

Snider Talbot Financial Planning, LLC

Form ADV Part 2

(Also known as Disclosure Brochure)

March 20, 2017

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www.SniderTalbot.com

This brochure provides information about the qualifications and business practices of Snider Talbot Financial Planning, LLC. If you have any questions about the contents of this brochure, please contact us at either 816.223.4149 or 816.305.3456 or at J.Snider.STFP@gmail.com or R.Talbot.STFP@gmail.com.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. While the firm and its personnel are registered with both the State of Missouri and the State of Kansas, it does not imply a certain level of skill or training on the part of the firm or its personnel.

Additional information about Snider Talbot Financial Planning, LLC is available on the SEC's website at www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD number, which is 144026.

Material Changes

Since the firm last amended its Advisory Brochure (Form ADV Part II) on February 1, 2016, the disclosure and operating information set forth in this brochure has generally remained the same.

As noted on our updated Client Service Agreement, our new hourly rate for financial planning work is \$200.

Other than this change, there are no material changes to report at this time.

We strongly encourage any client or prospective client to review this document in its entirety.

Table of Contents

Section 1 – Advisory Business.....	4
Section 2 – Fees and Compensation.....	5
Section 3 – Performance-Based Fees and Side-By-Side Management.....	6
Section 4 – Types of Clients.....	6
Section 5 – Methods of Analysis, Investment Strategies and Risk of Loss.....	6
Section 6 – Disciplinary Information.....	6
Section 7 – Other Financial Industry Activities and Affiliations.....	6
Section 8 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	7
Section 9 – Brokerage Practices.....	7
Section 10 – Review of Accounts.....	7
Section 11 – Client Referrals and Other Compensation.....	8
Section 12 – Custody.....	8
Section 13 – Investment Discretion.....	8
Section 14 – Voting Client Securities.....	8
Section 15 – Financial Information.....	8
Part 2A Appendix 1 – Wrap Fee Program Brochure (Not Applicable).....	8
Part 2B – Brochure Supplement (Advisory Personnel).....	9

Section 1 – Advisory Business

Snider Talbot Financial Planning, LLC was organized in 2007 and has been registered with the Office of the Secretary of State, Securities Division, in the State of Missouri as a Registered Investment Adviser firm since 2007. As of April 2013, we are also registered with the Office of the Kansas Securities Commissioner as a Registered Investment Adviser firm. Jerry Snider and Richard Talbot are co-owners and principals of the firm.

We provide Fee-Only, hourly, as-needed financial planning and investment advice services to individuals from all walks of life. We also provide Assets Under Management (AUM) services for those clients desiring it. In addition, we provide general financial education to groups and small businesses. All of these services may be general in nature or focused on a particular area of interest or need, depending on the individual's or group's unique circumstances.

An estimated 40% of our activities involve providing financial advice, which may include advice on income and expense planning, tax planning, insurance planning, estate planning, retirement planning and education planning, and an estimated 60% of our activities involve providing investment advice, which may include advice on asset allocation and investment selection.

Regarding the **financial advice process**, we first gather information about the client's personal financial situation and then conduct a meeting with the client to clarify the client's personal financial information and determine the client's specific needs, objectives, goals and tolerance for risk. Then, we analyze the client's current financial situation and possible future scenarios, when appropriate. Next, we present a summary of significant observations, assumptions and recommendations in each area we were engaged to provide advice. The engagement is concluded upon completion of the presentation. The client may re-engage us as needed. Periodic reviews are recommended and it is the client's responsibility to initiate these reviews.

Regarding the **investment advice process**, we first gather information about the client's personal financial situation and then conduct a meeting with the client to clarify the client's personal financial information and determine the client's specific needs, objectives, goals and tolerance for risk. We then recommend an appropriate asset allocation based on the client's personal financial situation followed with specific investments to fill out the recommended asset allocation. We recommend that the portfolio be maintained by reviewing and possibly rebalancing at least semi-annually and/or making adjustments as needed. The engagement is concluded upon completion of the recommendations. The client may re-engage us as needed. Periodic reviews are recommended and it is the client's responsibility to initiate these reviews.

For those clients that we manage money for (**Assets Under Management or AUM**), we have an on-going relationship that involves both the financial and investment advice processes mentioned above. We go through the same information-gathering process as outlined above in order to understand their financial situation and objectives as well as establishing their risk tolerance. We will then propose an asset allocation based on their unique circumstances and secure their approval before making specific investment recommendations that follow that asset allocation. We screen for funds in each asset category that outperform their peers and utilize only no-load funds in making investment recommendations to our clients.

