

# **Bowen Financial Planning LLC**

A State of Michigan Registered Investment Adviser

## **Form ADV Part 2 Brochure**

**March 2, 2026**

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This brochure provides information about the qualifications and business practices of Bowen Financial Planning LLC. If you have any questions about the contents of this brochure, please contact us at 616-820-5020 or [brent@bowenfinancialplanning.com](mailto:brent@bowenfinancialplanning.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. While the firm is registered with the State of Michigan, it does not imply a certain level of skill or training on the part of the firm or its personnel.

Additional information about Bowen Financial Planning LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD number, which is 170888.

### **Material Changes**

The firm has updated its Form ADV Part 2 advisory brochure dated March 1, 2025. For future filings this section of the brochure may address only those material changes that have occurred since the firm's last annual update.

Information on "Business Background in Previous Five Years" has been updated on page 14.

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## **Advisory Business**

Bowen Financial Planning LLC was launched in 2014 to provide confidential and personalized financial planning and investment management to people at all stages of life. Brent M. Bowen is the principal and sole owner of Bowen Financial Planning LLC.

We work with clients on a fee-only basis, meaning we do not accept commissions of any kind. We do not sell financial products including stocks, bonds, insurance, annuities, mutual funds, limited partnerships or any other commissioned products. We are not affiliated with companies or persons that sell financial products or securities. We do not accept or receive commissions of any kind. No finder's fees are accepted. We offer investment advice based on the client's financial status, goals, risk profile, age, and other inputs. The client makes the final decision on types of investments. Clients may impose restrictions on investing in certain securities or types of securities. These restrictions are defined in the agreement between the Client and Bowen Financial Planning LLC. We think that this is the most objective way to provide financial advice and investment management.

Our fees consist of a percentage of assets managed and/or work performed based on a fixed hourly rate. This means that clients have the ability to pay by the hour for as much or little advice as they desire, similar to other professionals. We think it is important for clients to have flexibility on what services they need and how much they want to pay.

As a registered investment adviser firm, we are required and committed to work with clients on a *fiduciary* basis, meaning that we always act in the best interest of our clients. Note that brokers have a "*suitability* standard" – a lower standard in which recommended investments are required to be "suitable" or okay for the client. Brokers under this standard are able to collect commissions or fees from third parties. We strongly support the fiduciary standard and believe it is the most honest and fair way to support clients.

Bowen Financial Planning LLC anticipates that it will receive approximately 10% of its fees from hourly-based consulting of general financial advice and planning and 90% of its fees from ongoing asset management. General financial advice and planning may include a detailed financial plan, retirement planning including social security and Medicare, tax planning, estate planning, college funding, and income & expense analysis and planning. Bowen Financial Planning LLC also anticipates that most of the client assets will be managed on a discretionary basis.

The process of investment management or financial advice & planning begins with a complimentary and no-obligation meeting with the client(s). The meeting can take place in person or by phone and can include communication by internet or by mail. The purpose of the initial meeting is to collect information about the client's financial situation and to determine the client's financial requirements, goals, and risk profile. The need and extent of asset management or financial advice & planning is discussed.

If asset management appears to be beneficial to the client, Bowen Financial Planning LLC will analyze the client's information and prepare a general financial plan free of charge with no obligation for the client. A more detailed financial plan can also be prepared for an additional fee based on a fixed hourly rate. Another complimentary meeting will be set up for presenting and discussing the financial plan. Once the client and Bowen Financial Planning LLC agree to an investment plan, steps will be taken for the client's assets to be invested according to the plan's recommendations. The clients' assets are typically invested in exchange traded funds (ETFs), no-load mutual funds, and closed end funds with low average expense ratios in their private accounts including IRAs. Specific stocks and bonds may also be recommended for investment occasionally. We also manage workplace accounts including 401ks, 403bs and others whether you are working or retired. We will periodically rebalance your portfolio if needed and update your financial plan as your financial situation or goals change. We always welcome your inquiries or comments!

