

# Affordable Life Plans, LLC

## Firm Brochure Form ADV Part 2A

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April 20<sup>th</sup>, 2018

This brochure provides information about the qualifications and business practices of Affordable Life Plans, LLC. If you have any questions about the contents of this brochure, please contact us at (972) 428-0878 or by email at: [jtalbert@affordablelifeplans.com](mailto:jtalbert@affordablelifeplans.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.

Additional information about Affordable Life Plans, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Affordable Life Plans, LLC's CRD number is: 164009

Please note that registration as an investment advisor does not imply a certain level of skill or training.

## Item 2 Summary of Material Changes

On an annual basis, this item will be used to provide clients with a summary of all material changes made to the Brochure since the last annual update. It will also reference the date of the last annual update of the brochure. The Firm will ensure that clients receive a summary of any material changes to this and subsequent Brochures within 120 days of its business' fiscal year-end which is December 31. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge. Currently, the Firm's Brochure may be requested by contacting James Talbert at (972) 428-0878 or [jtalbert@affordablelifeplans.com](mailto:jtalbert@affordablelifeplans.com).

Additional information about Affordable Life Plans, LLC is also available via the SEC's Web site at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's Web site also provides information about any persons affiliated with the Firm who are registered, or are required to be registered, as investment adviser representatives of Affordable Life Plans, LLC.

Since the Firm's last annual update, James Talbert owns 99% of Affordable Life Plans, LLC as of April 2018.

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## **Item 4 Advisory Business**

### **Description of the Advisory Firm**

Affordable Life Plans, LLC is a Limited Liability Company organized in the state of Texas.

This firm has been in business since April 25, 2012, and is owned by James Talbert (99%).

### **Types of Advisory Services**

#### *Financial Planning*

Financial plans and financial planning services are offered as part of a Life Plan which includes, but is not limited to: investment planning, retirement planning, cashflow planning, college planning; and debt/credit planning, as well as student loan consolidation and loan forgiveness. These services are offered on a fixed fee basis and the final fee structure is documented in Exhibit II of the Planning Agreement and discussed below under Item 5. The Firm utilizes software from Emoney Advisor, LLC and Morningstar, Inc., non-related service providers, in the construction of its portfolios, design, and delivery of its financial planning services. As part of the process, the client will receive a static report that provides a description of where the client currently is and any recommended changes including investment recommendations. Included in the package is ongoing advice on the client's portfolio which will be delivered no less than quarterly if the client wishes to continue receiving the updates. There is no additional charge for the ongoing service as it is included in the package. No discount is offered if the client does not wish to receive the updates as the services are priced as a single, bundled price.

As part of its financial planning process, the Firm will provide clients an initial recommendation for investment allocation based upon the client's individual risk tolerance and objectives. Thereafter, on a quarterly basis, the Firm will send clients an updated allocation.

In offering financial planning, a conflict normally exists between the interests of the investment adviser and the interests of the client. Since the Firm does not offer advisory execution services and does not open client accounts, no conflict exists. The client is under no obligation to act upon the investment adviser's recommendation.

As part of its financial planning process, the Firm will provide clients an initial recommendation for investment allocation based upon the client's individual risk tolerance and objectives. Thereafter, on a quarterly basis, the Firm will send clients an updated allocation.

ALP generally limits its investment advice to mutual funds but may recommend other securities to help diversify a portfolio when applicable.

### **Client Tailored Services and Client Imposed Restrictions**

ALP offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the information provided by the client, which is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets. Clients may impose restrictions in writing from investing in certain securities or types of securities in accordance with their values or beliefs.

### **Wrap Fee Programs**

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and any other administrative fees. ALP does not participate in any wrap fee programs or offer wrap fee programs to its clients.

