

Item 1: Cover Page

Stith Financial Planning, LLC dba Pivot Point Wealth Planning

512 Hillcrest Drive, Suite D
Brandenburg, KY 40108

Form ADV Part 2A – Firm Brochure

270-945-1404

Dated March 29, 2019

ryan@pivotpointwealth.com

This Brochure provides information about the qualifications and business practices of Stith Financial Planning, LLC dba Pivot Point Wealth Planning, “PPWP”. If you have any questions about the contents of this Brochure, please contact us at 270-945-1404. 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.

Stith Financial Planning, LLC dba Pivot Point Wealth Planning is registered as an Investment Adviser with the States of KY & IN. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about PPWP is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the firm’s identification number 287623.

Item 2: Material Changes

The following changes have been made to this version of the Disclosure Brochure:

- Item 4: We added additional services to Item 4.
- Item 5: We updated our fee schedule and added additional fee information for updated services.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure 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 PPWP

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 287623.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at 270-945-1404.

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Item 4: Advisory Business

Description of Advisory Firm

Stith Financial Planning, LLC dba Pivot Point Wealth Planning is registered as an Investment Adviser with the States of KY & IN. We were founded in January 2017. The firm was approved to conduct business as an investment adviser in March 2017. Ryan Stith is the principal owner of PPWP. PPWP currently reports \$7,021,575 in discretionary and \$968,462 in non-discretionary Assets Under Management.

Types of Advisory Services

Investment Management Services (PPWP manages accounts)

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 or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation targets. We may 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. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

Please see the below types of securities that PPWP may recommend while performing Investment Management Services, and the corresponding risks associated with those securities.

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 such factors 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.

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). 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) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) 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 client's invest.

Project-Based Financial Planning

We provide project-based financial planning services. 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.

In general, the financial plan will address any or all of the following areas of concern. The client and advisor will work together to select the 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.
- **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.
- **College Savings:** 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 consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

Comprehensive Financial Planning

This service involves working one-on-one with a planner over an extended period of time. By paying a upfront fee, clients get continuous access to a planner who will work with them to design their plan. The planner will monitor the plan, recommend any changes and ensure the plan is up to date.

Upon desiring a comprehensive plan, a 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, credit scores/reports, employee benefit, retirement planning, insurance, investments, college planning and estate planning. Once the client’s information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. Clients subscribing to 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. If a follow up meeting is required, we will meet at the client's convenience. The plan and the client’s financial situation and goals will be monitored throughout the year and follow-up phone calls and emails will be made to the client to confirm that any agreed upon action steps have been carried out. On 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.

Employee Benefit Plan Services

Our firm provides employee benefit plan services to employer plan sponsors on an ongoing basis. Generally, such services consist of assisting employer plan sponsors in establishing, monitoring and reviewing their company's participant-directed retirement plan. As the needs of the plan sponsor dictate, areas of advising could include: investment options, plan structure and participant education.

In providing employee benefit plan services, our firm does not provide any advisory services with respect to the following types of assets: employer securities, real estate (excluding real estate funds and publicly traded REITS), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs (collectively, “Excluded Assets”).

All retirement plan consulting services shall be in compliance with the applicable state laws regulating retirement consulting services. This applies to client accounts that are retirement or other employee benefit plans (“Plan”) governed by the Employee Retirement Income Security Act of 1974, as amended (“ERISA”). If the client accounts are part of a Plan, and our firm accepts appointments to provide services to such accounts, our

firm acknowledges its fiduciary standard within the meaning of Section 3(21) or 3(38) of ERISA as designated by the Retirement Plan Consulting Agreement with respect to the provision of services described therein. PPWP Primarily utilizes Vestwell Advisors, LLC for its Employee Benefit Plan Services. Vestwell Advisors, LLC, a 3(38) and 3(21) SEC registered investment advisory firm, is a wholly owned subsidiary of Vestwell Holdings, Inc., specializing in 401(k) and other defined contribution retirement investment management services. Vestwell assumes 3(38) and 3(16) fiduciary responsibility on the behalf of advisors and firms.

