

Item 1: Cover Page

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Form ADV Part 2A – Firm Brochure

(917) 727-6497

Dated: January 3, 2022

This Brochure provides information about the qualifications, material conflicts of interest, and business practices of Brooklyn Plans LLC, “BKP”. If you have any questions about the contents of this Brochure, please contact us at (917) 727-6497. 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.

Brooklyn Plans LLC is registered as an Investment Adviser with the State of New York. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about BKP is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the firm’s identification number 284104.

Brooklyn Plans LLC
www.brooklynplans.org
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Item 2: Material 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 Brooklyn Plans, LLC.

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 284104.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (917) 727-6497.

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Item 4: Advisory Business

Description of Advisory Firm

Brooklyn Plans, LLC (“BKP”) is registered as an Investment Adviser with the States of New York, New Jersey, and California and is Conditional Restricted in the State of Texas. We were founded in May 2016. Kristen Euretig is the sole owner of BKP. BKP reported \$11,446,840 in discretionary Assets Under Management as of the close of December 31, 2021.

Types of Advisory Services

Investment Management Services - Selection of Other Advisers

We offer the use of Third-Party Managers, Outside Managers, or Sub-Advisors (TAMPs) 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.

Retainer Model (The Game Plan)

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

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 impact and are impacted 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.

Game Plan Graduates Plan

For clients who have participated in the Game Plan for at least a year, we will extend to them the option of switching to the Game Plan Graduates Plan. This plan is to maintain and advise clients who have done the foundational financial planning work with us to define goals and objectives. The graduates plan will build on this work with quarterly one-on-one meetings to guide the client into further stewarding their finances for successful wealth building.

In general, the financial planning processes described above 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, renters 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.

Conflict of Interest: A conflict exists between the interests of BKP and the interests of the client. 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 affect the transaction through the investment adviser.

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 or Risk Questionnaire 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, unless a client has received the firm’s disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client

within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

Investment Management Services

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

Account Value	Annual BKP Advisory Fee
All Assets Under Management	1.30%

The annual fees are negotiable and are pro-rated and paid in advance on a quarterly basis, based on the account value as of the last day of the previous quarter. The Outside Manager’s fee is included in the above listed fee schedule. When an outside manager is leveraged, the outside manager will debit the advisory fee from the client’s account, and will remit the portion of the fee due to BKP. No increase in the annual fees shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement. Upon termination or non-performance, the amount of any fees paid in advance but unearned will be calculated on a prorated basis and returned.

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.

For clients who pay *in advance*, accounts terminated during a calendar quarter will be refunded a pro-rated fee based on the amount of time remaining in the billing period. If the advisory relationship is terminated during a calendar quarter, BKP will calculate the unearned amount of any prepaid fee on a prorated basis based on the number of days remaining in the quarter, and refund it promptly to the client.

Annual Fees for Investment Management Services will not exceed 3% of AUM.

For California Residents: We are obligated under California statute to inform you that lower fees for comparable services may be available from other sources. Clients will not be charged a total management fee over the 3% industry average.

Retainer Model (The Game Plan)

In some instances, we may offer a monthly retainer option. Clients may be billed an initial onboarding fee ranging from \$715-\$1,045 charged at the sole discretion of BKP and will be billed monthly from that point forward. Under this arrangement, clients will have regular access to the advisor via email and phone in addition to periodic meetings and will include independent work performed by the advisor as needed per month. Independent work may include analysis of a new 401(k) plan, recalculating a debt repayment plan or revising a budget. Clients will be billed monthly in advance with the first payment due no less than one week prior to the initial meeting. If the client would like to terminate the contract prior to the initial meeting, the full onboarding fee will be returned to the client. The cost of this service will be \$248-\$435 monthly. The engagement can be canceled with 30 days notice. Because fees are paid on a monthly basis, no refund or invoice will be due upon cancellation with 30 day's notice. A fixed portion as agreed upon between client and BKP will be due in the first month after BKP is engaged by the client and the remainder that results from that amount and the annual amount will be billed in equal installments monthly. Fees for the monthly retainer service are paid by electronic funds transfer.

For fees paid by electronic funds transfer, we use an independent 3rd party payment processor in which the client can securely input their banking information and pay their fee. We do not have access to the client's banking information at any time. The client will use their own secure portal in order to make payments.