## Amounts under Management

ALP has the following assets under management:

Discretionary Amounts	Non-discretionary Amounts	Date Calculated
\$0.00	\$528,979.25	4/20/2018

## Item 5 Fees and Compensation

### Fee Schedule

ALP offers a special planning service that focuses on student loan consolidation and loan forgiveness as well as financial planning. Depending upon the client's financial situation, ALP also assists the client with retirement planning and provides investment recommendations as requested. The Firm offers multiple pricing options to its clients:

#### Full Life Plans

- a. \$499 Month 1, then \$39.95 ongoing starting month 2
- b. \$298.50 Month 1 and Month 2, then \$39.95 ongoing starting month 3
- c. \$199 Month 1/2/3, then ongoing \$39.95 starting month 4
- d. \$99 Month 1/2/3/4/5, then ongoing \$39.95 starting month 6

ALP's fee is for a bundle of services that includes ongoing financial advice including: quarterly portfolio rebalancing recommendations, updated budgeting and planning advice, filing student loan consolidation applications, filing student loan forgiveness applications, and the required annual filing of the student loan paperwork. Fees will be paid in full in accordance with the above schedule at the time of the signing of the agreement and will not be prorated for the number of days in the initial month.

Clients may terminate the agreement without penalty, for full refund of ALP's fees, within five business days of entering into the agreement. Thereafter, clients may terminate the Investment Advisory Contract with written notice. If termination occurs during the first three months of the agreement ("initial planning period"), the refunded amount is dependent upon whether paperwork related to the clients' student loans has been filed with the Department of Education ("DOE") or the student loan servicer. If it has, the fees paid to date will be refunded less a \$150.00 cancellation fee to compensate the Firm for the time it has spent providing service to the clients. If the paperwork has not been filed, the fees paid up until the termination will be refunded entirely. If cancellation occurs after the initial planning period, the refund will be prorated based upon the days remaining in the monthly billing period and is not negotiable.

### Payment of Fees

Fees for the Life Planning service are paid via check or credit card in advance, but never more than six months in advance.

### Clients Are Responsible For Third-Party Fees

Clients are responsible for the payment of all third-party fees (i.e. custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by ALP. Please see Item 12 of this brochure regarding broker/custodian.

### Prepayment of Fees

ALP collects fees in advance. Refunds for fees paid in advance will be returned within ninety days to the client via check, or return deposit into the client's account.

### Outside Compensation for the Sale of Securities to Clients

Neither ALP nor its supervised persons accept any 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**

ALP does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## **Item 7 Types of Clients**

ALP generally provides investment advice to individuals. There is no minimum account size.

## **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

### **Methods of Analysis and Investment Strategies**

#### *Methods of Analysis*

The Firm utilizes the basics underlying Modern Portfolio Theory (“MPT”) in constructing its portfolios. MPT suggests that you can limit the volatility in a portfolio, while improving its performance, by spreading the risk among different types of securities that do not always behave the same way. As the Firm primarily utilizes mutual funds for its portfolios, this theory usually results in a diversified portfolio of mutual funds with different investment objectives and return parameters, including but not limited to the following: large, mid, and small cap equity funds, long term and intermediate term bond funds, as well as money market funds. Specific allocations will vary by client as they are based upon each individual client’s risk tolerances and specific situations.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

#### **Material Risks Involved**

The use of MPT results in a diversified portfolio which attempts to find the appropriate balance between risk and reward for each client. This can result in lower returns than other portfolios which utilize higher risk profiles.

#### *Investment Strategies*

ALP provides general portfolio recommendations for mutual funds with quarterly rebalancing. MPT is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to: inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

#### **Risks of Specific Securities Utilized**

ALP generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss. Mutual funds are not guaranteed or insured by the FDIC or any other government agency. You can lose money investing in mutual funds. All mutual funds have costs that lower investment returns. They can be of bond “fixed income” nature (lower risk) or stock “equity” nature (mentioned above).

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

## **Item 9 Disciplinary Information**

Affordable Life Plans previously had a Solicitor's Agreement in place with Broadword Student Advantage for marketing purposes. Broadword Student Advantage is currently a named party in an Illinois lawsuit. Affordable Life Plans is not a party to the Illinois lawsuit and has ended any and all relationships with Broadword Student Advantage.

### **Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **Administrative Proceedings**

There are no administrative proceedings to report.

### **Self-Regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

## **Item 10 Other Financial Industry Activities and Affiliations**

### **Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither ALP nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

### **Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither ALP nor its representatives are registered as or have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.

### **Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

James Talbert is an investment adviser representative with and owner of Braxton Financial Group, LLC (BFG). On occasion, James may recommend the advisory services of BFG. A conflict of interest exists as he may receive more fees from the referral than from providing you with advisory services. ALP requires that all IARs disclose this conflict of interest when such recommendations are made. We also require IARs to disclose to clients that they may use other representatives not affiliated with us. Our Code of Ethics requires our IARs do what is in the client's best interests at all times. Our CCO monitors all transactions to ensure that representatives put their clients first, not the fee they may receive.