PPWP may also utilize Employee Fiduciary for its Employee Benefit Plan Services. Employee fiduciary provides 401(k) plan administration, conversion and setup services, beginning with a plan design consultation design to meet each company’s unique goals and budget. The appropriate Employer Benefits Plan Service provider will be selected upon initial consultation, based on size, demographics, and needs of the plan. Frugal Financial Retirement Plan Services (Frugal Financial), a 100% wholly-owned subsidiary of Employee Fiduciary, offers ERISA 3(38) Investment Management Services. Information on 3(38) fiduciary services offered through Frugal Financial can be found in their firm’s brochure.

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.

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.

Investment Management Services (PPWP Manages)

Our standard advisory fee is based on the market value of the assets under management and is calculated as follows:

Account Value	Annual Advisory Fee
\$0 - \$500,000	1.25%
\$500,001 - \$1,000,000	1.00%
\$1,000,001 - \$3,000,000	0.75%
\$3,000,001 and Above	0.50%

The annual fees are negotiable and are pro-rated and paid in advance on a quarterly basis. The advisory fee is a tiered fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, and applying the fee to the account value as of the last day of the previous quarter. 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.

Advisory fees are directly debited from client accounts, or the client may choose to pay by check or electronic transfer of funds through a secure third party payment processor. Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 30 calendar days in advance. Upon termination of the account, any unearned fee will be refunded to the client.

If comprehensive financial planning clients engage PPWP for investment management services, PPWP may offset all or a portion of its fees for those investment management services based upon the amount paid for the financial planning and/or consulting services.

Project Based Financial Planning Fee (Fixed Fee)

Project Based Financial Planning 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 \$250 - \$750 based on complexity and scope of the engagement and is due upon completion of the engagement. The fee is negotiable. Fees for this service may be paid by electronic funds transfer or check. In the event of early termination the client will be billed for any earned but unpaid fees.

Project Based Financial Planning Fee (Hourly)

Project-based Financial Planning may be offered in the form of hourly engagements depending on the needs of the client. The hourly rate will be agreed upon before the start of any work. The hourly rate can range between \$75.00-\$200.00, based on complexity and needs of the client. The fee is negotiable within this range. If the project based financial planning hourly fee program is chosen, half of the fee is due at the beginning of process and the remainder is due at completion of work, however, PPWP will not bill an amount above \$500.00 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer or check.

An estimate of the amount of time needed to complete the project will be notated on the advisory agreement, so that upon termination, the half of the fee that is due upfront will be pro-rated based on the number of hours days remaining on the project.

For example, in the instance in which it is estimated that a project will take 10 hours, and the client cancels after 3 hours of work have been completed, then the prorated calculation will be based on the number of hours remaining in the project work period.

Comprehensive Financial Planning

Comprehensive Financial Planning consists of an upfront charge of \$500-\$5,000 based on complexity and needs of the client, and an ongoing fee that is paid monthly, in advance, at a rate of \$100 - \$500 per month based on complexity and needs of the client. PPWP requires a minimum annual fee of \$1,200 (\$100 / month).

The upfront fee is due upon delivery of the initial financial plan. The fee may be negotiable in certain cases. Fees for this service may be paid by electronic funds transfer or check. This service may be terminated with 30 days'

notice. Upon termination of the agreement, the fee will be prorated and any unearned fee will be refunded to the client.

If the client also participates in investment management services and has at least \$100,000 in assets under management, the financial planning fee is waived and the client will pay the investment management fee in accordance with the above fee schedule.

Employee Benefit Plan Services

Account Value	PPWP's Fee	Vestwell's Fee
\$0 - \$3,000,000	0.50%	0.65%
\$3,000,001 - \$5,000,000	0.40%	0.59%
\$5,000,001 - \$10,000,000	0.30%	0.54%
\$10,000,000 and Above	Negotiable	Negotiable

Vestwell Platform Fees for 3(38) Investment Management Services, 3(16) Fiduciary and Plan Administrator Services, Record Keeping and TPA Services, Custodian and Trustee services, and Named Fiduciary. Fees for this service are deducted directly from the plan assets by the Custodian, and PPWP's fee is remitted to PPWP. Fees are debited from the plan assets on a quarterly basis, in arrears. The employer is responsible for paying a \$500 setup fee and \$1000 maintenance fee annually (\$250 Quarterly) for 401k & 403b Plans, \$1000 maintenance fee annually (\$250 Quarterly) for Solo 401k Plans. This fee is waived for plans exceeded \$1,000,000 in assets.