Game Plan Graduates Plan

This service will be billed an annual fee of \$1500 charged in monthly installments of \$125 for individuals. For couples, the cost will be \$2700 annually charged in monthly installments of \$225. This service will include an annual "Financial Snapshot" document to update the client's plan and their progress in addition to quarterly 45 minute - 1 hour meetings. Any additional work that goes above and beyond the scope of the arrangement, will be billed at a rate of \$250 per hour. The engagement can be canceled with 30 days notice. Because fees are paid on a monthly basis, no refund or invoice will be due upon cancellation with 30 day's notice.

Hourly Financial Planning

For individuals and couples who have participated in the Game Plan Graduates Plan and would like to engage in additional guidance outside the scope of the work outlined in Item 4 of Form ADV Part 2A, additional meetings will be billed at the rate of \$250 per hour. The first hour will be paid upfront and the remainder of the fee will be due at the completion of the engagement.

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 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

Neither BKP nor any of its supervised persons offers or accepts performance-based fees.

Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals, and high net-worth individuals, small businesses, and nonprofit or charitable organizations.

We do not have a minimum account size requirement.

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 method of investment analysis is passive investment management.

Use of Outside Managers: We may refer Clients to third-party investment advisers ("outside managers"). Our analysis of outside managers involves the examination of the experience, expertise, investment philosophies, and past performance of the outside managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's

underlying holdings, strategies, concentrations, and leverage as part of our overall periodic risk assessment. Additionally, as part of our due diligence process, we survey the manager's compliance and business enterprise risks. A risk of investing with an outside manager who has been successful in the past is that he or she may not be able to replicate that success in the future. In some instances, BKP may construct custom portfolios and as a result, will control the underlying investments in the client's portfolio. In other instances, we do not control the underlying investments in an outside manager's portfolio. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as we do not control the manager's daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

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

Investment 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

Investing in securities involves risk of loss that clients should be prepared to bear.

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 client's 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 BKP or the integrity of our management. Neither BKP nor any management persons of BKP have been subject to any criminal or civil actions, administrative proceedings, or self-regulatory organization (SRO) proceedings, and we have no information applicable to this Item.

Item 10: Other Financial Industry Activities and Affiliations

As referenced in Item 4 of this brochure, BKP recommends clients to Outside Managers to manage their accounts. In the event that we recommend an Outside Manager, please note that we do not share in their advisory fee. Our fee is separate and in addition to their compensation (as noted in Item 5) and will be described to you prior to engagement. You are not obligated, contractually or otherwise, to use the services of any Outside Manager we recommend. Additionally, BKP will only recommend an Outside Manager who is properly licensed or registered as an investment adviser. Our primary outside manager is currently Buckingham Strategic Partners, LLC ("BSP") [CRD #143319].

No management persons of BKP are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No management persons of BKP are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

Neither BKP nor any management persons of BKP have an arrangement with any related persons (e.g. broker-dealer, municipal securities dealer, or government securities dealer or broker, investment company or other pooled investment vehicle including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund), other investment adviser or financial planner, futures commission merchant, commodity pool operator, or

commodity trading advisor, banking or thrift institution, accountant or accounting firm, lawyer or law firm, insurance company or agency, pension consultant, real estate broker or dealer, and/or sponsor or syndicator of limited partnerships.

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

As a fiduciary, BKP 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. BKP 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.

BKP 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.

BKP and its “related persons” (associates, their immediate family members, etc.) do not recommend to clients, or buys or sells for client accounts, securities in which BKP or a related person has a material financial interest.

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 securities transactions. Any exceptions or trading pre-clearance must be approved by our Chief Compliance Officer 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. We will not trade non-mutual fund securities 5 days prior to the same security for Clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Brooklyn Plans, LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

Research and Other Soft-Dollar Benefits

We will receive soft dollar benefits by nature of our relationship with Fidelity Brokerage Services, LLC, (together with all affiliates, “Fidelity”). All of the soft dollar benefits we receive are eligible “research or brokerage services” under Section 28(e) of the Securities Exchange Act of 1934.

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.

Clients Directing Which Broker/Dealer/Custodian to Use

We recommend specific custodians for clients to use. Clients may custody their assets at a custodian of

their choice and retain our general financial planning services. To enter into an investment management contract, clients must use a custodian we have a relationship with.

The Custodian and Brokers We Use

BKP 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.

Fidelity Brokerage Service, LLC [CRD# 7784]

BKP has an arrangement with Buckingham Strategic Partners, who has an arrangement with National Financial Services, LLC and Fidelity Brokerage Services, LLC (together with all affiliates, “Fidelity”) through which Fidelity provides BKP with Fidelity’s “platform” services. The platform services include, among others, brokerage, custodial, administrative support, record keeping and related services that are intended to support intermediaries like BKP in conducting business and in serving the best interests of their clients, but that may benefit BKP. BKP and Fidelity are not affiliates, and no broker-dealer affiliated with BKP is involved in the relationship between BKP and Fidelity.