If the client is interested in financial advice or planning, a second meeting may be required in order to analyze the client's financial background or determine the best and most efficient way of providing the advice or planning. Bowen Financial Planning LLC will provide an estimate based on required time at the fixed hourly fee.

### **Fees and Compensation**

Bowen Financial Planning LLC bases its asset management fee on a sliding scale that decreases with the value of assets under management and types of accounts. The following are maximum percentages used to calculate asset management fees:

#### **For one or more workplace accounts including 401ks and 403bs**

Assets	Annual (quarterly) %
0 - \$1,000,000	0.35 (0.0875)
> \$1,000,000	0.25 (0.0625)

### For one or more private accounts including IRAs

Assets	Annual (quarterly) %
0 - \$200,000	0.75 (0.1875)
\$200,000 - \$500,000	0.60 (0.15)
\$500,000 - \$1,000,000	0.45 (0.1125)
> \$1,000,000	0.30 (0.075)

For example, an annual fee for managing an average of \$600,000 of assets would equal \$3,750. This is based on the sum of  $(0.75\% * \$200,000) + (0.60\% * \$300,000) + (0.45\% * \$100,000)$ .

### For private accounts while managing at least one workplace account

Combined Assets	Annual (quarterly) %
0 - \$1,000,000	0.45 (0.1125)
> \$1,000,000	0.30 (0.075)

A minimum annual fee of \$150 (\$37.50 each quarter) is generally required. Fees are calculated and billed at the end of each quarter (i.e., January to March, etc.) and clients do not have the option to prepay fees. Asset management fees are prorated for quarters with partial management. The average asset value for a quarter or period less than a quarter is calculated from the average monthly asset values based on the first and last day of each month or period shorter than a month. For example, a quarter that begins on January 1<sup>st</sup> and ends on March 31<sup>st</sup> with asset values of \$200,000, \$200,000, \$210,000 and \$220,000 at the close of trading on December 31, January 31, February 28(29) and March 31, respectively, will have an average quarterly value of \$206,667. This is based on the average monthly asset values of \$200,000, \$205,000 and \$215,000. Clients may pay the asset management fees by check made out to **Bowen Financial Planning LLC** and sent to **2901 Red Alder Drive, Holland, MI 49424**. Clients may also pay using Venmo or pay electronically from their checking account or investment account to the checking account of Bowen Financial Planning LLC. Clients interested in Venmo or electronic payments will be given information about where to electronically send payment.

Fees for financial planning and investment advice services and consulting are \$90 per hour. Hourly fees are billed in ten-minute increments. Projects with duration longer than three months will be billed quarterly. Complex projects may require an initial 50% deposit. Proposed work scope and an estimated fee range are detailed in the written service agreement prior to each project. Clients may pay the financial planning and investment advice fees by check made out to

**Bowen Financial Planning LLC** and sent to **2901 Red Alder Drive, Holland, MI 49424**.

Bowen Financial Planning LLC does not take custody of securities managed for the client nor client funds. Client funds and assets are held in accounts in their own names. A limited power of attorney is typically given to allow us to manage assets in private accounts on a discretionary or non-discretionary basis. We currently recommend that clients open or maintain accounts with Fidelity or Vanguard. Both financial companies offer no-fee trading on all of their mutual funds and all exchange traded funds (ETFs) and traded securities. While we recommend Fidelity or Vanguard, we are flexible to manage assets in other custodian accounts or retirement accounts.

Workplace retirement and savings accounts with large companies such as Vanguard, Fidelity and others acting as custodians often allow financial advisers including Bowen Financial Planning LLC to manage accounts after a limited power of attorney is signed and submitted. In cases where a limited power of attorney cannot be filed, Bowen Financial Planning LLC is still able to manage accounts if the client shares the login information and we are **not** given custody of the client's account. For instance, our company would not be considered to have custody of account assets if the client is not allowed to withdraw funds online and/or the client is automatically contacted if any of his/her personal information is changed online.

