

Eichner Investment Planning, LLC
Form CRS Customer Relationship Summary
June 26, 2020

Introduction

Eichner Investment Planning, LLC is an investment adviser registered with the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker dealers, investment adviser, and investing.

What investment services and advice can you provide me?

We provide investment advisory services to retail investors and high-net-worth individuals. Unless otherwise agreed upon, our firm manages assets on a non-discretionary basis meaning we do not implement trading recommendations or other actions in your account unless and until you approve the recommendation or action.

As your investment adviser, we will help identify specific money managers, mutual funds, and index managers consistent your investment objectives and risk tolerances. Once you agree to the managers, funds, and indexes, we will assist with the implementation of your portfolio, and continuously monitor the portfolio for performance, compliance with the investment guidelines, and material changes relating to your money manager(s) or mutual fund (s). In some instances, we may provide advisory services for client assets invested in hedge funds or other private placements; however, such investments usually involve a greater risk of loss and should be carefully reviewed prior to investing. We reserve the authority to reallocate your assets among money managers/mutual funds subject to your approval.

Generally, we will review your holdings and allocations with you on a quarterly basis, and all client accounts are reviewed no less than annually. Reviews of your account(s) will be triggered if there are changes to your investment objectives, or if the market, political, or economic environment changes materially. You will receive account statements directly from your chosen custodian on at least a quarterly basis.

We primarily provide customized investment management services to high-net-worth individuals. In general, we require a minimum of \$2,000,000 to open and maintain an advisory account. At our discretion, we may waive this minimum account size.

For more information about our services, please refer to Items 4, 8, and 13 of our Firm Brochure available at <https://adviserinfo.sec.gov/firm/brochure/128215>.

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?*

What fees will I pay?

Compensation for our investment advisory services is derived as a fee based upon the percentage of assets under management in accordance with the fee schedule contained in your advisory agreement. Unless otherwise negotiated and provided for in your agreement, fees are paid quarterly, in advance, based on the value of your account(s) as of the close of the previous quarter. Our current fee schedules are described in Item 5 of the Form ADV Part 2. We assess a minimum annual fee of \$15,000 to accounts receiving ongoing asset management services. As a result, accounts with a small balance may pay a higher annual fee than those normally charged by other investment advisors.

Our fees are separate and distinct from fees and expenses charged by mutual funds, which we may recommend to you. A description of these fees and expenses are available in each fund's prospectus. Fees may be negotiated for clients where specialized investment services are needed. We reserve the right to adjust the fee schedule for accounts depending on the size and type of account and the services required. In some cases, negotiation of fees may result in different fees being charged for similar services and may be less than the stated fees or may result in a fixed amount being charged as negotiated with the client.

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 more information about our fees, please refer to Item 5 of our Firm Brochure available at <https://adviserinfo.sec.gov/firm/brochure/128215>.

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.

- If our firm recommends transferring your assets to be managed by our firm, you will pay our management fee for the transferred assets.
- At times our employees may buy or sell securities that we also recommend to advisory clients.

For more information about how we make money and our conflicts of interest, please refer to Items 5, 10, 11, and 14 of our Firm Brochure available at <https://adviserinfo.sec.gov/firm/brochure/128215>.

Conversation Starters. Ask your financial professional –

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

How do your financial professionals make money?

The management fees provide the funds necessary to run a business such as rent, utilities, office equipment/supplies and my compensation.

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

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starters. Ask your financial professional –

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

Additional Information

For additional information about our firm and services, including up-to-date information about the firm and/or a copy of this disclosure, please call our offices at (513) 448-4024 or refer to our Firm Brochure available at <https://adviserinfo.sec.gov/firm/brochure/128215>.

Conversation Starters. Ask your financial professional –

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