legally married spouses. We freely share information with the current legal spouse of a client. We consider current husband and wife to be a "joint client." This policy is effective even though we only require one spouse's signature on our client agreement.

Any information that we communicate to one spouse is considered to be relayed by the recipient to the other spouse.

It is your responsibility to notify us promptly of any marital status change and/or electronic mail address change(s). References in this privacy statement and in our client agreement and disclosure brochure to "you" or "client" refer to either husband or wife or both.

- Parties that you give us express consent to share information with (although it is our preference that you share any desired information directly with such third parties).
- Any party, when required by law.

Electronic information storage

We store information such as planning documents, investment statements, tax information, meeting and conversation notes, and other items electronically. Such information may be stored on "local" workstations as well as on "cloud-based" internet servers.

Local workstation data is encrypted and password-protected. "Cloud-based" services that we use employ password protection and 128 bit SSL encryption to protect your information. Additionally, several of the services we use provide additional security such as server-level data encryption and/or 24/7 on-site security.

If we become aware of a security breach that might compromise your personal information, it is our policy to notify you promptly.

Non-electronic information storage

We limit non-electronic information storage to a small collection of current client work papers. We follow reasonable measures to protect such documents including the use of locked file cabinets and offices.

Electronic communications

We consider social security numbers, account numbers, dates of birth, and specific health-related conditions to be confidential information and we will not send these items electronically without using a password-protected document and/or encrypted e-mail or similar means.

We consider financial information such as account types, account values, statements of financial condition, and specifics to your financial plan (ie, assumptions, recommendations, and illustrations) as semi-confidential. This means we will use unprotected electronic means to communicate such items to you but we will not communicate such information directly to other parties (except as detailed above). In short, you agree that for such semi-confidential information, the ease of unsecured electronic communication outweighs the possibility of such information being intercepted by others.

We use several third party internet communication services to communicate with clients. By providing us with your email address, you give us permission to communicate with you via e-mail and via such services. We will not give away or sell your e-mail address to any other third parties.

Employees and contractors

This privacy statement applies to all employees and contractors of our company. When possible, we limit employee and agreementor access to certain information and we use reasonable measures to prevent the unauthorized release of your information.