Either party may terminate an engagement upon written notice within five (5) days of signing the service agreement, at which time no fees are due. The written notice should be mailed to **Bowen Financial Planning LLC, 2901 Red Alder Drive, Holland, MI 49424**. If the client terminates the engagement after this date, the client is responsible for any fees already incurred. Fees paid to Bowen Financial Planning LLC for asset management or financial advice services are completely separate from the fees and expenses charged by mutual fund or brokerage companies and their portfolio managers.

Finally, we do not accept or retain proxy voting authority for any of the securities that we manage. Clients are encouraged to research the managed securities and participate in proxy voting.

The client is encouraged to read each prospectus before investing. The client may also incur transaction costs or administration fees from broker-dealers, trust companies or other service providers. The client is encouraged to obtain a complete schedule of fees from each service provider prior to entering into any engagement.

Bowen Financial Planning LLC does not receive any portion of these fees. We do not receive commissions or third-party payments of any kind. Our only compensation is asset management fees and hourly fees paid directly by clients.

### **Performance-Based Fees and Side-By-Side Management**

Bowen Financial Planning, LLC does not use a performance-based fee method because of a potential conflict of interest. Performance-based compensation can potentially incentivize an advisor or asset manager to recommend risky investments to clients in order to receive higher fees.

Bowen Financial Planning LLC does not manage any funds outside those that it manages for its clients. We also will not knowingly invest in any fund whose manager also manages a hedge fund, a practice known as “side-by-side management”. While legal, we feel that side-by-side management potentially causes a conflict of interest.

### **Types of Clients**

Bowen Financial Planning LLC generally provides investment and financial planning services to individual clients, couples, and families. We do not require minimums of income, assets, or net worth. We also do not require a minimum time or amount of revenues for our services. We do, however, generally require a minimum annual fee of \$150 (\$37.50 quarterly). We understand that client relationships will vary in scope and length of service.

### **Methods of Analysis, Investment Strategies and Risk**

The financial planning process is straightforward and consists of just 5 steps:

- Goals (e.g., a comfortable retirement plus send two kids through college)
- Objectives (translates each goal into a specific dollar amount)
- Strategy (what asset categories should be used)
- Implementation (what investment vehicles should be used)
- Performance (what annual adjustments are needed to stay on track)

If Bowen Financial Planning LLC is asked by a client to manage their assets or to give financial advice, we first gather the client’s financial information and then meet with the client to discuss financial goals and specific objectives or dollar amounts for each goal. Once the client’s risk profile is determined, modern portfolio theory is used to determine an investment strategy with an optimal allocation of assets (e.g., 60% stocks and 40% bonds) that will deliver adequate future returns to meet objectives and offer an appropriate amount of risk or volatility for the client’s risk profile. We believe that the appropriate allocation of assets across diverse investment categories (i.e. stock vs. bond, foreign vs. domestic, large cap. vs. small cap., high quality vs. high yield, short-term vs.

long-term bonds, etc.) is the primary determinant of portfolio returns and risk and is critical to the long-term success of a client meeting his or her financial objectives and goals.

Bowen Financial Planning LLC then recommends and implements an optimal portfolio with specific recommendations of investments. The goal of the portfolio is to produce large enough gains to meet the client's goals and objectives with the lowest amount of risk or volatility. Examples and probabilities of historical returns and risk will be calculated and presented to the client. The portfolio's performance is continually monitored and reported to clients at least every quarter. The portfolio will be rebalanced at least once each year in order to maintain the appropriate percentage of types of assets (e.g., 60% stocks, 40% bonds). The portfolio may also be adjusted periodically to account for the client's changing goals or to take an advantage of undervalued investments.

We favor investing in exchange traded funds (ETFs), no-load mutual funds, and closed end funds with low average expense ratios. For example, Vanguard funds have an average of 0.19% annual expense ratio compared to the industry average of 1.08%. By investing in funds with low average expenses, we can pass the savings on to our clients and promote higher compounded annual returns.

