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Form ADV Part 2A – Firm Brochure

Dated November 9, 2018

This Brochure provides information about the qualifications and business practices of Mindful Money Financial Counsel, LLC, [MMFC]. If you have any questions about the contents of this Brochure, please contact us at (312) 846-1437. 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.

Mindful Money Financial Counsel, LLC is registered as an Investment Adviser with the State of Illinois. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about MMFC is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the firm's identification number 155614.

Item 2: Material Changes

Updates to fees and services – see Item 4 and Item 5.

Item 3: Table of Contents

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Item 4: Advisory Business

Description of Advisory Firm

Mindful Money Financial Counsel, LLC [MMFC] is registered as an Investment Adviser with the State of Illinois. We were founded on September 23, 2010. Colin Chase is the sole principal owner of MMFC. MMFC provides fee-only financial planning and investment advisory consultation services on an hourly and fixed fee basis to individuals and families.

MMFC does not have any assets under management. We do not custody any assets nor have trading authority over any funds of our clients. We do not require a minimum net worth to be a client.

Types of Advisory Services

MMFC focuses on providing financial planning services primarily through individual consultations and writing financial plans. We offer personalized financial planning and investment advice on a fixed fee and hourly basis. Our advice, particularly on investments, is not on-going and therefore terminates upon delivery of the plan/advice. The advice given may include the recommendation of annual reviews/updates and it would be the client's responsibility to initiate additional services as may be needed.

MMFC offers a three-step financial planning process - Reflect, Plan, Grow. Clients may engage in just one step, two steps, or all three, there are no requirements to move to the next step.

- REFLECT (Initial assessment and discovery process)
- PLAN (Development of a written holistic financial plan)
- GROW (Available for those seeking ongoing financial planning guidance after receiving their written financial plan) -- 2 options available:
 - **Private Client** is an ongoing holistic financial planning relationship with a dedicated financial advisor offered on a flat annual fee basis paid monthly or quarterly
 - **Wealth Builder** is a monthly subscription with access for hourly as needed advice

STEP 1 REFLECT: Initial Assessment and Discovery Process

We feel that before crafting a financial plan it is extremely important to get to know you personally, get a good and complete understanding of all aspects of your current financial situation and know where you want to go in life. The initial assessment and discovery step helps you get organized, determine and prioritize your financial goals, discuss current life and money

values, challenges, and opportunities. It's also an opportunity to let us know what questions you are seeking to have addressed and answered in a financial plan.

The fee includes the following:

- Preliminary goal discovery and holistic financial planning questionnaires/worksheets to help you get prepared for your initial assessment meeting
- One-on-one initial assessment meeting (up to 1-hour duration) with a CERTIFIED FINANCIAL PLANNER™
- 30-day complimentary access to our Wealth Builder membership services

STEP 2 PLAN: Development of a written holistic financial plan

Upon completion of the first step, we will provide you with a price estimate for your written financial plan. The written financial plan can be very holistic covering various financial planning topics and goals or can be very narrow in scope depending upon your needs. You hire us and so we just focus on the areas you want us based on your budget. In general, the written financial plan includes an action plan for our recommendations for what to do now with your assets and debts and how best to allocate future money resources over the course of a year. 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:

- **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 (i.e., 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.

STEP 3 GROW: Ongoing financial planning for those seeking to grow their wealth and wisdom

We offer two packages to choose from for those seeking ongoing financial planning and investment guidance after receiving their initial written holistic financial plan. The two services are called Private Client and Wealth Builder Membership. Descriptions of each are below.

Private Client

This service involves working one-on-one with a financial planner over an extended period of time. By paying the annual fee monthly or quarterly, clients get to work with a planner who will work with them to update and monitor their plan. 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 the plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

Private Client is ideal for clients with household income greater than \$160,000, net worth greater than \$300,000, and seeking proactivity and accountability.

Wealth Builder Membership services (monthly subscription based)

MMFC offers Wealth Builder memberships that are paid for on a monthly basis. The purpose of the membership package is to provide our members with a suite of services, tools, and education to assist in the improvement of their financial health and wellness. Membership services are general in nature and are not individualized financial or investment advice.

The membership package includes:

- A personal financial website which includes:
 - Budgeting software
 - Daily net worth tracking
 - Electronic vault to store important financial documents
 - Financial organizer
 - Daily investment asset allocation monitoring and access to research reports
 - Access to our Education Center which is filled with e-books, videos, and financial literacy articles
- Member newsletters and communications
- Access to our financial planning team for individualized financial advice at discounted hourly as-need rates

Wealth Builder Membership is ideal for clients with household income less than \$160,000, net worth less than \$300,000, and less complex needs.

Hourly Financial Planning

MMFC provides personalized hourly-as-needed financial planning services to Wealth Builder members upon request on topics such as retirement planning, investments, risk management, college savings, cash flow, debt management, work benefits, and estate planning.