Your Brokerage and Custody Costs

Fidelity charges brokerage commissions and transaction fees for effecting certain securities transactions (i.e., transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity enables BKP to obtain many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges. Fidelity’s commission rates are generally considered discounted from customary retail commission rates. However, the commissions and transaction fees charged by Fidelity may be higher or lower than those charged by other custodians and broker-dealers.

Fidelity may aggregate client trades at their discretion. Their specific practices are further discussed in their ADV Part 2A, Item 12.

Services Available to Us via Fidelity

BKP receives some benefits from Fidelity through its participation in the program. (Please see the disclosure under Item 14 below.) Following is a more detailed description of platform services and benefits received through Fidelity.

Services that Benefit You

Fidelity provides access to a range of investment products, execution of securities transactions, and custody of client assets through National Financial Services, LLC and Fidelity Brokerage, LLC. Also, Fidelity provides discount brokerage rates that are generally lower than retail investor rates. Fidelity services described in this paragraph generally benefit you and your account.

Services that may not directly benefit you.

Fidelity 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:

- Assist with back-office functions, recordkeeping, and client reporting of our clients' accounts
- Provide access to client account data (such as duplicate trade confirmations and account statements).
- Provide pricing and other market data.
- Assist with back-office functions, recordkeeping, and client reporting.
- Investment research.
- Access to Fidelity's trading desk for Advisors.
- Access to block trading.

Services that Generally Benefit Only Us

By using Fidelity, we will be offered other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs.
- Publications and conferences on practice management and business succession.
- Vendor discounts to purchase business services, such as consulting, marketing and branding, technology support and other similar business services.

As part of its fiduciary duties to clients, BKP endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by BKP or its related persons in and of itself creates a potential conflict of interest and may indirectly influence BKP's choice of Fidelity for custody and brokerage services.

Buckingham Strategic Partners, LLC ("BSP") [CRD #143319]

BKP has contracted with Buckingham Strategic Partners, LLC ("BSP") for services including trade processing, collection of management fees, record maintenance, report preparation, marketing assistance, and research. BKP has also contracted with BSP for certain sub-advisory services. In certain instances, BKP pays

a fee for these BSP services based on management fees paid to BKP on accounts that use BSP services. The fee paid by BKP to BSP varies based on the total client assets administered and/or sub-advised by BSP through BKP. These fees will not be separately charged to advisory clients and are included within the advisory fees charged to clients. There may be other fees Advisor clients may pay to BSP directly under separate fee agreements.

For investment management services, BKP will request authority from the client to delegate discretion to trade in the client's account and to receive quarterly payments directly from the client's account held by an independent custodian. Clients may provide written limited authorization to BKP or its designated service provider, BSP, to withdraw fees from the account. Clients will receive custodial statements showing the advisory fees debited from their account(s). Certain third-party administrators will calculate and debit BKP's fee and remit such fee to BKP.

BSP may pay various forms of direct and indirect compensation to BKP or its representatives for reasonable business or educational purposes as described in BSP's Form ADV Part 2A.

As part of its fiduciary duties to clients, BKP endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by BKP or its related persons in and of itself creates a potential conflict of interest and may indirectly influence BKP's choice of Fidelity for custody and brokerage services.

Aggregating (Block) Trading for Multiple Client Accounts

Generally, we combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

Item 13: Review of Accounts

Client accounts with the Investment Management Service will be reviewed regularly on a quarterly basis by Kristen Euretig. During the regular review the account's performance is compared against like-managed accounts to identify any unacceptable performance deviation. Additionally, reasonable client imposed restrictions will be reviewed to confirm that they are being enforced. 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 broker(s) 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.

Clients will receive quarterly statements from the outside manager and an annual meeting provided by BKP.

BKP does not provide written reports to Investment Management clients.

Item 14: Client Referrals and Other Compensation

We may receive a non-economic benefit from certain Custodians in the form of the support products and services they make available to us and other independent investment advisors whose clients custody their accounts with these certain Custodians. 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 Fidelity products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

Neither BKP nor related persons of BKP directly or indirectly compensates any person who is not a BKP supervised person for client referrals.

