

Item 1: Cover Page

Level Up Financial Planning, LLC

6309 Sienna Drive
Timnath, CO 80547

<http://levelupfinancialplanning.com>

Form ADV Part 2A – Firm Brochure

(970) 698-9171

Dated May 16, 2024

This Brochure provides information about the qualifications and business practices of Level Up Financial Planning, LLC, “LUPF”. If you have any questions about the contents of this Brochure, please contact us at (970) 698-9171. 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.

Level Up Financial Planning, LLC is registered as an Investment Adviser with the State of Colorado and California. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about LUPF is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the firm’s identification number 289967.

Item 2: Material Changes

Updated firm's contact information to match text message capable number of (970) 698-9171

Removed Shareholder Service Group as a custodian option due the Altruist's acquisition of SSG.

Removed speaking engagement and workshops from service offerings as those are no longer offered.

Added formula for investment management fee calculation, as well as, the description of average daily balance.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of LUPP.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 289967.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (970) 698-9171.

Item 3: Table of Contents

Contents

| | |
|---|-----------|
| Item 1: Cover Page | 1 |
| Item 2: Material Changes | 2 |
| Item 4: Advisory Business | 4 |
| Item 5: Fees and Compensation | 9 |
| Item 6: Performance-Based Fees and Side-By-Side Management | 12 |
| Item 7: Types of Clients | 12 |
| Item 8: Methods of Analysis, Investment Strategies and Risk of Loss | 12 |
| Item 9: Disciplinary Information | 15 |
| Item 10: Other Financial Industry Activities and Affiliations | 15 |
| Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading | 16 |
| Item 12: Brokerage Practices | 17 |
| Item 13: Review of Accounts | 19 |
| Item 14: Client Referrals and Other Compensation | 20 |
| Item 15: Custody | 20 |
| Item 16: Investment Discretion | 20 |
| Item 17: Voting Client Securities | 20 |
| Item 18: Financial Information | 21 |
| Item 19: Requirements for State-Registered Advisers | 22 |
| Form ADV Part 2B – Brochure Supplement | 24 |

Item 4: Advisory Business

Description of Advisory Firm

Level Up Financial Planning, LLC is registered as an Investment Adviser with the State of Colorado. We became licensed as an investment advisor in November 2017. Lucas Casarez is the principal owner of LUFPP. As of December 31, 2023, LUFPP currently reports \$3,700,000 in discretionary Assets Under Management.

Types of Advisory Services

Investment Management Services

We are in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation target. We provide our investment management services on a discretionary basis and will not give advance notice or seek the Client's consent when making changes or adjustments to the Portfolio. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. We may also review and discuss a client's prior investment history, as well as family composition and background.

Account supervision is guided by the stated objectives of the client (e.g., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

It is common for conflicts of interests to exist between the investment advisor and the interests of the client. These conflicts will be communicated with clients so that the client may make an informed decision. The client is under no obligation to act upon the investment adviser's recommendation, and if the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through the investment adviser.

Investment Advisory Services (Outside Managers & Sub-Advisers)

We offer investment advisory services through use of third-party money managers ("Outside Managers" and "Sub-Advisers) for portfolio management services. We assist clients in selecting an appropriate allocation model, completing the Outside Manager's investor profile questionnaire, interacting with the Outside Manager and reviewing the Outside Manager. Our review process and analysis of outside managers is further discussed in Item 8 of this Form ADV Part 2A. Additionally, we will meet with the client on a periodic basis to discuss changes in

their personal or financial situation, suitability, and any new or revised restrictions to be applied to the account. Fees pertaining to this service are outlined in Item 5 of this brochure.

Financial Planning (Strategy Guide)

Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information and analysis will be considered as they affect and are affected by the entire financial and life situation of the client. Clients purchasing this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. We provide Ongoing Comprehensive Financial Planning as well as Project Based Financial Planning. Project based financial planning can be delivered as a one-time project or on an hourly basis. Ongoing Comprehensive Financial Planning involves working with an Adviser over an extended period of time and paying a fixed monthly fee.

We provide financial planning services on topics such as retirement planning, risk management, college savings, student loan analysis, cash flow, debt management, work benefits, and estate and incapacity planning. 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:

- **Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **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 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 (e.g., 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.

Methods of Delivery

Comprehensive Financial Planning (Strategy Guide)

This service involves working one-on-one with a planner over an extended period of time. By paying a fixed monthly fee, clients work with a planner who will help them design their plan and who monitor the plan, recommend appropriate changes and ensure the plan remains up to date.

