

**Item 1 Cover Page**

Hendrix Financial Planning LLC  
212 Tavern Blvd  
Boiling Springs, PA 17007

[www.HendrixFinancialPlanning.com](http://www.HendrixFinancialPlanning.com)

June 7, 2024

**This brochure provides information about the qualifications and business practices of Hendrix Financial Planning LLC (CRD #331039). If you have any questions about the contents of this brochure, please contact us at (808) 375-6055. 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. Registration as a registered investment advisor does not imply a certain level of skill or training.**

**Additional information about Hendrix Financial Planning LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2 Material Changes**

This is a new brochure and there has not been a previous annual update. Therefore, there are no changes to report.

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## **Item 4 Advisory Business**

Hendrix Financial Planning LLC is an investment advisor registered with the Commonwealth of Pennsylvania, since June 2024.

The principal owner of Hendrix Financial Planning LLC is Thomas L. Hendrix, Principal.

### Comprehensive Financial Planning Services

Hendrix Financial Planning LLC's ("Hendrix Financial Planning" or "Advisor") principal service is providing comprehensive financial planning services to individuals and high-net worth individuals. The Advisor's comprehensive financial planning services may include recommendations for portfolio customization based on the client's investment objectives, goals and financial situation, recommendations relating to investment strategies, as well as tailored investment advice. Comprehensive financial planning may also include non-investment advice such as developing strategies to achieve retirement or other financial goals, tax optimization strategies, cash flow and budgeting analysis and recommendations, financing and financial education, estate planning, and asset protection strategies.

All clients must first engage with Hendrix Financial Planning based on the firm's fixed fee arrangement for a fully comprehensive financial plan, and will receive a written financial plan or report that includes most or all of the following:

- a balance sheet and income statement developed from the client's total assets, liabilities, cash flow and expenses;
- a risk management analysis that includes a review and analysis of current insurance coverage;
- retirement asset analysis and retirement funding analysis, including a retirement funds summary and investment allocation recommendations based on the client's objectives and timelines;
- education funding analysis if applicable;
- social security projection and retirement needs calculation, including if applicable based on tax location, a Roth conversion analysis and recommendation;
- an estate planning document analysis and updating recommendation if required with the client's legal and estate planning counsel.

Following delivery of the written plan or report, Hendrix Financial Planning does not review the client's financial plan again unless requested to do so. Clients may require an update to their comprehensive financial plan based on a significant life event, or may seek the Advisor's assistance with account implementation, engagement with the client's other financial, tax, and legal professionals, or other investment advisory services.

Hendrix Financial Planning will tailor its advisory services to its client's individual needs based on meetings and conversations with the client. If clients wish to impose restrictions on recommendations on investing in certain securities or types of securities, the Advisor will address those restrictions with the client to have a clear understanding of the client's requirements.

Hendrix Financial Planning does not provide portfolio management services, and therefore a wrap fee program is inapplicable.

Since Hendrix Financial Planning does not manage client assets, Hendrix Financial Planning does not have regulatory assets under management.

## **Item 5 Fees and Compensation**

### Fixed Fee

All clients will pay the Advisor a fixed fee of \$6,250 in exchange for comprehensive financial planning services, as contracted with the client in advance. Fixed fee-based clients are directly invoiced one-half of the fee at the time of signing the agreement with the Advisor and the other one-half upon delivery of the financial plan or written report to the client. If the final fee is not paid by the client at the delivery of the financial plan or written report, the client is required to pay the fee within five days of delivery of the financial plan or written report. If the client terminates the agreement with the Advisor prior to the Advisor's completion of the services, any fees due the Advisor will be directly invoiced to the client and payable within five days of delivery of the invoice. The Advisor's fixed fee is non-negotiable.

### Hourly Fee

Some clients will contract to have additional financial planning services provided after their initial written financial plan or report has been completed and delivered to them. Additional financial planning services may be required to update the financial plan because of a significant life event, such as the birth or death of a family member, change of employment, or retirement; to assist with account implementation; or other comprehensive financial planning services. The Advisor's hourly fee will be billed at a rate of \$325 per hour and is non-negotiable. Hourly fee-based clients are directly invoiced upon completion of work performed and the Advisor's fee is payable within five days of delivery of the invoice. If the client terminates the agreement with the Advisor prior to the Advisor's completion of the financial plan or project updates, any fees due the Advisor will be directly invoiced to the client and payable within five days of delivery of the invoice.

The Advisor accepts payment of its fees via ACH/wire, check, credit card, PayPal, and Zelle.

Either party may terminate the advisory Agreement upon giving written notice to the other party. For each of the Advisor's services described above, the Client may terminate these services within five business days of the effective date of an Agreement signed with the Advisor, without penalty.

