

The Planning Project, LLC
d/b/a

The Sum

ADV Part 3 -Customer Relationship Summary (Form CRS)

March 04, 2025

Item 1 – Introduction

The Planning Project, LLC d/b/a The Sum (“The Sum”) is an investment advisor registered with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ, and it is important for you, the *retail investor*, to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 Relationships and Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors.

Financial Planning and Consulting Services: We will provide you with a detailed financial plan designed to achieve your stated financial goals and objectives. This can be engaged on a one-time or ongoing basis.

Asset Management Services: When providing these services on a discretionary basis, we will manage your assets while we continuously monitor your custodial accounts and provide you with continuous and ongoing supervision of your custodial accounts on a regular basis and no less than annually. When discretionary authority is granted via execution of our investment advisory agreement, we will have the limited authority to determine the type and number of securities to be purchased or sold for your portfolio without obtaining your consent for each transaction.

Income Tax Preparation Services: We refer clients for income tax preparation services through a separate engagement with The Sum Prep, LLC, which is a related person to The Sum. Clients are under no obligation to accept our referral and may elect to use their preferred income tax preparation service.

You may place reasonable restrictions on the types of investments that may be purchased or sold in your account so long as the restrictions are explicitly set forth.

We offer advice with respect to various products and types of investments. We do not have a minimum account size for our asset management services. For additional information, please see Items 4 and 7 of Part 2A.

For additional information, please see our Form ADV 2A Brochure, specifically Items 4 and 7 at <https://adviserinfo.sec.gov/firm/summary/297658>, or by visiting <https://www.thesumplanning.com> and choosing “Services” on the top header list.

Conversation Starters. *Ask your financial professional:*

- “Given my financial situation, should I choose an investment advisory service? Why or why not?”
- “How will you choose investments to recommend to me?”
- “What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?”

Item 3 - Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

You will pay an annual fixed fee for our asset management services of \$2,000 per household. The fee is payable monthly or quarterly in arrears. For financial planning services, you will pay either an hourly fee or an annual fee based on net worth. Hourly fees start at \$500 are payable upon completion of services. Our annual fee for ongoing services is payable monthly or quarterly in arrears and ranges from \$6,000 to \$21,000 + \$3,000 per additional million.

We charge a fixed fee which means that there is no incentive to add additional assets to a clients’ advisory account. However, our comprehensive financial planning services are based on a client’s net worth. As such, we may therefore have an incentive to encourage our clients to increase their net worth. You may pay additional fees, including custodian fees, fees related to mutual funds, and other transactional fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For additional information regarding our fees and costs, please see Item 5 of Form ADV.

For more detailed information, please see our [Form ADV Part 2A Brochure](#) (specifically Item 5).

Conversation Starters. *Ask your financial professional:*

- “Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?”

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money, and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

- Our comprehensive financial planning fee structure gives us the incentive to encourage clients to increase their net worth.

For additional information, please see Items 5 and 10 of Part 2A.

For more detailed information, please review our [Form ADV, Part 2A Brochure](#) (specifically Items 10 and 11).

Conversation Starters. *Ask us the following questions:*

- “How might your conflicts of interest affect me, and how will you address them?”

How do your financial professionals make money?

Our financial professionals are paid cash compensation as salary or bonuses based on revenue generated from their client book of business. This creates a conflict of interest as our financial professionals are incentivized to increase your net worth. However, we are fiduciaries and strive to always act in your best interest. Some of our professionals also work for an affiliate of The Sum, The Sum Prep, LLC, that provides income tax preparation services and are compensated for such work. This creates a conflict of interest as these professionals are incentivized to refer customers of The Sum to The Sum Prep, LLC. Customers are under no obligation to accept the referral.

Item 4 – Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

No. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters. *Ask our financial professionals:*

- “As a financial professional, do you have any disciplinary history? For what type of conduct?”

Item 5 - Additional Information

For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at <https://adviserinfo.sec.gov/firm/summary/297658>. To obtain up-to-date information and request a copy of the Customer Relationship Summary, you may call: 281-940-4859. You may also find additional information about M1’s investment advisory services and request a copy of this Customer Relationship Summary by visiting: www.thesumplanning.com

Conversation Starters. *Ask your financial professional:*

- “Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?”
- “Who can I talk to if I have concerns about how this person is treating me?”