While we believe our investment strategy is sound and will produce nearly the highest possible return for a given level of risk, we cannot guarantee that an investment objective or goal will be achieved, especially over shorter periods of time. Some investment decisions made by us may result in loss, which may include the original principal amount invested. The client must be able to bear the various risks involved in investing, which may include market risk, liquidity risk, interest rate risk, currency risk or political risk, among others.

### **Disciplinary Information**

Bowen Financial Planning LLC or any of its personnel have not been involved in legal or disciplinary events with past or current clients including 1) criminal or civil actions in a domestic, foreign or military court of competent jurisdiction, 2) an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority and 3) a self-regulatory organization (SRO) proceeding.

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

Bowen Financial Planning LLC is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor. Furthermore, we do not receive any commissions or benefits from 3<sup>rd</sup> parties for recommending securities.

Neither Bowen Financial Planning LLC nor any of its personnel are affiliated with or maintain a material relationship with another financial industry entity. Our policies require that we conduct business activities in a manner that avoids actual or potential conflicts of interest between the firm, personnel and the client, or that may otherwise be contrary to law. We will provide disclosure to the client, prior to and throughout the term of an engagement, of any conflicts of interest which will or may reasonably compromise our impartiality or independence.

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

Bowen Financial Planning LLC has adopted a code of ethics issued by the Institute of Business & Finance. We accept the obligation not only to comply with the mandates and requirements of all applicable laws and regulation, but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

Neither Bowen Financial Planning LLC nor any of its personnel are authorized to recommend or effect a transaction for a client involving any security in which the firm or a related party has a material financial interest, such as in the capacity as an underwriter, advisor to the issuer, etc. Additionally, we are prohibited from borrowing from or lending to a client, unless that client is an approved financial institution or is an immediate family member. In such instances, authorization for the loan must be granted in advance and documented in writing.

At times personnel and related parties may hold positions in investments that are also recommended to the client. We may make recommendations or take actions with respect to investments that may differ in the nature or timing from recommendations made to, or actions taken for, other clients or personnel. However, at no time will the personnel or any related party receive preferential treatment over the client. Records of all transactions are maintained as required.

### **Brokerage Practices**

Bowen Financial Planning LLC is not affiliated with any bank, custodian or brokerage firm. If we are selected to manage assets, we recommend that new clients with private accounts create an account with Vanguard to take advantage of low fund expenses and low or free trading commissions. However, we are flexible and we will offer to use the service of the provider with whom the client's assets are currently maintained. We also will manage workplace retirement and savings accounts such as 401ks, 403bs, and others.

Our policy is to restrict any non-cash compensation, or soft dollars, that we may receive from a service provider to only that which enhances our ability to render quality advice and service to the client. Although we typically recommend

Vanguard as a custodian for the client's assets, we derive no special benefit from doing so, nor do we "pay up" to receive additional services. The only compensation we receive is in the form of asset management fees and/or hourly fees paid directly by the client. Therefore, we do not receive any additional compensation when the client engages a recommended brokerage firm or other service provider.

### **Review of Accounts**

Bowen Financial Planning LLC provides continuous monitoring of its financial planning and asset management investment advice services. We provide updates on managed portfolios at least quarterly. The custodian will continue to provide clients with regularly scheduled statements. It is important that the client notify us of any changes to their personal financial situation or future goals. Clients are encouraged to contact us if there are any questions or comments.

### **Client Referrals and Other Compensation**

Bowen Financial Planning LLC does not receive, nor does it pay, any fees for client referrals.

### **Custody**

Bowen Financial Planning LLC does not take custody of client cash, bank accounts or securities. The client's cash, bank accounts and securities will be maintained by unaffiliated, qualified custodians, such as brokerage firms or mutual fund companies. The client will receive account statements and communications directly from their custodian. Statements are typically provided each month.