Upon desiring a comprehensive plan, a client will be taken through establishing their goals and values around money. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefit, retirement planning, insurance, investments, college planning and estate planning. Once the client’s information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. Clients subscribing to this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. If a follow up meeting is required, we will meet at the client’s

convenience. The plan and the client's financial situation and goals will be monitored throughout the year and follow-up conversations and emails will be made to the client to check in on their progress. On at least an annual basis there will be a full review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

One-Time Project

One-Time Projects will be billed at a fixed fee that varies depending on complexity. The fee may be negotiable in certain cases. Half of the fees are due prior to the engagement, and the other half is to be paid at the completion of the engagement. In the event of early termination, the half of the fee that is due up front will be non-refundable once earned, if no work has been completed, the upfront fee may be refunded and no further fees will be charged. Fees for this service may be paid by electronic funds transfer or check. An example of a One-Time Project includes, but is not limited to the following: Comprehensive Financial Plan, Debt Analysis and Planning, or Cash Flow and Budgeting.

Financial Planning Hourly Fee

Financial Planning fee is an hourly rate that varies depending on complexity. Services may be provided on a pro bono basis in certain cases. The fee may be negotiable in certain cases and is due at the completion of the engagement. In the event of early termination by client, any fees for the hours already worked will be due. Fees for this service may be paid by electronic funds transfer or check. Examples of a hourly work includes, but is not limited to the following: Comprehensive Financial Plan, Debt Analysis and Planning, or Cash Flow and Budgeting.

Client Tailored Services and Client Imposed Restrictions

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

Please note the client has the right to terminate the contract without penalty or fees within five (5) business days after entering into the contract. How we are paid depends on the type of advisory service we are performing. Lower fees for comparable services may be available from other sources.

Please review the fee and compensation information below.

Investment Management Services (LUFP Manages)

Our standard advisory fee is based on the market value of the assets under management and is calculated as follows:

| Account Value | Annual Advisory Fee |
|--------------------|---------------------|
| \$1 - \$10,000,000 | 0.9% |

The annual fees are negotiable and are pro-rated and paid in arrears on a quarterly basis. The advisory fee is a flat percentage of assets under management fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, and applying the fee to the account value as of the last business day of the quarter. The advisory fee is calculated using the daily average balance of investments managed. The balance of your account is tracked each day and then divided by the number of days in the billing cycle to come to the average. That average is multiplied by the prorated advisory fee for that period to arrive at the annual fee for that quarter.

Formula: **Average Daily Balance** x **(0.9% x (Days in the quarter/Days in the year))**

No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Advisory fees are directly debited from client accounts, or the client may choose to pay by check. See Item 15 of this ADV Part 2A for requirements of the firm, when fees are directly debited from client accounts. Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 30 calendar days in advance. Since fees are paid in arrears, no rebate will be needed upon termination of the account, however, any earned but unpaid fees will be due up to the last business day prior to termination.

Investment Advisory Services (Outside Managers & Sub-Advisors)

The standard advisory fee is based on the market value of the account and is calculated as follows:

| Account Value | Annual Advisory Fee |
|--------------------|---------------------|
| \$0 - \$10,000,000 | 0.9% |

The annual fees are negotiable and are pro-rated and paid in arrears on a quarterly basis. The Outside Manager will debit the client's account for both the Outside Manager's fee, and LUFP's advisory fee, and will remit LUFP's fee to LUFP. Please note, the above fee schedule does not include the Outside Manager's fee. No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Clients will not be charged a total management fee over the 3% industry average.

Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 15 calendar days in advance. Since fees are paid in arrears, no rebate will be needed upon termination of the account.

Comprehensive Financial Planning

Comprehensive Financial Planning consists of an upfront charge of up to \$3,000 and an ongoing fee that is paid monthly, in advance, at the rate of \$150 - \$350 per month based on complexity and needs of the client. The fee may be negotiable in certain cases. Fees for this service may be paid by electronic funds transfer or check. This service may be terminated with 30 days' notice. Upon termination of any account, any prepaid fees will be prorated and any unearned fee will be refunded to the client. Any earned but unpaid fees will be due up to the last business day prior to termination.

Financial Planning Fixed Fee

Financial Planning will generally be offered on a fixed fee basis. The fixed fee will be agreed upon before the start of any work. The fixed fee can range between \$250.00 and \$6,000 depending on complexity and scope of the project. The fee is negotiable. If a fixed fee program is chosen, half of the fee is due at the beginning of process and the remainder is due at completion of work, however, LUPF will not bill an amount above \$500.00 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer or check. In the event of early termination, the half of the fee that is due up front will be non-refundable once earned, if no work has been completed, the upfront fee may be refunded and no further fees will be charged. For any earned but unpaid fees, the client will be billed at an hourly rate of \$300 for the work completed up to the date of termination.