Once the client approves the specific investment recommendations, we make the actual purchases on the client's behalf using Scottrade Advisor Services (SAS) as our primary custodian (or the client's preferred custodian). We never have custody of a client's funds (see Section 12). We also do not have discretionary control at any time over our clients' funds. Each AUM client will have one or more accounts established at Scottrade depending on their unique circumstances. We have visibility to these accounts through SAS but do not perform any investment transactions (buys or sells) within a client's account without first securing the client's approval.

For those clients that we manage money for, we review their portfolios on an annual basis. We also update their data in our financial planning software annually (or more often if needed). We meet (either in person or via conference call) with the client at least annually for reviews of their financial situation and overall status. In addition to these meetings, which are initiated by us, the client can ask to meet at any time throughout the year. All of our clients are strongly encouraged to contact us via email or phone whenever they have questions, concerns, or possible changes in their life circumstances.

For those groups and small businesses that we provide general financial education to, we tailor each presentation to the specific audience and their needs. We do not provide specific or individual financial advice in these sessions. They are intended to provide general knowledge and education on a wide range of financial topics including, but not limited to, budgeting, investments, and insurance.

Section 2 – Fees and Compensation

Snider Talbot Financial Planning, LLC charges fees on a Fee-Only, hourly basis. Fees for financial planning and investment advice services are \$200 per hour. All project work is quoted in advance of the commencement of a client engagement. This applies to all clients... individuals, groups and small businesses. Each engagement is quoted a new fee prior to the start of that engagement.

Assets Under Management (AUM) clients are charged based on their account balances for the funds that we manage. These fees are based on the aggregate of all accounts for a given client that we manage money for and are prorated for any billing period for which we did not manage their funds for the entire period. Both the aggregation of multiple accounts for billing purposes and the proration of fees for partial quarters are beneficial to our clients.

These accounts are charged at the end of each calendar quarter for the three previous months (in arrears) based on the account balance(s) under our direct management based on the following fee structure. The fees quoted below are annual rates. Rates billed for each calendar quarter are one-fourth of these annual rates:

- 1.00% of account balance for accounts of \$250,000 or less
- 0.75% of the excess of the account balance over \$250,000 up to \$500,000
- 0.50% of the excess of the account balance over \$500,000

While we do not require a deposit for engagements, the balance of fees due is payable upon presentation of the advice to the client. Fees will not be collected for services to be performed more than six months in advance and/or in excess of \$500. For each engagement, proposed services and a fee quote are detailed in the written Client Service Agreement (CSA). Either party may terminate an engagement upon written notice within five days of signing the service 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.

In connection with using our services, the client may also incur separate fees and expenses that are charged by mutual funds and/or exchange traded funds (ETF's). We recommend that the client review the investment prospectus for a complete explanation of these fees and expenses. In addition, the client may also incur separate transaction costs or administration fees from brokerage firms. We recommend that the client obtain a complete schedule of fees from their brokerage firm. We do not receive any portion of these other fees. We do not receive commissions or third-party payments of any kind. *The only compensation we receive is in the form of hourly fees paid directly by the client and those AUM fees we receive for managing clients' portfolios.*

Section 3 – Performance-Based Fees and Side-By-Side Management

Snider Talbot Financial Planning, LLC does not charge fees based on a share of capital appreciation of the funds of an advisory contract, also known as performance-based fees. While we do provide on-going investment management services for some of our clients, we are not involved in the actual management of any mutual funds themselves so issues related to side-by-side management are not applicable.

Section 4 – Types of Clients

Snider Talbot Financial Planning, LLC provides its services primarily to individuals, although we also work with groups and small businesses as outlined above. We may also provide services to trusts, estates, and charitable organizations. For individuals, we do not require any minimums as to income, assets, net worth, length of engagement, revenues generated, or other conditions for engaging our services.

Section 5 – Methods of Analysis, Investment Strategies and Risk of Loss

If Snider Talbot Financial Planning, LLC is engaged to provide investment advice, either on a stand-alone basis or as part of a Assets Under Management engagement, we first gather information about the client's personal financial situation and then conduct a meeting with the client to clarify the client's personal financial information and determine the client's specific needs, objectives, goals and tolerance for risk. We employ a fundamental, long-term, buy-and-hold philosophy in regards to investment advice.

Then, we recommend an appropriate asset allocation based on the client's personal financial situation. We make asset allocation and investment policy decisions using our best judgment to help the client achieve their overall financial objectives while minimizing risk exposure. We believe 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. Then, we recommend specific investments, primarily low-cost, no-load, mutual funds and ETF's, to fill out the recommended asset allocation. Finally, we recommend that the portfolio be maintained by reviewing and possibly rebalancing at least semi-annually and/or as needed.