At no time will Hendrix Financial Planning accept or maintain custody of a client's funds or securities. Clients are required to pay Hendrix Financial Planning directly and the Advisor will never directly deduct its advisory fees from the client's brokerage or bank accounts.

Hendrix Financial Planning's fixed fees for comprehensive financial planning services are partially payable in advance. Upon termination, any fees paid in advance will be prorated to the date of termination and any unearned fees will be refunded to the client.

Neither Hendrix Financial Planning nor its supervised persons 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**

Hendrix Financial Planning does not charge performance-based fees.

### **Item 7 Types of Clients**

The Advisor will offer its services to individuals and high-net worth individuals.

The Advisor does not manage client accounts and therefore does not have any minimum financial requirements for opening or maintaining an account.

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

Hendrix Financial Planning does not provide any advice regarding specific investments or securities, nor does it participate in management of clients' accounts. However, in situations where clients seek investment advice the Advisor utilizes the Modern Portfolio Theory in formulating investment advice for clients.

Modern Portfolio Theory (MPT) is based on economist Harry Markowitz's research and paper titled "Portfolio Selection," published in the Journal of Finance in 1952, which later resulted in his award of the Nobel Prize in economics. The key component of MPT is the concept of diversification and a mix of high risk/high return investments with low risk/low return investments to achieve an optimal mix based on an assessment the investor's risk tolerance. Thus, an aggressive investor might lean into high risk/high return investments based on their tolerance for risk, while conversely a conservative investor would prioritize low risk/low return investments in order to preserve capital and avoid unnecessary investment risk. MPT is a concept that seeks to maximize efficiency of an investment portfolio while minimizing its overall risk. MPT proponents argue that any given investment's risk and return characteristics should not be viewed alone but should be evaluated by how the investment affects the overall portfolio's risk and return. MPT assumes that investors are risk-averse, meaning they seek to avoid a riskier portfolio in preference for a less risky one that achieves the same level of return. Thus, MPT posits that a conservative investor could do better by selecting a mix of low-risk and some riskier investments than by going entirely with low-risk choices.

Critics of MPT argue that it evaluates portfolios based on variance of individual investments in the portfolio rather than downside risk. Two portfolios having the same level of variance and returns are considered equally desirable under MPT. One portfolio may have the variance because of frequent small losses, while the other has the variance because of infrequent but spectacular declines. Most investors would prefer the frequent small losses, which cognitively would be easier to endure. Downside risk is an estimation of an investment's potential loss in value if market conditions precipitate a decline and explains a worst-case scenario for the investment and how much an investor stands to lose. Some investors have a finite amount of downside risk, while

others have infinite risk. The purchase of a stock, for example, has finite risk because the downside risk is bounded by zero. The investor can lose their entire investment, but not more. A short position in a stock, however, can be accomplished by a short sale, and entails unlimited downside risk since the price of the security could rise indefinitely.

The investment strategy the Advisor will recommend principally includes long term purchases of securities held at least for one year.

The methods of analysis and investment strategies followed by the Advisor are utilized across all of the Advisor's clients, as applicable. One method of analysis or investment strategy is not more significant than the other as the Advisor is considering the client's portfolio, risk tolerance, time horizon and individual goals. However, the client should be aware that with any trading that occurs in the client account, the client will incur transaction and administrative costs.

Investing includes the risk that the value of an investment can be negatively affected by factors specifically related to the investment (e.g., capability of management, competition, new inventions by other companies, lawsuits against the company, labor issues, patent expiration, etc.), or to factors related to investing and the markets in general (e.g., the economy, wars, civil unrest or terrorism around the world, concern about oil prices or unemployment, etc.).

All investments involve some degree of risk. In finance, risk refers to the degree of uncertainty and/or potential financial loss inherent in an investment decision. In general, as investment risks rise, investors seek higher returns to compensate themselves for taking such risks. Clients need to be aware that investing in securities involves risk of loss that clients need to be prepared to bear.

Every saving and investment product has different risks and returns. Differences include how readily investors can get their money when they need it, how fast their money will grow, and how safe their money will be. The primary risks faced by investors include:

#### Business Risk

With a stock, you are purchasing a piece of ownership in a company. With a bond, you are loaning money to a company. Returns from both of these investments require that the company stays in business. If a company goes bankrupt and its assets are liquidated, common stockholders are the last in line to share in the proceeds. If there are assets, the company's bondholders will be paid first, then holders of preferred stock. If you are a common stockholder, you get whatever is left, which may be nothing.

