

CODE OF ETHICS

LifePlan Investment Advisors, INC.

Our Code of Ethics establishes ideals for ethical conduct based on fundamental principles of openness, integrity, honesty and trust. These character traits are critical to fulfilling a fiduciary responsibility.

INTEGRITY is the most important trait in earning and retaining client trust. We will not compromise our principles for any reason. Client interests will always be placed before our own interests.

HONESTY and openness are the fundamental principles underlying our practice. We will always be truthful and candid with clients, and will never make promises we do not intend to keep.

FAIRNESS will guide the performance of our services to clients, and other employees. We will always disclose conflicts of interests.

COMPETENCE is critical to quality of work. We continually seek opportunities to increase our professional skills and knowledge.

CONFIDENTIALITY is central to our client trust. We will respect the confidentiality of all sensitive and nonpublic information for clients, prospective clients and former clients.

DILIGENCE will guide our efforts of timeliness, patience and consistency. Knowledge and skills are not enough. They must be applied in a prompt and thorough manner.

DISCRIMINATION will not be practiced nor tolerated in our work environment. We are an equal opportunity employer and advisor to clients and prospective clients.

UNSUITABLE RECOMMENDATIONS will not be made to influence a client to purchase or sell a security or insurance product. We will seek to recommend the best course of action for the client on the basis of information provided by the client and the client's investment objectives and financial situation.

DISCRETIONARY AUTHORITY may be obtained on client accounts to place trades on their behalf and/or disburse funds to their address of financial account of record. However, other than the authorization to debit advisory fees, we do not take custody of client funds or securities.

ILLEGAL AND UNETHICAL activities will not be tolerated. We will not borrow client funds, churn accounts, be named as beneficiary of client accounts nor accept general or durable powers of attorney.

TRUTHFUL MARKETING and accurate representation of our identity, nature of the services offered by the firm, and details of all products and strategies utilized will guide all of our communications.



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