While we believe our investment strategy is designed to potentially produce the highest possible return for a given level of risk, it cannot guarantee that an investment objective or goal will be achieved. Some investment decisions made by us may result in loss, which may include the original principal amount invested. The client must be able to understand and bear the various risks involved in investing, which may include market risk, liquidity risk, interest rate risk, currency risk and political risk, among others.

Section 6 – Disciplinary Information

Neither Snider Talbot Financial Planning, LLC nor any of its personnel have been the subject of a reportable legal or disciplinary event.

Section 7 – Other Financial Industry Activities and Affiliations

Neither Snider Talbot Financial Planning, LLC nor any of its personnel are affiliated with or maintain a material relationship with another financial industry entity. Our policies require that we conduct business activities in a manner that avoids actual or potential conflicts of interest between the firm, personnel and the client, or that may otherwise be contrary to law. We will provide disclosure to the client, prior to and throughout the term of an engagement, of any conflicts of interest which will or may reasonably compromise our impartiality or independence.

Section 8 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Snider Talbot 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. We accept the obligation not only to comply with the mandates and requirements of all applicable laws and regulation, but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

Neither Snider Talbot Financial Planning, LLC nor any of its personnel are authorized to recommend or effect a transaction for a client involving any security in which the firm or a related party has a material financial interest, such as in the capacity as an underwriter, advisor to the issuer, etc. Additionally, we are prohibited from borrowing from or lending to a client, unless that client is an approved financial institution or is an immediate family member. In such instances, authorization for the loan must be granted in advance and documented in writing.

At times, firm personnel and related parties may hold positions in investments that are also recommended to clients. We may make recommendations or take actions with respect to investments that may differ in the nature or timing from recommendations made to, or actions taken for, other clients or personnel. However, at no time will the firm personnel or any related party receive preferential treatment over the client.

Section 9 – Brokerage Practices

Snider Talbot Financial Planning, LLC is not affiliated with any bank, custodian or brokerage firm. If we are engaged to provide investment advice, we will use the service provider with whom the client's assets are currently maintained if that is the client's preference. If the client prefers to use a new service provider, we will recommend one based on the need, overall cost and ease of use for the client. If the client wishes us to manage their investments directly, we recommend the custodian that we have a long-standing working relationship with, Scottrade, headquartered in St. Louis, Mo.

Our policy is to restrict any non-cash compensation, or soft dollars, that we may receive from a service provider to only that which enhances our ability to render quality advice and service to the client. Although we may recommend one or more service providers to the client, we derive no special benefit from doing so, nor do we pay up to receive additional services.

The only compensation we receive is in the form of hourly fees and Assets Under Management (AUM) fees paid directly by the client. Therefore, we do not receive any additional compensation when the client engages a recommended brokerage firm or other service provider.

We believe that this fee arrangement minimizes the potential for any possible conflict of interest and supports the fiduciary responsibility that we have on behalf of our clients. A fiduciary is one who puts the interests of the client ahead of their own.

We do not require or engage in directed brokerage involving our accounts. We recognize our obligation in seeking best execution for our clients; however, it is our belief that the determinative factor is not always the lowest possible cost, but whether the selected service provider's transactions represent the best qualitative execution while also taking into consideration the full range of services provided. Therefore, we will seek services involving competitive rates, but that may not correlate to the lowest possible rate for every transaction. We periodically review our policies regarding recommending service providers, in light of our duty to seek best execution.

Section 10 – Review of Accounts

Snider Talbot Financial Planning, LLC does not provide continuous monitoring of its financial planning and investment advice services for those clients for whom we do not actively manage their funds. Periodic reviews are recommended and it is the client's responsibility to initiate these reviews. We remind the client to notify us of any changes to their personal financial situation.

Section 11 – Client Referrals and Other Compensation

Snider Talbot Financial Planning, LLC does not receive, nor does it pay, any fees for client referrals.

Section 12 – Custody

Snider Talbot Financial Planning, LLC does not take custody of client cash, bank accounts or securities. The client's cash, bank accounts and securities will be maintained by unaffiliated, qualified custodians, such as banks, brokerage firms, mutual fund companies and transfer agents. The client will receive account statements directly from their service provider... typically on a monthly or quarterly basis or as account transactions occur. Firm personnel will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member.

Section 13 – Investment Discretion

Snider Talbot Financial Planning, LLC does not provide discretionary investment management services, so issues related to investment discretion are not applicable.

Section 14 – Voting Client Securities

Snider Talbot Financial Planning, LLC does not vote client securities. The client will maintain responsibility for directing the manner in which proxies are voted, as well as all other elections relative to mergers, acquisitions, tender offers or other events pertaining to the client's investments. The client will receive their proxies and other solicitations directly from the custodian or transfer agent for their investments.