#### Volatility Risk

Even when companies aren't in danger of failing, their stock price may fluctuate up or down. Large company stocks as a group, for example, have lost money on average about one out of every three years. A stock's price can be affected by factors inside the company, such as a faulty product, or by events the company has no control over, such as political or market events.

### Inflation Risk

Inflation is a general upward movement of prices. Inflation reduces purchasing power, which is a risk for investors receiving a fixed rate of interest. The principal concern for individuals investing in cash equivalents is that inflation will erode returns.

### Interest Rate Risk

Interest rate changes can affect a bond's value. If bonds are held to maturity the investor will receive the face value, plus interest. If sold before maturity, the bond may be worth more or less than the face value. Rising interest rates will make newly issued bonds more appealing to investors because the newer bonds will have a higher rate of interest than older ones. To sell an older bond with a lower interest rate, you might have to sell it at a discount.

### Liquidity Risk

This refers to the risk that investors won't find a market for their securities, potentially preventing them from buying or selling when they want. This can be the case with the more complicated investment products. It may also be the case with products that charge a penalty for early withdrawal or liquidation such as a certificate of deposit (CD).

The Advisor does not primarily recommend a particular type of security. However, clients are advised that many unexpected broad environmental factors can negatively impact the value of portfolio securities causing the loss of some or all of the investment, including changes in interest rates, political events, natural disasters, and acts of war or terrorism. Further, factors relevant to specific securities may have negative effects on their value, such as competition or government regulation. Also, the factors for which the company was selected for inclusion in a client portfolio may change, for example, due to changes in management, new product introductions, or lawsuits.

### **Item 9 Disciplinary Information**

Neither Hendrix Financial Planning nor its management persons have had any legal or disciplinary events, currently or in the past.

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

Neither Hendrix Financial Planning nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Neither Hendrix Financial Planning nor any of its management persons 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.

Hendrix Financial Planning does not currently have any relationships or arrangements that are material to its advisory business or clients with either a 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 advisor 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 or sponsor of syndicator of limited partnerships.

Hendrix Financial Planning does not recommend or select other investment advisors for clients.

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

Hendrix Financial Planning is registered as a state registered investment advisor and has adopted as an industry best practice a Code of Ethics that sets forth the basic policies of ethical conduct for all managers, officers, and employees of the Advisor. In addition, the Code of Ethics governs personal trading by each employee of Hendrix Financial Planning deemed to be an Access Person and is intended to ensure that securities transactions effected by Access Persons of Hendrix Financial Planning are conducted in a manner that avoids any conflict of interest between such persons and clients of the Advisor or its affiliates. Hendrix Financial Planning collects and maintains records of securities holdings and securities transactions effected by Access Persons. These records are reviewed to identify and resolve conflicts of interest. Hendrix Financial Planning will provide a copy of the Code of Ethics to any client or prospective client upon request.

Hendrix Financial Planning does not recommend specific investments to clients or manage client accounts. Therefore, Hendrix Financial Planning does not recommend to clients, or buy or sell for client accounts, securities in which the firm or a related person has a material financial interest.

Hendrix Financial Planning and/or its investment advisor representatives may from time to time purchase or sell products that they may recommend to clients. This practice creates conflicts of interest in that personnel of Hendrix Financial Planning can take advantage of the advance knowledge of firm securities trading and trade their personal accounts ahead of the client trades or recommend trades in client accounts that may affect the price of the securities owned by the investment advisor representatives. To mitigate these conflicts, Hendrix Financial Planning has adopted a Code of Ethics as noted above. Hendrix Financial Planning's Code of Ethics is available upon request. Finally, supervised persons of registered investment advisors are fiduciaries by law and are required to put the client's interest before those of the firm and themselves.

Hendrix Financial Planning requires that its investment advisor representatives follow its basic policies and ethical standards as set forth in its Code of Ethics.

### **Item 12 Brokerage Practices**

Hendrix Financial Planning does not select or recommend broker-dealers for client transactions, does not receive research or other products or services from a broker-dealer or third party, and does not receive referrals from any broker-dealer or third party as a result of the firm selecting or recommending that broker-dealer or third party to clients.

Hendrix Financial Planning does not recommend, request, or require that a client direct it to execute transactions through a specified broker-dealer, and since the Advisor does not manage accounts for clients it does not allow clients to direct brokerage to specific broker-dealers.

Since Hendrix Financial Planning does not manage or trade client accounts, it does not have the opportunity to aggregate trades.

### **Item 13 Review of Accounts**

Hendrix Financial Planning does not manage accounts for clients. Financial plans, once prepared and delivered to the client, are not reviewed again unless the client requests a financial plan be updated. Financial plans are reviewed by Thomas L. Hendrix, Principal. The nature of the review is to determine if the financial plan is still in line with the client's stated objectives.