Employee Fiduciary charges a Traditional 401(k) plan establishment fee for New Plans of \$500, and for Established (conversion) fee of \$1,000. For Solo 401(k) plans, the establishment fee is \$100 for New Plans, and \$200 for Existing plans. In addition, an annual fee of \$1,500 plus an annual custody fee of 0.08% of plan assets applies for 401(k) plans, and an annual fee of \$200 plus an annual custody fee of 0.08% of plan assets applies for Solo 401(k) plans. Additional fees for participant requested transactions, record keeping only services etc. will be clearly notated on documentation provided by Employee Fiduciary prior to the commencement of the engagement, or delivery of the service. Fees for this service are deducted directly from the plan assets by the Custodian, and PPWP's fee is remitted to PPWP. Fees are debited from the plan assets on a quarterly basis, in arrears. Additional fees may apply for larger plans, on a per participant basis. These fees will not be charged without a signed agreement on file by the plan administrator or trustee, authorizing the additional fee.

Frugal Financial Retirement Plan Services (Frugal Financial), a 100% wholly-owned subsidiary of Employee Fiduciary, offers ERISA 3(38) Investment Management Services. Information on 3(38) fiduciary services offered through Frugal Financial can be found in their firm's brochure. The annual fee for these services is 0.10% of plan assets.

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.

Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals, high net-worth individuals, pension and profit sharing plans, corporations or other businesses.

We do not have a minimum account size requirement.

PPWP was founded in January 2017.

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

When clients have us complete an Investment Analysis (described in Item 4 of this brochure), our primary methods of investment analysis are fundamental, technical, cyclical and charting analysis.

Fundamental analysis involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

Technical analysis involves using chart patterns, momentum, volume, and relative strength in an effort to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.

Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical

method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may under-perform other trading methods when fundamental factors dominate price moves within a given market.

Passive Investment Management

We primarily practice passive investment management. Passive investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve a 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. Academic research indicates most active managers underperform the market.

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.

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 such factors 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.

Bank Obligations including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

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.

Options and other derivatives carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While PPWP does not trade Options and other derivatives, these securities may factor into particular mutual fund purchase and sell recommendations.

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.

Investment Companies Risk. 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). 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) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) 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 client’s invest.

Item 9: Disciplinary Information

Criminal or Civil Actions

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

Administrative Enforcement Proceedings

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

Self-Regulatory Organization Enforcement Proceedings

PPWP 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 PPWP or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

No PPWP employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No PPWP employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

PPWP does not have any related parties. As a result, we do not have a relationship with any related parties.

PPWP only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

Recommendations or Selections of Other Investment Advisers

PPWP does not recommend clients to Outside Managers to manage their accounts.

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 matter shall reflect 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 of 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" may buy or sell securities similar to, or different from, those we recommend to clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Trading Securities At/Around the Same Time as Client's Securities

From time to time, our firm or its "related persons" may buy or sell securities for themselves at or around the same time as clients. We will not trade non-mutual fund securities 5 days prior to the same security for clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Stith Financial Planning, LLC dba Pivot Point Wealth Planning does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

1. Research and Other Soft-Dollar Benefits

We currently receive soft dollar benefits by nature of our relationship with TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC.

2. 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.

3. 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 most favorable execution of client transaction and this may cost clients money over using a lower-cost custodian.

The Custodian and Brokers We Use (TD Ameritrade)

PPWP participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between PPWP's participation in the program and the investment advice it gives to its clients, although PPWP receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving PPWP participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional

money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to PPWP by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by PPWP's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit PPWP but may not benefit its client accounts. These products or services may assist PPWP in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help PPWP manage and further develop its business enterprise. The benefits received by PPWP or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, PPWP endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by PPWP or its related persons in and of itself creates a potential conflict of interest and may indirectly influence PPWP's choice of TD Ameritrade for custody and brokerage services.

Aggregating (Block) Trading for Multiple Client Accounts

The Rebalancing system utilized to perform investment management services may combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees.

Item 13: Review of Accounts

Client accounts with the Investment Management Service will be reviewed regularly on no less than an annual basis by Ryan Stith, 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.