Clients typically allow Bowen Financial Planning LLC to have a limited power of attorney in order to place orders, view and monitor the account, and contact the custodian concerning the account. Firm personnel will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member. If our Firm is unable to be granted a limited power of attorney for a client's workplace accounts, we may be able to use your login information to manage the account(s) assuming that we never have custody. If the client's account(s) will not allow withdrawals or requests for withdrawals and/or the client is automatically notified of any account activity or changes in personal information, our Firm will not be considered to have custody.

### **Investment Discretion**

Bowen Financial Planning LLC typically provides discretionary investment management services whereby we make the buy-sell decisions without referring

to the account owner (client) for every transaction. We will always operate within the agreed limits to achieve the client's stated investment objectives.

For those clients who wish to enjoy a greater degree of participation in the management of their investments, we offer the non-discretionary investment management service whereby we contact clients to advise and discuss investment matters. No transactions are carried out without the client's approval. Client approval notification can be made by phone, text, or by e-mail.

### **Voting Client Securities**

While Bowen Financial Planning LLC does not vote client securities, we are happy to discuss proxies with clients. The client will maintain responsibility for directing the manner in which proxies are voted, as well as all other elections relative to mergers, acquisitions, tender offers or other events pertaining to the client's investments. The client will receive their proxies and other solicitations directly from the custodian or transfer agent for their investments.

### **Financial Information**

Because we do not take custody of client funds or securities and we do not require or solicit prepayments, an audited balance sheet is not required, nor included in this disclosure document. Bowen Financial Planning LLC has no financial commitments that could potentially interfere with its ability to service its clients. Bowen Financial Planning LLC and the Adviser have not been the subject of a bankruptcy proceeding.

### **PRIVACY POLICY**

Bowen Financial Planning LLC understands that you have placed your trust with our firm with your personal and financial information and it is our goal to maintain that trust. Our privacy policy applies to current or former clients of our firm. We only collect information to help better understand your personal financial situation, provide appropriate recommendations and level of service or to assist you to open an account when requested. The information we collect may include name, address, phone, email, date of birth, social security number, income tax bracket, financial data and information relative to your investment background and goals.

We do not sell personal information to anyone. We protect the security and confidentiality of the data we collect and do not disclose personal information to third parties except in the noted limited situations.

We may need to disclose information to companies such as financial institutions or firms that we engage to assist in managing a portfolio, executing a transaction,

printing and/or mailing statements, providing audit services, acting in a custodial capacity to your account, etc.

Our firm may be required to disclose or report personal information in certain circumstances where we believe in good faith that disclosure is required by law or regulation, such as during the normal course of a compliance examination, authentication checks and risk control measures or audits. Except for these exceptions we will not share your personal information with third parties unless you specifically ask us to do so.

We maintain physical, electronic and procedural safeguards to protect your personal information. We make every effort to keep your information accurate and up to date.

If you identify an inaccuracy in your personal information or need to make a change to the information we maintain, please contact us so that we may promptly update your records to better serve you.

We will provide notice of changes in our information sharing practices. If at any time in the future it is necessary to disclose any of your personal information in a way that is inconsistent with this policy, we will provide advance notice of the change so that you will have the opportunity to opt out of such disclosure.

## **Requirements for State-Registered Independent Advisers (RIAs)**

**Name:** Brent M. Bowen, CFS® (Born 1952)

**Title:** Principal

### **Education:**

University of Wisconsin – Madison, 1975, B.S. in Meteorology

University of Wisconsin – Madison, 1978, M.S. in Meteorology

West Texas A&M University, 2013, M.S. in Finance and Economics with highest honors

Awarded Certified Fund Specialist® (**CFS®**) designation from IBF (2014)

Awarded Social Security and Medicare Certificate from IBF (2015)

### **Requirements:**

State registered investment advisers are required to disclose additional information about the following proceedings: arbitration, civil, self-regulatory organization or administrative proceedings. Brent Bowen has never been the subject of any arbitration, civil, self-regulatory organization, administrative claim or proceeding. Mr. Bowen also has never been the subject of a bankruptcy petition.

