

Form ADV Part 3: Relationship Summary Golden Gate Personal Financial Planning LLC

Introduction

Golden Gate Personal Financial Planning LLC (“GGFP” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: GGFP offers investment advisory services to retail investors. Our investment advisory services include: Asset Management and Financial Planning Services.

Asset Management Services: We provide asset management services which involves managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information, please see **Item 4** of our **Form ADV Part 2A**. When engaging us for asset management services, you can choose whether you’d like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary basis** (we will have to confirm any trades in your account with you before we place them). For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

Financial Planning Services: We also provide financial planning services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client’s specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer’s platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: There are no minimum investment amounts or conditions required for establishing an account managed by us. The minimum fee generally charged for investment advisory services on a fixed fee basis is \$7,800.

Conversation Starters: *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?

Description of Principal Fees & Costs: Investment advisory services are provided on a fixed fee basis. The annual fee will range from \$7,800 to a maximum of \$31,200. The fee will be billed at \$1,950 to \$7,800 per quarter in arrears. On occasion the firm may work with a client on a single engagement basis, rather than annual fee. The amount of the fee assessed is defined by the above service tiers. Project fees for a single engagement require a deposit of 50% of the estimated total cost payable on signing the contract. The balance is due at completion of the engagement with delivery of the final financial plan.

When engaging us for investment advisory services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account. For more information about the fees we will charge you and expenses you may incur, please see **Item 4** of our **Form ADV Part 2A**.

Additional Information: 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 the fees we charge and the other fees and expenses you will incur, please see **Item 5** of **Form ADV Part 2A**.

Conversation Starters: 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?**

Standard of Conduct: 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.

To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account ("IRA") managed by us and subject to our investment advisory fees, this is a conflict of interest because we could (based upon our tiered fixed fee structure) have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. For more information about this conflict and our procedures to mitigate the conflict, see **Item 4** of our **Form ADV Part 2A**. When we provide investment advisory services, we will ask that you establish an account with Charles Schwab and Co. Institutional to maintain custody of your assets and to effect trades for your account. Our recommendation to use Charles Schwab and Co. Institutional is not based solely on your interest of receiving the best execution possible. We also recommend Charles Schwab and Co. Institutional because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See **Item 12** of our **Form ADV Part 2A** for more information about our arrangements with Charles Schwab and Co. Institutional. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11** of **Form ADV Part 2A**.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10** of our **Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representative based on the level of client fixed fee revenue charged by the firm and also an owner of our firm and thus will receive profit distribution. This creates a conflict of interest as it gives your representative an incentive to recommend you include more assets under management with us due to the potential for increased revenue.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No, neither the firm, nor our investment adviser representative have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representative at <https://www.investor.gov/CRS>.

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

Additional Information About GGFP

Additional information about us and a copy of this relationship summary are available on the Internet at <http://www.ggfpf.com>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/132264>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 415-344-0549.

Exhibit A – Summary of Material Changes

Since the Brochure of last February 2022 the following material changes have been made to this Relationship Summary:

Standard of Conduct	In September 2023 Charles Schwab and Co. completed their purchase of TD Ameritrade. The Standard of Conduct section above has been updated to reflect the fact that Charles Schwab and Co. is now the qualified custodian for our client's managed accounts.
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Conversation Starters: 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?