Financial Planning Hourly Fee

Financial Planning fee is an hourly rate between \$300.00 and \$400.00 per hour, depending on complexity. The fee may be negotiable in certain cases and is due at the completion of the engagement. In the event of early termination by client, any fees for the hours already worked will be due. Fees for this service may be paid by electronic funds transfer or check.

Other Types of Fees and Expenses

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, 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 custodians 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 and therefore do not engage in side-by-side management.

Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals and high net-worth individuals.

There is no minimum investment required to work with Level Up Financial Planning, LLC for portfolio management.

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

When clients have us complete an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, our primary methods of investment analysis are technical and cyclical.

Technical analysis involves using chart patterns, momentum, volume, and relative strength in an effort to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.

Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may under perform other trading methods when fundamental factors dominate price moves within a given market.

Cyclical analysis is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic/business cycles may not be predictable and may have many fluctuations between long term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

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.

Analysis of Outside Money Managers

When outside money managers are chosen, they are done so after a vetting of their investment processes, fees, and clients' user experience.

Material Risks Involved

When outside managers are chosen the client will incur higher expenses, due to the cost of paying for their investment management service. In addition, the client's overall portfolio may be affected by losses of an underlying investments and the level of risk arising from the investment practices of the outside money manager.

Material Risks Involved

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.

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.

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.

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. 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) 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 client's invest.

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).

Item 9: Disciplinary Information

Criminal or Civil Actions

LUFP and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

LUFP and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

LUFP and its management have not been involved in legal or disciplinary events. LUFP and its management have not been subject to any self-regulatory organization (SRO) proceedings.

Item 10: Other Financial Industry Activities and Affiliations

No LUFP employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No LUFP employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

LUFP does not have any related parties. As a result, we do not have a relationship with any related parties.

LUFP only receives compensation directly from clients.

LUFP may recommend or select other investment advisers for clients for which it may receive indirect compensation in the form of financial planning and investment tools, which are used to provide efficiency in serving clients.

Lucas Casarez is the 100% owner of Power Up Tax Planning Services, LLC where he provides tax preparation. When appropriate, Lucas Casarez may serve clients as both a financial planner with LUFP and as a tax preparer with Power Up Tax Planning Services, LLC. There is a conflict of interest that Lucas Casarez will receive additional income as a result of services provided through Power Up Tax Planning Services, LLC. Lucas Casarez will disclose this conflict of interest with clients to ensure their understanding of the costs associated with this outside service provider. Lucas Casarez and Power Up Tax Planning Services, LLC does not have signatory authority over any client accounts.

LUPF will ensure that the other advisers are properly licensed and registered as an investment adviser prior to recommending other adviser to clients.

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

As a fiduciary, our firm 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.

All material conflicts of interest will be shared with clients prior to entering into an agreement.

Any material conflicts of interest have been disclosed.

Code of Ethics Description

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 periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide of copy of its Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its "related persons" may buy or sell securities similar to, or different from, those we recommend to clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Trading Securities At/Around the Same Time as Client's Securities

From time to time, our firm or its "related persons" may buy or sell securities for themselves at or around the same time as clients. This will usually occur when utilizing block trading a security or securities across client accounts and our firm or "related person" is included in the block trade. See below in Item 12 under "Aggregating (Block) Trading for Multiple Client Accounts" for details on our block trading practices.

Item 12: Brokerage Practices

Factors Used to Select Custodians

Level Up Financial Planning, 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 receive soft dollar benefits by nature of our relationship with Betterment Securities.

We currently receive soft dollar benefits by nature of our relationship with Altruist Financial, LLC

We do not currently receive soft dollar benefits from Shareholders Service Group.

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 Custodian to Use

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. By allowing clients to choose a specific custodian, we may be unable to achieve the most favorable execution of client transactions and this may cost clients money over using a lower-cost custodian and delay the speed at which recommendations are implemented.

Processing of Purchases and Sales of Investments on Clients' Behalf

Level Up Financial Planning, LLC does not aggregate purchases or sales for various client accounts. Instead, we rely on our custodians to process our trade requests and receive best execution.

Our custodians trading platforms have significantly greater trading volume that provides efficiency that is far superior to any benefit clients of Level Up Financial Planning, LLC would receive if we attempted to aggregate trading requests at this time.

