

Form ADV Part 3: Relationship Summary

LifePlan Investment Advisors, Inc.

Introduction

LifePlan Investment Advisors, Inc. (“LifePlan Group” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: LifePlan Group offers investment advisory services to retail investors. Our investment advisory services include: Asset Management Services and Financial Planning Services.

Asset Management Services: We offer asset management services directly through LifePlan Group and/or through a sub-adviser or third-party manager, who we will evaluate, select, and monitor to manage and trade your account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. Please see **Item 4 of Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold without obtaining your consent for each transaction. Please see **Item 16 of Form ADV Part 2A**.

Financial Planning Services: We also provide financial planning services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. We do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: Typical household assets require a minimum of \$500,000 when establishing an account(s) managed by us. Account minimums may be waived at the firm's discretion. **See Item 5 and 7 of ADV Part 2A.**

Conversation Starters: *Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our *Asset Management Services* are charged based on a percentage of assets under management, billed in arrears on a monthly or quarterly basis, and calculated based on the average daily balance of the account during the billing period. LifePlan Group annual fee for asset management services will not exceed 1.50%. If a sub-adviser or third-party manager is utilized, your total maximum fee will not exceed 2%. We have an incentive to recommend that you increase the level of assets in your account. You will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account. Fees charged for our *Financial Planning Services* are \$350/hour or a fixed fee ranging from \$500 - \$5,000. The fees for the financial planning services may be waived by us at our sole discretion. Any fees we charge for financial planning services will not cover the costs associated with implementing any recommendations we may make.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more information, please see **Item 5 of Form ADV Part 2A**.

Conversation Starters: Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

**What Are Your Legal Obligations to Me When Acting as My Investment Adviser?
How Else Does Your Firm Make Money and What Conflicts of Interest Do You Have?**

Standard of Conduct: When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Some examples to help you understand are: 1) To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account (“IRA”) managed by us, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. See **Item 4 of Form ADV Part 2A.** 2) When we provide management services, we will ask that you establish an account with TD Ameritrade for custody and trade execution. They provide us with research, products and tools that help us manage and further develop our business operations, which we do not have to pay for. See **Item 12 of Form ADV Part 2A.** 3) We actively manage our own personal accounts while at the same time managing your accounts and other client accounts, which creates conflicts of interest. See **Item 11 of Form ADV Part 2A.** 4) When we recommend a third-party money manager, we will receive a portion of the fee. We have an incentive to recommend managers who have such arrangements with us. 5) Some of our investment adviser representatives also serve as insurance agents. We have a conflict of interest because of the potential for additional revenue.

Conversation Starters: How might your conflicts of interest affect me, and how will you address them?

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10** of **Form ADV Part 2A.**

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: Our investment adviser representatives are paid a salary as compensation for advisory services. Compensation is not based on the level of assets that the representative brings into the firm.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

Conversation Starters: As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information About LifePlan Group

Additional information about us and a copy of this relationship summary are available on the Internet at www.lifeplangroup.com. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/144157>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 919-858-6119.

Conversation Starters: Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?