James is also a member of Sapient Insurance Agency where he may recommend insurance products and may also, as an independent insurance agent, sell those recommended insurance products to clients. When such recommendations or sales are made, a conflict of interest exists as the insurance licensed IARs earn insurance commissions for the sale of those products, which may create an incentive to recommend such products. We require that all IARs disclose this conflict of interest when such recommendations are made. Also, we require IARs to disclose that clients may purchase recommended insurance products from other insurance agents not affiliated with us.

James is the sole owner of Safeguard Capital, LLC. This company is a debt buyer and James duties include managing previous debt portfolios the company purchased, but no longer purchasing new debt. While James receives compensation for these activities they do not conflict with the clients of the advisor.

James is also sole owner of Eckity Capital Markets, LLC. This company is a debt buyer and James duties include managing previous debt portfolios the company purchased, but no longer purchasing new debt. While James receives compensation for these activities they do not conflict with the clients of the advisor

## **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

### **Code of Ethics**

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Our Code of Ethics is available free upon request to any client or prospective client.

### **Recommendations Involving Material Financial Interests**

ALP does not recommend that clients buy or sell any security in which a related person to ALP or ALP has a material financial interest.

### **Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of ALP may buy or sell securities for themselves that they also recommend to clients. As the Firm only recommends mutual funds, there is no value to trading ahead or after a client.

### **Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of ALP may buy or sell securities for themselves at or around the same time as clients. As the Firm only recommends mutual funds, there is no value to trading ahead or after a client.

## **Item 12 Brokerage Practices**

### **Factors Used to Select Custodians and/or Broker/Dealers**

The Firm recommends but does not require that clients consider using TD Ameritrade ("TD") or Fidelity Investments ("Fidelity") to implement its portfolio recommendations. This recommendation is based upon TD's and Fidelity's reputation as a low cost provider of brokerage and advisory services. ALP has no agreement in place with TD or Fidelity to provide such recommendations and receives no benefits, either economic or otherwise, from clients selecting TD or Fidelity.

### **Research and Other Soft-Dollar Benefits**

ALP receives no research, product, or services other than execution from a broker-dealer or third-party in connection with client securities transactions ("soft dollar benefits").

### **Brokerage for Client Referrals**

ALP receives no referrals from a broker-dealer or third-party in exchange for using that broker-dealer or third-party.

### **Clients Directing Which Broker/Dealer/Custodian to Use**

ALP is not involved in the client's decision to engage a custodian/broker/dealer to execute the recommended portfolio other than its recommendation to utilize TD.

### **Aggregating (Block) Trading for Multiple Client Accounts**

ALP does not execute any trades including block trades for any client.

## **Item 13 Review of Accounts**

### **Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

For those clients who provide account statements or link their retirement accounts via Emoney, the Firm performs a quarterly review of assets and delivers ongoing investment advice. The CCO does review the updated portfolio that is provided to each client quarterly.

All financial plans are reviewed upon creation and plan delivery by the CCO. There is only one level of review and that is the total review conducted to create the financial plan.

### **Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **Content and Frequency of Regular Reports Provided to Clients**

Each portfolio management client will receive at least quarterly a written report that details the client's account including assets held and asset value, which report will come from the custodian.

## **Item 14 Client Referrals and Other Compensation**

### **Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

ALP does not receive any economic benefit, directly or indirectly from any third-party for advice rendered to ALP clients.

### **Compensation to Non-Advisory Personnel for Client Referrals**

ALP does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15 Custody**

The Firm does not have custody of client funds or securities.

## **Item 16 Investment Discretion**

ALP does not have discretion over client accounts at any time.

## **Item 17 Voting Client Securities**

ALP will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18 Financial Information**

### **Balance Sheet**

ALP does not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### **Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither ALP nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

**Bankruptcy Petitions in Previous Ten Years**

ALP has not been the subject of a bankruptcy petition in the last ten years.

## Item 19 Requirements for State-Registered Advisers

### Principal Executive Officers and Management Persons; Their Formal Education and Business Background

ALP currently has only one management person/executive officer involved in providing advisory services: James Talbert.