The Custodians We Use

Betterment Securities

LUFP does not maintain custody of your assets that we manage, although we may be deemed to have custody of your assets if you give us authority to withdraw advisory fees from your account (see Item 15—Custody, below). Your assets must be maintained in an account at a “qualified custodian,” generally a broker-dealer or bank. We may recommend that our clients use MTG, LLC dba Betterment Securities (“Betterment Securities”), a registered broker-dealer, member SIPC, as the qualified custodian. We are independently owned and operated and are not affiliated with Betterment Securities. Betterment Securities will hold your assets in a brokerage account and buy and sell securities when we and/or you instruct them to. While we may recommend that you use Betterment Securities as custodian/broker, you will decide whether to do so and will open your account with Betterment Securities by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so. If you do not wish to place your assets with Betterment Securities, then we cannot manage your account on Betterment Institutional (defined below).

Altruist Financial LLC

For the benefit of no commissions or transaction fees, fully digital account opening, a large variety of security options and complete integration with software tools, LUFP recommends Altruist Financial LLC, an unaffiliated SEC-registered broker-dealer and FINRA/SIPC member, as the introducing broker to Apex Clearing Corporation, an unaffiliated SEC-registered broker-dealer and FINRA/SIPC member, as the clients' custodian. LUFP does not receive any research or other soft-dollar benefit by nature from its relationship with Altruist Financial LLC, nor does LUFP receive any referrals in exchange for using Altruist Financial LLC as a broker-dealer.

Your Brokerage and Custody Costs

For our clients' accounts that Betterment Securities maintains, Betterment Securities generally does not charge you separately for custody services, but is compensated as part of the Betterment Institutional (defined below) platform fee, which is a percentage of the dollar amount of assets in the account in lieu of commissions. We have determined that having Betterment Securities execute trades is consistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see "Factors Used to Select Custodians and/or Broker-Dealers").

Services Available to Us via Betterment Institutional

Betterment Securities serves as broker dealer to Betterment Institutional, an investment and advice platform serving independent investment advisory firms like us ("Betterment Institutional"). Betterment Institutional also makes available various support services which may not be available to Betterment's retail customers. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Betterment Institutional's support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. Following is a more detailed description of Betterment Institutional's support services:

1. **SERVICES THAT BENEFIT YOU.** Betterment Institutional includes access to a range of investment products, execution of securities transactions, and custody of client assets through Betterment Securities. Betterment Securities' services described in this paragraph generally benefit you and your account.
2. **SERVICES THAT MAY NOT DIRECTLY BENEFIT YOU.** Betterment Institutional also makes available to us other products and services that benefit us, but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts, such as software and technology that may:
 - a. Assist with back-office functions, recordkeeping, and client reporting of our clients' accounts.
 - b. Provide access to client account data (such as duplicate trade confirmations and account statements).
 - c. Provide pricing and other market data.
 - d. Assist with back-office functions, recordkeeping, and client reporting.
3. **SERVICES THAT GENERALLY BENEFIT ONLY US.** By using Betterment Institutional, we will be offered other services intended to help us manage and further develop our business enterprise. These services include:
 - a. Educational conferences and events.
 - b. Consulting on technology, compliance, legal, and business needs.
 - c. Publications and conferences on practice management and business succession.

Our Interest in Betterment Securities' Services

The availability of these services from Betterment Institutional benefits us because we do not have to produce or purchase them. In addition, we don't have to pay for Betterment Securities' services. These services may be contingent upon us committing a certain amount of business to Betterment Securities in assets in custody. We may have an incentive to recommend that you maintain your account with Betterment Securities, based on our interest in receiving Betterment Institutional and Betterment Securities' services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Betterment Securities as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Betterment Securities' services and not Betterment Institutional and Betterment Securities' services that benefit only us.

Item 13: Review of Accounts

Client accounts with the Investment Management Service will be reviewed regularly on a quarterly basis by Lucas Casarez, Certified Financial Planner and CCO. The account is reviewed with regards to the client's investment policies and risk tolerance levels. Events that may trigger a special review would be unusual performance, addition or deletions of client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

Clients will receive trade confirmations from the custodian for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

LUFP will provide written reports to Investment Management clients on at least an annual basis.

Item 14: Client Referrals and Other Compensation

We receive a non-economic benefit from Betterment Institutional and Betterment Securities in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Betterment Securities. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices). The availability to us of Betterment Institutional and Betterment Securities' products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

LUFP and Lucas Casarez does not provide compensation either directly or indirectly for referrals.