Section 15 – Financial Information

Due to the nature of our services, an audited balance sheet is not required, nor included in this disclosure document. Snider Talbot Financial Planning, LLC does not have any financial conditions that require further disclosure. We maintain the minimum company assets as required in the states in which we are registered.

Part 2A Appendix 1 – Wrap Fee Program Brochure (Not Applicable)

Snider Talbot Financial Planning, LLC does not sponsor a wrap fee program, so issues related to a wrap fee program are not applicable.

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Part 2B – Brochure Supplement (Advisory Personnel)

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www.SniderTalbot.com

This brochure supplement provides information about Jerry Snider and Richard Talbot and other personnel and supplements the Snider Talbot Financial Planning, LLC brochure. You should have also received a copy of that brochure.

Please contact Jerry Snider at 816.223.4149 or J.Snider.STFP@gmail.com or Richard Talbot at 816.305.3456 or R.Talbot.STFP@gmail.com if you did not receive Snider Talbot Financial Planning's brochure or if you have any questions about the contents of this supplement.

Additional information about Jerry Snider and Richard Talbot and other personnel is available on the SEC's website at www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link, then search for "Investment Adviser Representative (IAR)" using "Jerry Snider" or "Richard Talbot".

EDUCATION AND BUSINESS BACKGROUND

Name: **Jerry Snider, Principal and Financial Planner**

Year of birth: 1962

Education: William Jewell College, Liberty MO.
B.S. in Business Administration - 1988
Maple Woods Community College, Kansas City, MO.
Associates Degree - 1985

Experience: Snider Talbot Financial Planning, LLC, 2007-Present

Hallmark Cards, Inc., Kansas City, MO. 1984-2006
Various Middle Manager positions requiring fiscal acumen, with budgetary responsibility for up to \$20MM annually, human resource, leadership, and communication skills, and resource allocation responsibilities.

Name: **Richard Talbot, Principal and Financial Planner**

Year of birth: 1955

Education: University of Kansas, Lawrence, KS.
B.S. in Business Administration - 1977

Experience: Snider Talbot Financial Planning, LLC, 2007-Present

Hallmark Cards, Inc., Kansas City, MO. 1981-2006
Various Middle Manager positions requiring fiscal acumen, with budgetary responsibility for up to \$20MM annually, human resource, leadership, and communication skills, and resource allocation responsibilities.

Name: **Jim Werner, Financial Planner**

Year of birth: 1956

Education: Rockhurst College, Kansas City, MO.
MBA, Finance - 1985
University of Missouri, Columbia, MO.
BSBA in Business Logistics - 1978

Experience: Currently serving as Finance Chairman for the Parkville Board of Aldermen

Hallmark Cards, Inc., Kansas City, MO. 1979-2011
Various Middle and Senior Manager positions requiring fiscal acumen, with budgetary responsibility for up to \$80MM annually, human resource, leadership, and communication skills, and resource allocation responsibilities.

Disciplinary Information

Neither Snider Talbot Financial Planning, LLC nor any of its personnel have been the subject of a reportable legal or disciplinary event.

Other Business Activities

Neither Jerry Snider nor Richard Talbot has any other business activities. There are no material conflicts of interest for the financial planning and investment advice services that are provided by Jerry or Richard as the Principals of Snider Talbot Financial Planning, LLC. Any other firm personnel that may have other business activities are detailed in the firm's ADVI filing and will be provided upon request.

Additional Compensation

Neither Snider Talbot Financial Planning, LLC nor any of its personnel accept or receive additional economic benefit (i.e. sales awards or other prizes) for providing advisory services to clients.

Supervision

Jerry Snider and Richard Talbot serve in multiple capacities for Snider Talbot Financial Planning, LLC: Managing Members, Principals, Financial Planners and Investment Adviser Representatives (IAR's). As principals, we employ and enforce policies and procedures to ensure timely and accurate recordkeeping and supervision for all firm personnel including:

- All client account openings and changes with our custodian
- All client account trades... buys and sells
- Receipt of client checks for deposit with our custodian
- Input and evaluation of client financial plans and recommendations
- Assets Under Management (AUM) billings and fee collection
- Adherence to our firm's privacy policy regarding confidential client information

At this time, Snider Talbot Financial Planning, LLC does not carry professional liability insurance coverage for its investment advisory services.

Questions about Snider Talbot Financial Planning, LLC, its personnel, its services or this document may be directed to Jerry Snider at 816.223.4149 or J.Snider.STFP@gmail.com or Richard Talbot at 816.305.3456 or R.Talbot.STFP@gmail.com