Item 15: Custody

BKP is deemed to have custody of client funds and securities solely as a consequence of its authority to make withdrawals from client accounts to pay its advisory fees. BKP maintains written authorization from clients to deduct such advisory fees from accounts held with qualified custodians. 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 accounts 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.

Clients should receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains Client's investment assets. We urge you to carefully review such

statements and compare such official custodial records to the account statements or reports provided to you by outside managers. Their statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities. Custodians send quarterly statements to you showing all disbursements for the custodian account, including the amount of the advisory fees.

Item 16: Investment Discretion

For those client accounts where we provide Investment Management Services, we maintain 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.

At the start of the advisory relationship, the Client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the Client.

Additionally, third-party managers are granted discretionary authority as for securities to be purchased and sold in client accounts, and will not give advance notice or seek the client's consent for any changes to the portfolio.

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.

In light of the COVID-19 coronavirus and historic decline in market values, we have elected to participate in the CARES Act’s Paycheck Protection Program (“PPP”) to strengthen our balance sheet. We intend to use this loan predominantly to continue paying qualified business & personnel expenses for the firm and may ultimately seek loan forgiveness per the terms of the PPP. Due to this and other measures taken internally, we have been able to operate and continue serving our clients.

In light of the COVID-19 coronavirus and historic decline in market values, we have elected to participate in the CARES Act’s Economic Injury Disaster Loan (EIDL) program to strengthen our balance sheet. Due to the EIDL and other measures taken internally, we have been able to operate and continue serving our clients.

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 or more in advance.

We have no financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients, and we have not been the subject of a bankruptcy petition at any time during the past ten years.

Item 19: Requirements for State-Registered Advisers

Kristen Euretig

Born: 1982

Educational Background

- 2004 – BA Linguistics, University of California San Diego
- 2006 – MS Education, Long Island University
- 2011 – Certificate in Financial Planning, Boston University

Business Experience

- 06/2016 – Present, Brooklyn Plans LLC, Financial Advisor/Principal and CCO
- 01/2016 – 05/2016, Contractor, Self-Employed

Professional Designations, Licensing & Exams

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

Kristen Euretig is not involved with outside business activities.

Performance Based Fees

Neither BKP nor any of its supervised persons offers or accepts performance-based fees.

Material Disciplinary Disclosures

No management person at Brooklyn Plans, 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. No Management Person has 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.

Brooklyn Plans, 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

Brooklyn Plans, LLC, nor Kristen Euretig, have any relationship or arrangement with issuers of securities.

Conflicts of Interest

Pursuant to California Code of Regulations Section 260.238 (k) any material conflicts of interest regarding the investment adviser, its representatives or any of its employees are disclosed to the Client prior to entering into any Advisory or Financial Planning Agreement.

Business Continuity Plan

Brooklyn Plans, LLC Financial maintains a written Business Continuity Plan that identifies procedures related to an emergency or significant business disruptions, including the death of the investment adviser or any of its representatives.

Item 1: Cover Page

Primary Office Address:

1182 North Ave.
Beacon, NY 12508

Mailing Address:

41 Schermerhorn Street #1091

Brooklyn, NY 11201

Dated October 19, 2022

(917) 727-6497

Form ADV Part 2B – Brochure Supplement

For Kristen Euretig (CRD# 6654165)

Financial Advisor/ Principal, and Chief Compliance Officer

This brochure supplement provides information about Kristen Euretig that supplements the Brooklyn Plans, LLC (“BKP”) brochure. A copy of that brochure precedes this supplement. Please contact Kristen Euretig if the BKP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Kristen Euretig is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Born: 1982

Educational Background

- 2004 – BA Linguistics, University of California San Diego
- 2006 – MS Education, Long Island University
- 2011 – Certificate in Financial Planning, Boston University

Business Experience

- 06/2016 – Present, Brooklyn Plans LLC, Financial Advisor/Principal and CCO
- 01/2016 – 05/2016, Contractor, Self-Employed

Professional Designations, Licensing & Exams

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.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business. Kristen Euretig has not been subject to any criminal actions, revocations, or suspensions.

Item 4: Other Business Activities

Kristen Euretig is not involved with outside business activities.

Item 5: Additional Compensation

Kristen Euretig does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through BKP.

Item 6: Supervision

Kristen Euretig, as Financial Advisor/ Principal and Chief Compliance Officer of BKP, is responsible for supervision. She may be contacted at (917) 727-6497.

Item 7: Requirements for State Registered Advisers

1. Kristen Euretig 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. Kristen Euretig has NOT been the subject of a bankruptcy petition at any time.