Item 15: Custody

Betterment Securities

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct Betterment Securities to deduct our advisory fees directly from your account. Betterment Securities maintains actual custody of your assets. Your statements will be available for you to review on the activity section of your Betterment Institutional account portal. You will also receive account statements directly from Betterment Securities at least quarterly at www.bettermentsecurities.com. You should carefully review those statements promptly and compare them against invoices you receive from LUFPP.

The investment adviser has custody of the funds and securities solely as a consequence of its authority to make withdrawals from client accounts to pay its advisory fee.

Altruist Financial LLC

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct Altruist Financial LLC to deduct our advisory fees directly from your account. Altruist Financial LLC maintains actual custody of your assets. Your statements will be available for you to review on the activity section of your Altruist Financial LLC account portal. You will also receive account statements directly from Altruist Financial LLC at least quarterly at www.Altruist.Com. You should carefully review those statements promptly and compare them against invoices you receive from LUFPP.

The investment adviser has custody of the funds and securities solely as a consequence of its authority to make withdrawals from client accounts to pay its advisory fee.

The investment adviser has written authorization from the client to deduct advisory fees from the account held with the qualified custodian.

Each time a fee is directly deducted from a client account, the investment adviser concurrently:

- Sends the qualified custodian an invoice or statement of the amount of the fee to be deducted from the client's account; and
- Sends the client an invoice or statement itemizing the fee. Itemization includes the formula used to calculate the fee, the value of the assets under management on which the fee is based, and the time period covered by the fee.

The investment adviser notifies the Commissioner in writing that the investment adviser intends to use the safeguards provided in this paragraph (b)(3). Such notification is required to be given on Form ADV.

Advisor is not affiliated with the SSG. The custodian does not supervise the advisor, its agents or activities.

Item 16: Investment Discretion

For those client accounts where we provide investment management services, we require discretion over client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to clients in detail when an advisory relationship has commenced. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the client.

Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

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

Lucas Casarez

Born: 1987

Educational Background

- 2010 - Associates of Arts, College of Lake County
- 2014 - Bachelors Business Administration, Colorado State University

Business Experience

- 11/2019 - Present, Power Up Tax Planning Services, LLC, Tax Preparer
- 08/2017 - Present, Level Up Financial Planning, LLC, Certified Financial Planner and CCO
- 01/2017 - 08/2017 - Cetera Advisor Networks, LLC, Reg Rep/ IAR
- 05/2016 - 08/2017 - CWM, LLC, Investment Advisor
- 01/2015 - 08/2017, Keystone Financial Services, Wealth Advisor
- 05/2015 - 01/2017, LPL Financial, LLC, Registered Representative
- 12/2015 - 05/2016, Western Wealth Maagemet, LLC, Administrative Assistant & Junior Advisor
- 04/2014 - 12/2014, New Frontier Financial, Business Development
- 07/2011 - 03/2014, First Tech Federal Credit Union, Personal Banker
- 02/2011 - 06/2011, Unemployed
- 06/2005 - 01/2011, Mundelein Community Bank, Senior Teller

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner)®: CFP® certificants must have a minimum of three years' workplace experience in financial planning and develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study approved by CFP® Board. They must pass a comprehensive 2-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct.

Other Business Activities

Lucas Casarez is the 100% owner of Power Up Tax Planning Services, LLC where he provides tax preparation. When appropriate, Lucas Casarez may serve clients as both a financial planner with LUPP and as a tax preparer with Power Up Tax Planning Services, LLC. There is a conflict of interest that Lucas Casarez will receive additional

income as a result of services provided through Power Up Tax Planning Services, LLC. Lucas Casarez will disclose this conflict of interest with clients to ensure their understanding of the costs associated with this outside service provider.

Lucas Casarez's work with Power Up Tax Planning Services, LLC is not investment related. The address for Power Up Tax Planning Services, LLC is 6309 Sienna Drive, Timnath, CO, 80547. Lucas Casarez's primary role is as the owner and as a tax preparer. This role started 11/2019.

Lucas Casarez devotes 70 hours a month between February and April and does not normally operate outside of these months unless the tax season is extended. These hours do not impact my availability during security trading hours.

Performance Based Fees

LUPF is not compensated by performance-based fees.

Material Disciplinary Disclosures

No management person at Level Up Financial Planning, LLC has ever been involved in an award or found liable in an arbitration claim alleging damages in excess of \$2,500 or found liable in any civil, self-regulatory organization, or administrative proceedings.