Mr. James Talbert, Owner, received a BBA in Finance from Southern Methodist University in 2011. Mr. Talbert's business experience is as follows:

Firm Name: **Braxton Financial Group, LLC**  
Job Title: CCO, Investment Adviser Representative  
Employment Dates: January 2018 to Present

Firm Name: **Affordable Life Plans, LLC**  
Job Title: CCO, Investment Adviser Representative  
Employment Dates: January 2014 to Present

Firm Name: **Sapient Insurance Agency**  
Job Title: Owner  
Employment Dates: June 2015 to Present

Firm Name: **Safeguard Capital, LLC**  
Job Title: Sole Owner  
Employment Dates: September 2009 to Present

Firm Name: **Eckity Capital Markets, LLC**  
Job Title: Sole Owner  
Employment Dates: May 2008 to Present

Firm Name: **Sphere Funding, LLC**  
Job Title: Sole Owner  
Employment Dates: September 2011 to January 2014

### Other Businesses in Which This Advisory Firm or its Personnel are Engaged and Time Spent on Those (If Any)

Mr. Talbert's other business activities can be found on the ADV Part 2B brochure supplements attached to this document.

### How Performance Based Fees are Calculated and Degree of Risk to Clients

ALP does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

### Material Disciplinary Disclosures for Management Persons of this Firm

No management person at ALP or ALP has been involved in an arbitration claim or been found liable in a civil, self-regulatory organization, or administrative proceeding that is material to the client's evaluation of the firm or its management.

### Material Relationships That Management Persons Have With Issuers of Securities (If Any)

No management persons of ALP has any material relationships with issuers of any securities.

*This brochure supplement provides information about James Braxton Talbert that supplements the Affordable Life Plans, LLC brochure. You should have received a copy of that brochure. Please contact James Braxton Talbert, Chief Compliance Officer, if you did not receive Affordable Life Plans, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about James Braxton Talbert is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Affordable Life Plans, LLC**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

**James Braxton Talbert**

Personal CRD Number: 6381816

Investment Adviser Representative

Affordable Life Plans, LLC  
3410 Midcourt Rd, Suite 105  
Carrollton, TX 75006  
(972) 428-0878

[compliance@affordablelifeplans.com](mailto:compliance@affordablelifeplans.com)

UPDATED: 4/26/2018

## Item 2: Educational Background and Business Experience

Name: James Braxton Talbert

Born: 1985

### Education Background and Professional Designations:

#### Education:

BBA in Finance, Southern Methodist University - 2011

#### Business Background:

01/2018 - Present	CCO, Investment Adviser Representative Braxton Financial Group, LLC
01/2014 - Present	CCO, Investment Adviser Representative Affordable Life Plans, LLC
06/2015 - Present	Owner Sapient Insurance Agency, LLC
09/2009 - Present	Sole Owner Safeguard Capital, LLC
05/2008 - Present	Sole Owner Eckity Capital Markets, LLC
09/2011 - 01/2014	Sole Owner Sphere Funding, LLC

## Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

## Item 4: Other Business Activities

James Braxton Talbert is a member of Sapient Insurance Agency, which is not investment-related, and began with company on June, 2015. Time spent per month is 10 hours on average. James is also sole owner of Safeguard Capital, LLC. This company is a debt buyer operating out of Addison, TX 75001, and is not investment-related. James spends approximately 10 hours on average per month with this role. His duties include managing previous debt portfolios the company purchased, but no longer purchases new debt. James is also sole owner of Eckity

Capital Markets, LLC. This company is a debt buyer operating out of Addison, TX 75001, and is not investment-related. James spends approximately 10 hours on average per month with this role. His duties include managing previous debt portfolios the company purchased, but no longer purchases new debt. James Talbert is an investment adviser representative with Braxton Financial Group, LLC.

### Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, James Braxton Talbert does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Affordable Life Plans, LLC.

### Item 6: Supervision

As Chief Compliance Officer of Affordable Life Plans, LLC, James Braxton Talbert is supervised by himself.

### Item 7: Requirements For State Registered Advisers

*This disclosure is required by Texas securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. James Braxton Talbert has **NOT** been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
  2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
- B. James Braxton Talbert has **NOT** been the subject of a bankruptcy petition at any time.