



CLIENT SERVICE AGREEMENT

You, Sam and Sarah Sample, (“Client”) hereby engage Price Planning, LLC (“Adviser”), and Adviser agrees to provide financial planning and investment advisory services to you, upon the terms and subject to the conditions contained in this Agreement.

Services to be Provided. Adviser will provide consultations addressing the financial planning and investment advisory services you have requested as indicated below. Adviser will provide you with a detailed financial analysis and recommendations to guide you toward the achievement of your objectives. Adviser will limit its analysis to the services indicated below. You understand that information regarding specific issues not revealed to or analyzed by Adviser may have a direct impact on the suitability or accuracy of specific recommendations given.

Service Areas	Adviser has been requested to provide the following financial planning and investment advisory services during the initial term
Cash Flow & Retirement Planning	Prepare and present “roadmap”, including net worth and cash flow; make recommendations as appropriate
Investment Advice	Review asset allocation and investments; make recommendations as appropriate
Tax Preparation & Planning	Incorporate tax planning when addressing cash flow & retirement planning and investment advice; make recommendations as appropriate
Insurance Needs Analysis	Review all types and amounts of insurance coverage; make recommendations as appropriate
Education Funding & Estate Planning	Review education funding and estate planning; make recommendations as appropriate
General	Available to answer any questions or address any personal financial matters that arise during the contract term

Term. Adviser will initially provide the financial planning and investment advisory services requested pursuant to this Agreement to you for a period beginning with the date of this Agreement and ending on December 31, 2012. Subsequent renewal terms will cover a calendar year.

Price Planning, LLC Client Service Agreement cont...

Fees. Adviser's fees for financial planning and investment advisory services over the initial term will be \$3,800 and payable as follows: one-fourth of the Adviser's fee will be due at the signing of this Agreement and one-fourth of the Adviser's fee (\$950) will be invoiced in May, August and November of 2012.

Adviser's fees for financial planning and investment advisory services over subsequent renewal terms are estimated to be 50-75% of the initial fee and will be invoiced as quarterly installments of the fee in February, May, August and November. The exact amount of the renewal fee will be quoted after Adviser and you revisit the scope of services to be provided in the following contract term (e.g., calendar year).

Client Representations. You represent to Adviser the following and understand and agree that Adviser is relying on these representations as an inducement to enter into this Agreement:

- You agree that you will provide Adviser with the necessary information to provide the agreed upon services.
- You understand that the responsibility for financial decisions is yours and that you are under no obligation to follow, either wholly or in part, any recommendation or suggestion provided by Adviser.
- You understand that Adviser obtains information from a wide variety of publicly available sources and cannot guarantee the accuracy of the information or success of the advice which it may provide. The information and recommendations developed by Adviser are based on the professional judgment of Adviser and the information you provide to Adviser.
- You understand that all investments involve risks and that some investment decisions will result in losses. You understand that Adviser cannot guarantee that your investment objectives will be achieved.

Multiple Clients. In the event Client is more than one individual, Adviser is authorized to accept the direction of either party and such direction will be binding on all parties.

Registration. Adviser represents it is registered as an investment adviser with the State of Ohio.

Confidential Relationship. All information and advice furnished by either of the parties to the other will be treated as confidential and will not be disclosed to third parties except as required by law or with the consent of the other party. You acknowledge electronic receipt of Adviser's Privacy Policy Notice.

Price Planning, LLC Client Service Agreement, cont...

Non-Exclusive Relationship. You recognize and acknowledge that Adviser performs financial planning and investment advisory services for other clients. You agree that Adviser may give advice and take action with respect to its other clients that may differ from advice given, or the timing or nature of action taken, with respect to you.

Agreement Not Assignable. This Agreement will inure to the benefit of the parties and their respective successors and assigns; provided that Adviser may not assign this Agreement without your prior written consent.

Termination. This Agreement may be terminated by either party at any time upon written notice. If this Agreement is terminated by either party all fees due at time of termination will be due and payable by you immediately. Adviser will immediately refund any unearned, prepaid fees.

Liability. Adviser will be liable only for losses caused by negligent management or actual wrongdoing and Adviser shall have no responsibility for the acts of agents (other than regular employees) provided it uses reasonable care in selecting them, except when the state or federal securities laws otherwise impose liabilities. Adviser does not warrant or guarantee any particular result. You acknowledge that there can be no assurance that a particular recommendation will achieve the desired results. Nothing herein shall in any way constitute a waiver or limitation of any rights which you may have under applicable state or federal securities laws.

Arbitration. You agree that any controversy or claim, including but not limited to claims arising out of alleged errors and omissions relating to Adviser's obligations under this Agreement or out of alleged breaches of this Agreement, will be settled by arbitration in accordance with the Code of Commercial Arbitration of the American Arbitration Association. Judgment on any award rendered by the arbitrator(s) in any such arbitration may be entered in any court having jurisdiction thereof. Any such arbitration will be held in Franklin County, Ohio. Notwithstanding the foregoing, nothing in this paragraph will constitute a waiver of any right you may have to choose a judicial forum to the extent such a waiver would violate applicable law.

Notices. Unless otherwise notified in writing, any written notice, advice or report to be given pursuant to this Agreement to Advisor shall be delivered or mailed to debbie@priceplanning.com or Price Planning, LLC, P.O. Box 1861, Powell, Ohio 43065-1861. Unless otherwise notified in writing, any written notice, advice or report to be given pursuant to this Agreement to you shall be delivered or mailed to sample@yahoo.com or Sam or Sarah Sample, 12345 Main Street, Columbus, Ohio 43215. Such notice shall become effective upon receipt of such notice by the party to whom it is given.