Level Up Financial Planning, LLC has never been involved in an award or found liable in an arbitration claim alleging damages in excess of \$2,500 or found liable in any civil, self-regulatory organization, or administrative proceedings.

Material Relationships That Management Persons Have With Issuers of Securities

Level Up Financial Planning, LLC, nor Lucas Casarez, have any relationship or arrangement with issuers of securities

Additional Compensation

Lucas Casarez does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through LUPF.

Supervision

Lucas Casarez as the sole employee of the firm is responsible for his own supervision. He will adhere to the firm's policies and procedures at all times.

Requirements for State Registered Advisers

Lucas Casarez has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

Level Up Financial Planning, LLC

6309 Sienna Dr
Timnath, CO 80547
(970) 222-6783

Dated May 16, 2024

Form ADV Part 2B – Brochure Supplement

For

Lucas Casarez - Individual CRD# 6432202

Certified Financial Planner, and Chief Compliance Officer

This brochure supplement provides information about Lucas Casarez that supplements the Level Up Financial Planning, LLC (“LUFPP”) brochure. A copy of that brochure precedes this supplement. Please contact Lucas Casarez if the LUFPP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Lucas Casarez is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 6432202.

Item 1: Websites

<https://www.levelupfinancialplanning.com/>

<https://www.linkedin.com/company/level-up-financial-planning-llc>

<https://x.com/LukeCFPLLevelUp>

<https://www.facebook.com/levelupfinancialplanning>

<https://www.instagram.com/casarezlucas/>

Item 2: Educational Background and Business Experience

Lucas Casarez

Born: 1987

Educational Background

- 2010 - Associates of Arts, College of Lake County
- 2014 - Bachelors Business Administration, Colorado State University

Business Experience

- 11/2019 - Present, Power Up Tax Planning Services, LLC, Tax Preparer
- 08/2017 - Present, Level Up Financial Planning, LLC, Certified Financial Planner and CCO
- 01/2017 - 08/2017 - Cetera Advisor Networks, LLC, Reg Rep/ IAR
- 05/2016 - 08/2017 - CWM, LLC, Investment Advisor
- 01/2015 - 08/2017, Keystone Financial Services, Wealth Advisor
- 05/2015 - 01/2017, LPL Financial, LLC, Registered Representative
- 12/2015 - 05/2016, Western Wealth Maagemet, LLC, Administrative Assistant & Junior Advisor
- 04/2014 - 12/2014, New Frontier Financial, Business Development

- 07/2011 - 03/2014, First Tech Federal Credit Union, Personal Banker
- 02/2011 - 06/2011, Unemployed
- 06/2005 - 01/2011, Mundelein Community Bank, Senior Teller

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner)®: CFP® certificants must have a minimum of three years' workplace experience in financial planning and develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study approved by CFP® Board. They must pass a comprehensive 2-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct.

Item 3: Disciplinary Information

No management person at Level Up Financial Planning, 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.

Lucas Casarez has never been subject to any criminal actions, revocations, or suspensions.

Item 4: Other Business Activities

Lucas Casarez is the founder of Power Up Tax Planning Services, LLC where he provides tax preparation. When appropriate, Lucas Casarez may serve clients as both a financial planner with LUPF and as a tax preparer with Power Up Tax Planning Services, LLC. There is a conflict of interest that Lucas Casarez will receive additional income as a result of services provided through Power Up Tax Planning Services, LLC. Lucas Casarez will disclose this conflict of interest with clients to ensure their understanding of the costs associated with this outside service provider. Lucas Casarez and Power Up Tax Planning Services, LLC does not have signatory authority over any client accounts.

Lucas Casarez's work with Power Up Tax Planning Services, LLC is not investment related. The address for Power Up Tax Planning Services, LLC is 6309 Sienna Drive, Timnath, CO, 80547. Lucas Casarez's primary role is as the owner and as a tax preparer. This role started 11/2019.

Lucas Casarez devotes 70 hours a month between February and April and does not normally operate outside of these months unless the tax season is extended. These hours do not impact my availability during security trading hours.

Item 5: Additional Compensation

Lucas Casarez does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through LUPF.

Item 6: Supervision

Lucas Casarez, the Owner of Level Up Financial Planning, LLC is the sole employee of the firm is responsible for his own supervision. He will adhere to the firm's policies and procedures at all times.

Lucas can be contacted directly at 970-222-6783

Item 7: Requirements for State Registered Advisers

Lucas Casarez has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.