Hourly financial planning for personalized financial advice is offered at our hourly rates and is in addition to the cost of Wealth Builder membership.

Educational Seminars and Speaking Engagements

We may provide seminars on an “as announced” basis for groups seeking general advice on investments and other areas of personal finance. The content of these seminars will vary depending upon the needs of the attendees. These seminars are purely educational in nature and do not involve the sale of any investment products. Information presented will not be

based on any individual's need, nor does MMFC provide individualized investment advice to attendees during these seminars.

Client Tailored Services and Client Imposed Restrictions

MMFC offers the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon the client. Financial planning and investment advisory services are not ongoing and therefore terminate upon the delivery of the services. Clients may re-engage MMFC as needed. The client is responsible for ongoing due diligence of investments recommended by the Advisor after the end of the engagement. MMFC is under no obligation to contact the client to recommend changes to their financial plan or any of the recommendations and advice.

Wrap Fee Programs

MMFC does not participate in wrap fee programs.

Item 5: Fees and Compensation

Financial Planning Fees

The specific manner in which fees are charged by MMFC is established in a client's written agreement with MMFC. All charges are billed to the client via an invoice; MMFC does not deduct fees from client investment accounts. MMFC may discount fees at its discretion. Below are our fees for the services we offer.

Initial Assessment and Discovery Process

Fee type: Fixed fee.

Amount: \$600. This fee may be discounted at MMFC's discretion.

Payment terms: Payment is due at the first meeting. This fee may be applied to the cost of a written holistic financial plan.

Written Holistic Financial Plan

Fee type: Flat fee based on the complexity and desired services.

Amount: Fees for holistic written financial plans typically range between \$3,000 - \$6,000.

Payment terms: Payment is due in full upon completion of the financial plan.

Private Client

Fee type: Annual flat fee based on complexity.

Amount: Based on complexity. Minimum annual fee: \$3,600 per year.

Payment terms: Annual fee may be paid quarterly or monthly. Private Clients may cancel anytime by providing 30 day written notice. No pro-rata refunds will be offered, as long as request is submitted 30 days before the next payment cycle, we will stop all future payments.

Wealth Builder Membership

Fee type: Fixed fee subscription.

Amount: \$60 per month per household.

Payment terms: Payment is due on the 3rd of every month. There is no minimum requirement of months that you have to be a member. Members may cancel anytime by providing 30 day written notice. No pro-rata refunds will be offered when cancelling membership.

Hourly Financial Planning

Fee type: Hourly as-needed.

Amount: Fees for personalized financial planning and investment advisory services are \$600 per hour. The hourly fee is billed in 15-minute increments. Discounts to the fee may be given to clients. The current hourly rate discount for Wealth Builder members is 50% for an hourly rate of \$300 an hour. Discounts and hourly fees are subject to change at MMFC's discretion. All fees and methods of payments are agreed upon at the time of the engagement.

Payment terms: Payment for hourly as-needed advice is due upon delivery of the advice.

Educational Seminars and Speaking Engagements

Fee type: Flat fee.

Amount: Fees may range from free to \$3,000 per seminar or free to \$600 per participant. The fee range is based on the content, amount of research conducted, number of hours of preparation needed, and the number of attendees.

Payment terms: Due at the seminar/engagement.

Other Types of Fees and Expenses

When implementing an investment recommendation, the client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges imposed by broker-dealers, 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 advice to individuals, families, and small business owners. We do not have a minimum account size requirement.

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

Mindful Money Financial Counsel, LLC measures investor's goals, risk tolerance and time horizon through an interview process and questionnaire in an effort to determine investment strategies or a financial plan that, according to the Advisor's judgement, are best suited to fit the client's profile. Advice is individualized and tailored to meet the unique needs of each client. After Mindful Money Financial Counsel, LLC evaluates the client's financial needs, the Advisor will

design investment and risk-management strategies to help the client achieve his or her financial goals.

If the Advisor provides specific investment strategies, this information may be based upon a number of concepts and determined by the type of investor. Investment strategies may include long-term and short-term purchases depending upon the individual needs of the client. The concept of asset allocation, or spreading investments among a number of asset classes (domestic stocks, foreign stocks, bonds) is in the forefront of our strategies.

Asset allocation seeks to achieve the most efficient diversification of assets, to lessen risk while not sacrificing the effectiveness of the portfolio to yield the client's objectives. Since Mindful Money Financial Counsel, LLC believes that risk reduction is a key element to long-term investment success, asset allocation principles are a key part of the firm's overall approach in preparing advice for clients.

Recommendations for purchases or selling of investments will be based on publicly available reports and analysis. In the case of mutual funds or Exchange Traded Funds, recommendations will be based on reports and analysis of performance and managers, and certain computerized and other models for asset allocation.