Item 1: Cover Page

Primary Office Address:

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Beacon, NY 12508

Mailing Address:

41 Schermerhorn Street #1091
Brooklyn, NY 11201

Dated October 19, 2022

(917) 727-6497

Form ADV Part 2B – Brochure Supplement

For Danielle Arlotta (CRD# 6658652)

Investment Adviser Representative

This brochure supplement provides information about Danielle Arlotta that supplements the Brooklyn Plans, LLC (“BKP”) brochure. A copy of that brochure precedes this supplement. Please contact Danielle Arlotta if the BKP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Danielle Arlotta is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Born: 1993

Educational Background

- 08/2014 - 12/2016, Bachelor of Science Financial Planning, William Paterson University, Wayne, NJ, United States

Designations:

CFP® - Certified Financial Planner

The 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.

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 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

i. 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.

Business Experience

- 01/2022 - Present, BROOKLYN PLANS LLC, Investment Adviser Representative
- 09/2019 – 06/2021, Financial Planning Concepts of America, Financial Planner
- 07/2018 – 09/2019, CHOPT, Cashier
- 06/2017 – 09/2019, The Vanguard Group, Inc., Registered Person
- 05/2016 – 05/2017, Pollack Financial Group, Jr Financial Planner
- 07/2014 – 12/2016, William Patterson University, Student
- 08/2013 – 10/2016, NIRVANA, Manager
- 06/2015 - 07/2015, Mariner Wealth Advisers, Intern

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business. Danielle Arlotta has not been subject to any criminal actions, revocations, or suspensions.

Item 4: Other Business Activities

Danielle Arlotta is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Danielle Arlotta does not receive any economic benefit from any person, company, or organization, other than BROOKLYN PLANS LLC in exchange for providing clients advisory services through

Item 6: Supervision

As a representative of BROOKLYN PLANS LLC, Danielle Arlotta is supervised by Kristen Euretig, the firm's Chief Compliance Officer. Kristen Euretig is responsible for ensuring that Danielle Arlotta adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm’s Code of Ethics and compliance manual. The phone number for Kristen Euretig is (917) 727-6497.

Item 7: Requirements for State Registered Advisers

. Danielle Arlotta has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- . an investment or an investment-related business or activity;
- a. fraud, false statement(s), or omissions;
- b. theft, embezzlement, or other wrongful taking of property;
- c. bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

0. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- . an investment or an investment-related business or activity;
- a. fraud, false statement(s), or omissions;
- b. theft, embezzlement, or other wrongful taking of property;
- c. bribery, forgery, counterfeiting, or extortion; or
- d. dishonest, unfair, or unethical practices.

B. Danielle Arlotta has NOT been the subject of a bankruptcy.

Item 1: Cover Page

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Beacon, NY 12508

Mailing Address:

41 Schermerhorn Street #1091
Brooklyn, NY 11201

Dated October 19, 2022

(917) 727-6497

Form ADV Part 2B – Brochure Supplement

For Owen Brown (CRD# 7135112)

Investment Adviser Representative

This brochure supplement provides information about Owen Brown that supplements the Brooklyn Plans, LLC (“BKP”) brochure. A copy of that brochure precedes this supplement. Please contact Owen Brown if the BKP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Owen Brown is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Born: 2000

Educational Background

- BBA in Finance and Financial Planning, Temple University - 2022

Business Experience

- 12/2020 - Present, Brooklyn Plans, LLC, Intern/Paraplanner
- 08/2018 – 05/2022, Temple University, BBA in Finance and Financial Planning
- 06/2019 - 08/2019, RiversEdge Advisors, Intern

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business. Owen Brown has not been subject to any criminal actions, revocations, or suspensions.

Item 4: Other Business Activities

Owen Brown is part owner and VP of Seymour-Brown, LLC as of July 21, 2020. He provides input on future property acquisitions. This accounts for about 2 hours of his time per month.

Item 5: Additional Compensation

Owen Brown does not receive any economic benefit from any person, company, or organization, other than Brooklyn Plans, LLC in exchange for providing clients advisory services through Brooklyn Plans, LLC.

Item 6: Supervision

As a representative of Brooklyn Plans, LLC, Owen Brown is supervised by Kristen Euretig, the firm's Chief Compliance Officer. Kristen Euretig is responsible for ensuring that Owen Brown adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Kristen Euretig is (917) 727-6497.

Item 7: Requirements for State Registered Advisers

- A. Owen Brown has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.

B. Owen Brown has NOT been the subject of a bankruptcy.