Continuing Education Requirements for State-Registered Advisers: Beginning in 2023, Michigan RIAs must complete 6 Ethics and Professional Responsibility credits and 6 Products and Practice credits annually.

### **Business Background in Previous Five Years:**

Principal – Bowen Financial Planning LLC (2021 - Present)

## **Professional Designation**

A **Certified Fund Specialist® (CFS®)** can help investors reach their goals, making sure that their portfolio matches an appropriate risk level, whether that risk level is ultra-conservative, conservative, moderate or even aggressive. The CFS® designee has completed a 135-hour program, passed three exams and written an open-book financial plan. This graduate level course covers ETFs, mutual funds, REITs, tax concerns, and asset allocation using Modern Portfolio Theory. The CFS® designee is well grounded, with an education that combines the real world with academics— *the practical and the theoretical*.

The Institute of Business & Finance (IBF), a non-profit organization that has been educating the financial services industry for 24 years, offers the CFS® designation. IBF has no bias; it is not affiliated or influenced by any brokerage firm, insurance company, or product group. CFS® materials are written by advisors for advisors with the individual investor in mind.

### Experience Requirements

CFS® professionals must have at least 2,000 hours of work experience in the financial services industry or a bachelor's degree from an accredited college or university. The designation will not be granted until the required minimum number of hours has been fulfilled or a bachelor's degree has been granted.

### Ethics

IBF designees must abide by the IBF Code of Ethics, its rules and procedures, and its philosophy and mission.

IBF's Code of Ethics is a written guide of expected character and conduct.

All of the staff at IBF follows this code of ethics, and all students and designee holders are required to follow it as well.

For designees, all activities must be conducted in the best interest of the client and reflect positively upon the profession.

- An IBF designee shall conduct all activities in a lawful manner consistent with the highest standards of honesty, integrity, and ethics.
- A designee shall exercise reasonable and prudent professional judgment and shall otherwise act in the best interest of the client.
- A designee shall perform services in an efficient and economical way.
- A designee shall keep abreast of developments in the field and strive to improve professional competence in all areas of mutual funds in which the designee is engaged.
- A designee shall offer advice only in those areas of competence.
- A designee's conduct in all matters shall reflect credit upon the profession.
- A designee shall use IBF marks in compliance with the rules and regulations of the Institute of Business & Finance, as established and amended over time.
- There have been no violations or disciplinary actions taken in last 3 years.

A complete description of IBF designee code of ethics, standards of practice and rules and procedures can be found at:

[http://icfs.com/consumers/legal\\_rules\\_ethics\\_consumers#legal](http://icfs.com/consumers/legal_rules_ethics_consumers#legal)

## Continuing Education

All IBF designees are required to complete 30 CE hours every two years to remain a member of IBF and use an IBF designation.

## Other Information

### *Disciplinary Information*

Neither Bowen Financial Business Planning LLC nor any of its personnel have been the subject of a reportable legal or disciplinary event including 1) a criminal or civil action in a domestic, foreign or military court of competent jurisdiction, 2) an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority and 3) a self-regulatory organization (SRO) proceeding.

### *Other Business Activities*

Brent Bowen does not perform any other business activities outside of Bowen Financial Planning LLC.

### *Additional Compensation*

Bowen Financial Planning LLC and its personnel do not accept or receive additional economic benefit (i.e. sales awards or other prizes) for providing advisory services to clients.

### *Additional Relationships with Issuers of Securities*

Registered investment advisers are required to disclose all material facts regarding any relationship with an issuer of securities. Brent Bowen does not have a relationship with an issuer of securities.

### *Supervision*

Brent Bowen is the Principal of Bowen Financial Planning LLC and works as a Financial Planner, Asset Manager and Investment Adviser as a sole practitioner.