Mindful Money Financial Counsel, LLC utilizes many sources of public information including financial newspapers and magazines, research papers, corporate rating services, annual reports, prospectuses and company press releases.

Mindful Money Financial Counsel, LLC gives advice on mutual funds, exchange traded funds, corporate debt, certificates of deposit, United States government securities, municipal securities, options contracts and equity securities.

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

MMFC does not provide investment management, however investment recommendations may be made as part of the financial planning service. **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.

Limited markets: Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable, or find buyers at any price.

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.

Commercial Paper is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

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 covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

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 clients invest.

Item 9: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of MMFC or the integrity of our management. There has been no disciplinary action against MMFC or Colin Chase.

Item 10: Other Financial Industry Activities and Affiliations

Mindful Money Financial Counsel, LLC nor Colin Chase currently participate in other financial industry activities and is not affiliated with other financial firms.

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

As a fiduciary, MMFC 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.

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 will, upon request, promptly provide a complete code of ethics.

Our firm and its “related persons” (associates, their immediate family members, etc.) may buy or sell securities the same as, similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time, however, will our firm or any related party receive preferential treatment over our clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Mindful Money Financial Counsel, LLC 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 do not receive soft dollar benefits.

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

As a fee only financial planner who does not offer investment management services, we do not have a concern over which broker-dealers a client may choose in order to implement our investment recommendations.

Aggregating (Block) Trading for Multiple Client Accounts

Some Registered Investment Advisers execute client accounts on an aggregated basis as a way to lower expenses. As a fee only financial planner who does not offer investment management services, we do not execute trades on behalf of clients. As a result, it is up to the client to negotiate their own trading costs with their broker-dealer.

Item 13: Review of Accounts

Colin Chase, of Mindful Money Financial Counsel, LLC will work with clients to obtain current information regarding their assets and investment holdings and will review this information as

part of our financial planning services. Mindful Money Financial Counsel, LLC does not provide specific reports to clients, other than financial plans.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly from any third party for advice rendered to our clients. Nor do we directly or indirectly compensate any person who is not advisory personnel for client referrals.

Item 15: Custody

MMFC does not accept custody of client funds.

Item 16: Investment Discretion

We do not provide investment management services, and therefore do not exercise discretion.

Item 17: Voting Client Securities

MMFC does not provide investment management services and does not vote client securities.

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

Colin Chase

Born: 1976

Educational Background

- 1998 – Bachelors of Business Administration, Ohio University
- 2003 – Masters of Business Administration, Xavier University
- 2005 – Certificate in Financial Planning, St. Xavier University

Business Experience

- 09/2010–Present, Mindful Money Financial Counsel, LLC, Principal and Financial Planner
- 02/2001–09/2010, Fidelity Investments, Multiple positions held – Financial Representative, Investment Representative, Financial Planning Consultant, and Vice President – Senior Account Executive

Professional Designations, Licensing & Exams

- 2005 – Present, CERTIFIED FINANCIAL PLANNER™ *
- *CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 68,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning

subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

Colin Chase is not involved with outside business activities.

Performance Based Fees

Mindful Money Financial Counsel, LLC does not charge performance based fees.

Material Disciplinary Disclosures

No management person at Mindful Money Financial Counsel, LLC 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

Mindful Money Financial Counsel, LLC nor Colin Chase, have any relationship or arrangement with issuers of securities.

[End of ADV Part 2A: Firm Brochure]

Form ADV Part 2B – Brochure Supplement



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Colin Chase

Principal

Dated November 9, 2018

This brochure supplement provides information about Colin Chase that supplements the Mindful Money Financial Counsel, LLC ("MMFC") brochure. A copy of that brochure precedes this supplement. Please contact Colin Chase if the MMFC brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Colin Chase is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Please refer to Item 19 of the Form ADV Part 2A.

Item 3: Disciplinary Information

Please refer to Item 19 of the Form ADV Part 2A.

Item 4: Other Business Activities

Please refer to Item 19 of the Form ADV Part 2A.

Item 5: Additional Compensation

Colin Chase does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through MMFC.

Item 6: Supervision

Colin Chase, as Principal of MMFC, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

1. Colin Chase has NOT been involved in any of the events listed below.
 - a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - i. An investment or an investment-related business or activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or

- v. Dishonest, unfair, or unethical practices.
 - b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - i. An investment or an investment-related business or activity;
 - ii. Fraud, false statements, or omissions;
 - iii. Theft, embezzlement, or other wrongful taking of property;
 - iv. Bribery, forgery, counterfeiting, or extortion; or
 - v. Dishonest, unfair, or unethical practices.
2. Colin Chase has NOT been the subject of a bankruptcy petition at any time.