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## Form ADV Part 2A

### Client Brochure

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This brochure provides information about the qualifications and business practices of Carrie Houchins-Witt. If you have any questions about the contents of this brochure, please contact me at 319-359-0439 and/or [carrie@houchinswitt.com](mailto:carrie@houchinswitt.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Carrie Houchins-Witt is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

#### **Item 2 - Material Changes**

No material changes to report.

### **Item 3 – Table of Contents**

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## **Item 4 – Advisory Business**

Carrie Houchins-Witt Tax & Financial Services LLC is a fee-only company which offers tax preparation and financial planning advice on an hourly basis. Carrie Houchins-Witt, CFP®, EA, the president and sole proprietor of the firm, has been providing financial planning services since 2008.

Services offered:

- Comprehensive financial planning
  - Budgeting and cash flow analysis
  - Debt reduction planning
  - Education planning
  - Retirement planning
  - Analyzing insurance needs
  - Investment planning and asset allocation recommendations
  - Income tax planning
  - Inheritance or windfall management
- Income tax services
  - Individual and business tax preparation
  - Federal and state preparation
  - Representation before the IRS for tax problems
- Accounting and Bookkeeping
  - QuickBooks accounting and training
  - Payroll processing

Through an initial consultation, and upon mutual agreement, the services are tailored to specific needs of each client.

## **Item 5 – Fees and Compensation**

For financial planning services, Carrie Houchins-Witt is compensated on an hourly basis. Typically, the hourly fee ranges from \$100 - \$250 per hour, depending on the complexity of the work. Fees are negotiable, based on a number of factors, including length of relationship with client, expertise level required, and uniqueness of the project.

An initial consultation is provided at no charge. Estimates will be provided to the client at the time needed to complete services, and client authorization will be obtained if the estimate may be exceeded.

Payment is accepted in the form of check, credit card or cash. Payment in full is expected when the plan is presented to the client. Carrie must be notified in writing if

the client would like early termination of the agreement (prior to the plan being completed). The client will be charged for hours actually worked.

Carrie Houchins-Witt is not compensated for the sale of securities, mutual funds, investment products, insurance, banking, or mortgage services. If products are recommended, clients have the option to purchase them through any broker or agent. Carrie Houchins-Witt has no affiliation with any broker, agent, or other firm.

## **Item 6 – Performance-Based Fees**

Carrie Houchins-Witt Tax & Financial Services LLC does not charge any performance-based fees because of the potential conflict of interest. Fees are only charged on an hourly basis, as disclosed above in Item 5.

## **Item 7 – Types of Clients**

Carrie Houchins-Witt Tax & Financial Services LLC generally provides services to individuals, couples, families, and small businesses. There is no minimum net worth or income requirement.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

Carrie Houchins-Witt provides advice based on the needs of each particular client. Through an initial consultation, a clear picture is drawn of the client's financial situation, needs, objectives, and risk tolerance. Recommendations are then made using her best judgment to help a client reach his or her overall goals while minimizing risk exposure.

Using information from financial publications, prospectuses, inspection of corporate activities, and rating agencies, she analyzes individual investments for the recommended asset allocation. Fundamental analysis is used, as well as assessment of performance during different times of the market cycle, performance versus its peers and benchmarks, investment strategy, and costs, as well as other gauges of appropriateness for the client's financial situation. The investments I generally recommend are no-load passively managed mutual funds and index-based ETFs. And while individual investment analysis is important, appropriate allocation of assets across diverse investment categories is the primary determinant of a portfolio's return, and it is critical to the long-term success of reaching one's financial goals. Carrie does not believe in, nor does she make recommendations based on timing the market.

Investing in securities involves risk of loss that clients should be prepared to bear. Limiting risk of a portfolio to a client's individual risk tolerance by diversifying investments across cash, stocks, and bonds is the goal. However, there is no guarantee that it will be successful. Business cycles, the economy, inflation, political issues, tax changes, international, and other issues can adversely affect a portfolio's value.

### **Item 9 – Disciplinary Information**

Carrie Houchins-Witt is obligated to disclose any disciplinary event that might be material to any client when evaluating my services. There are no legal or disciplinary events to report.

### **Item 10 – Other Financial Industry Activities and Affiliations**

As mentioned above in Item 4, in addition to financial planning services, Carrie Houchins-Witt also provides Income Tax Preparation and Accounting Services.

There are no arrangements or affiliations with other parties or businesses that are material to this business or its clients.

### **Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

Carrie Houchins-Witt is bound by CFP Board's *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

Carrie will act in her client's best interest at all times and will notify clients in writing of any possible conflict of interest.

Carrie may, on occasion, personally buy and/or sell securities which are also recommended to clients. These transactions are broadly traded mutual funds and ETFs where personal ownership is not likely to present a conflict of interest.

### **Item 12 – Brokerage Practices**

Carrie Houchins-Witt Tax & Financial Services LLC is not affiliated with any bank, custodian, or brokerage firm and receives no compensation from any such organization.

### **Item 13 – Review of Accounts**

Carrie Houchins-Witt Tax & Financial Services LLC generally does not review client accounts. Many clients request a periodic (quarterly or annual) review, and such review would be considered a new financial planning engagement.

### **Item 14 – Client Referrals and Other Compensation**

Carrie Houchins-Witt Tax & Financial Services LLC does not accept or pay compensation or any other economic benefits for making or accepting client referrals. The only compensation received is in the form of fees directly from clients.

### **Item 15 – Custody**

Carrie Houchins-Witt Tax & Financial Services LLC does not take custody of client funds.

### **Item 16 – Investment Discretion**

Carrie Houchins-Witt Tax & Financial Services LLC does not accept discretionary authority to manage accounts on behalf of clients.

### **Item 17 – Voting Client Securities**

Carrie Houchins-Witt Tax & Financial Services LLC does not accept authority to vote on client securities.

### **Item 18 – Financial Information**

This item is not applicable because Carrie Houchins-Witt does not require or solicit prepayment of advisory fees, and does not have any adverse financial condition that is likely to impair her ability to meet contractual commitments to clients. Carrie Houchins-Witt has not been the subject of a bankruptcy petition.

### **Item 19 – Requirements for State-Registered Advisers**

Carrie Houchins-Witt, owner and sole proprietor:

- EDUCATION
  - Bachelor of Science, Northwestern University, 1993
  - Certified Financial Planning Certificate, Kaplan University, 2008
- BUSINESS BACKGROUND
  - 2006-Present – Owner - Carrie Houchins-Witt Tax & Financial Services LLC
  - 2002 – 2006 – Small Business Consultant – Self-Employed

- 1997 – 2002 – Area Director of Revenue – Kimpton Group Seattle
- **SERVICES (Other than giving investment advice) PROVIDED**
  - Tax preparation – Time Spent – 75%
  - Accounting – Time Spent – 5%
- **FEES**
  - No fees, other than those disclosed in Item 5, are earned.
- No other events or relationships to report.