PPWP will not provide written reports to Investment Management clients.

Item 14: Client Referrals and Other Compensation

We receive a non-economic benefit from TD Ameritrade in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at TD Ameritrade. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices). The availability to us of TD Ameritrade's products and services is not

based on us giving particular investment advice, such as buying particular securities for our clients.

Item 15: Custody

PPWP does not accept custody of client funds.

For client accounts in which PPWP directly debits their advisory fee:

- I. PPWP will have written authorization from the client to deduct advisory fees from the account;
- II. Each time a fee is directly deducted from a client account, PPWP will (1) concurrently send the qualified custodian notice of the amount of the fee to be deducted, and (2) send the client an invoice itemizing the fee, including the formula used to calculate the fee, the amount of assets under management that the fee is based, and the time period covered by the fee; and;
- III. At least quarterly, the qualified custodian sends to the client an account statement identifying the amount of funds and each security in the account at the end of the period and setting forth all transactions in the account during that period

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

Ryan Stith

Born: 1985

Educational Background

- 2008 – BBA in Finance & Management, University of Kentucky

Business Experience

- 03/2017 – Present, Stith Financial Planning, LLC dba Pivot Point Wealth Planning, Owner and CCO
- 05/2008 – 02/2017, Foresters Financial Services, Inc., Registered Representative/Investment Adviser Representative

Professional Designations, Licensing & Exams

- Series 7, Series 66 - These are examinations, and not licenses or designations
- CFP (Certified Financial Planner)[®]: CFP[®] certificants must have a minimum of three years' workplace experience in financial planning and develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study approved by CFP[®] Board. They must pass a comprehensive 2-day, 10-hour CFP[®] Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. As a final step to certification, CFP[®] practitioners agree to abide by a strict code of professional conduct.

Other Business Activities

Ryan Stith does not participate in any outside business activities.

Performance Based Fees

PPWP is not compensated by performance-based fees.

Material Disciplinary Disclosures

No management person at Stith Financial Planning, LLC dba Pivot Point Wealth Planning 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

Stith Financial Planning, LLC dba Pivot Point Wealth Planning, nor Ryan Stith, have any relationship or arrangement with issuers of securities.

Additional Compensation

Ryan Stith does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through PPWP.

Supervision

Ryan Stith, as Owner and Chief Compliance Officer of PPWP, is responsible for supervision. He/She may be contacted at the phone number on this brochure supplement.

Requirements for State Registered Advisers

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

Stith Financial Planning, LLC dba Pivot Point Wealth Planning

512 Hillcrest Drive, Suite D
Brandenburg, KY 40108
270-945-1404

Dated February 4, 2019

Form ADV Part 2B – Brochure Supplement

For

Ryan Stith CRD# 5532764

Owner, and Chief Compliance Officer

This brochure supplement provides information about Ryan Stith that supplements the Stith Financial Planning, LLC dba Pivot Point Wealth Planning (“PPWP”) brochure. A copy of that brochure precedes this supplement. Please contact Ryan Stith if the PPWP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Ryan Stith is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 287623.

Item 2: Educational Background and Business Experience

Ryan Stith

Born: 1985

Educational Background

- 2008 – BBA in Finance & Management, University of Kentucky

Business Experience

- 03/2017 – Present, Stith Financial Planning, LLC dba Pivot Point Wealth Planning, Owner and CCO
- 05/2008 – 02/2017, Foresters Financial Services, Inc., Registered Representative/Investment Adviser Representative

Professional Designations, Licensing & Exams

- Series 7, Series 66 - These are examinations, and not licenses or designations
- CFP (Certified Financial Planner)[®]: CFP[®] certificants must have a minimum of three years' workplace experience in financial planning and develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study approved by CFP[®] Board. They must pass a comprehensive 2-day, 10-hour CFP[®] Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. As a final step to certification, CFP[®] practitioners agree to abide by a strict code of professional conduct.

Item 3: Disciplinary Information

No management person at Stith Financial Planning, LLC dba Pivot Point Wealth Planning has ever 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

Ryan Stith does not participate in any outside business activities

Item 5: Additional Compensation

Ryan Stith does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through PPWP.

Item 6: Supervision

Ryan Stith, as Owner and Chief Compliance Officer of PPWP, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

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