The client is encouraged to notify the Advisor and investment advisor representative if changes occur in his/her personal financial situation that might materially affect his/her financial plan.

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

Hendrix Financial Planning is not compensated by anyone for providing investment advice or other advisory services except as previously disclosed in this Brochure.

Hendrix Financial Planning does not directly or indirectly compensate any person who is not a supervised person for client referrals.

### **Item 15 Custody**

Hendrix Financial Planning does not accept custody of client funds or securities.

### **Item 16 Investment Discretion**

Hendrix Financial Planning does not have investment discretion over client accounts.

### **Item 17 Voting Client Securities**

Hendrix Financial Planning will not vote, nor advise clients how to vote, proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting of these proxies. Also, Hendrix Financial Planning cannot give any advice or take any action with respect to the voting of these proxies. The client and Hendrix Financial Planning agree to this by contract. Clients will receive proxy solicitations from their custodian and/or transfer agent.

### **Item 18 Financial Information**

Hendrix Financial Planning does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance, and is not required to file a balance sheet.

Hendrix Financial Planning is not aware of any financial condition that will likely impair its ability to meet contractual commitments to its clients. If Hendrix Financial Planning does become aware of any such financial condition, this Brochure will be updated and clients will be notified.

Hendrix Financial Planning has never been subject to a bankruptcy petition.

### **Item 19 Requirements for State-Registered Advisers**

Thomas L. Hendrix, Principal, was born in 1978. Mr. Hendrix earned a Bachelor of Science degree in European History from the United States Military Academy; a Master of Science degree in Finance from Elizabethtown College; and is currently enrolled in the Master of Business Administration (MBA) program at Pennsylvania State University in Harrisburg, Pennsylvania.

Mr. Hendrix founded Hendrix Financial Planning and has served as its Principal since March 2024. Previously, Mr. Hendrix has held the following positions:

- Unemployed Stay at Home Parent (10/2020 – 02/2024)
- Production Manager at Sherwin-Williams (01/2014 – 10/2020)

Hendrix Financial Planning is not engaged in any other business other than giving investment advice.

Management of Hendrix Financial Planning have not been found liable in any arbitration, civil or disciplinary actions or administrative proceedings.

There are no material relationships maintained by Hendrix Financial Planning or its management persons with any issuers of securities.

**Item 1 Cover Page for Brochure Supplement**

Thomas L. Hendrix

Hendrix Financial Planning LLC  
212 Tavern Blvd  
Boiling Springs, PA 17007

(808) 375-6055

June 7, 2024

**This brochure supplement provides information about Thomas L. Hendrix (CRD #7911836) that supplements the Hendrix Financial Planning LLC brochure. You should have received a copy of that brochure. Please contact Thomas L. Hendrix if you did not receive Hendrix Financial Planning LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Thomas L. Hendrix is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2 Educational Background and Business Experience**

Thomas L. Hendrix, Principal, was born in 1978. Mr. Hendrix earned a Bachelor of Science degree in European History from the United States Military Academy; a Master of Science degree in Finance from Elizabethtown College; and is currently enrolled in the Master of Business Administration (MBA) program at Pennsylvania State University in Harrisburg, Pennsylvania.

Mr. Hendrix founded Hendrix Financial Planning LLC (“Hendrix Financial Planning”) and has served as its Principal since March 2024. Previously, Mr. Hendrix has held the following positions:

- Unemployed Stay at Home Parent (10/2020 – 02/2024)
- Production Manager at Sherwin-Williams (01/2014 – 10/2020)

## **Item 3 Disciplinary Information**

There are no legal or disciplinary events or proceedings to report concerning Mr. Hendrix.

## **Item 4 Other Business Activities**

Mr. Hendrix is not actively engaged in any investment-related or non-investment-related business or occupation outside of Hendrix Financial Planning.

## **Item 5 Additional Compensation**

Mr. Hendrix does not receive compensation or other economic benefit from anyone who is not a client for providing advisory services.

## **Item 6 Supervision**

Thomas L. Hendrix is the Principal and Chief Compliance Officer of Hendrix Financial Planning and can be reached at (808) 375-6055. Mr. Hendrix is the only individual that provides investment advice to clients. As a single person firm, Mr. Hendrix cannot be supervised, but is a fiduciary by law and is required to act in the best interests of clients.

## **Item 7 Requirements for State-Registered Advisers**

Mr. Hendrix has not been involved in an award or found liable in an arbitration claim, civil, or self-regulatory organization event or administrative proceeding, or been the subject of a bankruptcy petition.