



Appendix – 1 Wrap Fee Program Brochure

Registered As: Elite Retirement Planning, LLC

Doing Business As: Merkle Retirement Planning

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This Form ADV2A - Appendix 1 ("Wrap Fee Brochure") provides information about the qualifications and business practices for Merkle Retirement Planning ("the firm") services when offering services according to a wrap fee program. This Wrap Fee Brochure shall always be accompanied by the firm's Disclosure Brochure, which provides complete details on the business practices of the firm. If you did not receive the firm Disclosure Brochure or you have any questions about the contents of this Wrap Fee Brochure or the firm Disclosure Brochure, please contact us at (515) 278-4110 or by email at Compliance@merkleteam.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 the firm and its advisers are available on the SEC's website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD No. 297942. Licensure does not imply a certain level of skill or training.

Item 2 – Material Changes

Since the previous annual amendment filed March 06, 2024, Merkle Retirement Planning has made minor updates to the Brochure, however, there have been no material changes to the type of services, methods of analysis, or company structure.

- There continues to be no financial, disciplinary or legal issues to disclose.
- Should a material change occur, Merkle Retirement Planning will deliver to you a summary of any material changes.

At any time, the current Disclosure Brochure is available on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching the firm name or CRD number 297942. A copy of this Disclosure Brochure may be requested at any time, by contacting (515) 278-4110 or by emailing Compliance@MerkleTeam.com.

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Item 4 – Services, Fees and Compensation

Merkle Retirement Planning provides investment advisory services where the asset management fee and ticket charges are "wrapped" into a single payment. This Wrap Fee Program Brochure is provided as a supplement to the firm's Disclosure Brochure (Form ADV 2A) to provide further details of the business practices and fee structure. This Wrap Fee Program Brochure references back to the firm's Form ADV 2A in which this Wrap Fee Program Brochure serves as an Appendix. Please see Item 4 – Advisory Services of the Form ADV 2A for details on the firm's investment philosophy and related services. When a fee is charged for services described in this Wrap Fee Program Brochure, we will receive all or a portion of the fee charged. Therefore, we have a financial incentive to recommend this program over other programs or services.

When making the determination of whether one of the advisory programs available through Merkle Retirement Planning is appropriate for your needs, you should bear in mind that wrap fee-based accounts, when compared with asset management accounts whereby transaction costs are billed separately from the investment management fee often result in lower costs during periods when trading activity is heavier, such as the year an account is established. During periods when trading activity is lower, wrap fee-based account arrangements can result in a higher annual cost when compared to asset management fee accounts where transactions are billed separately. Thus, depending on a number of factors, the total cost for transactions under a wrap-fee program account versus an asset-management plus transaction cost account can vary.

Factors which affect the total cost include account size, amount of turnover, type and quantities of securities purchased or sold, commission rates and your tax situation. It should also be noted that lower fees for comparable service are available from other sources. The fees and other terms will be outlined in the agreement between you and Merkle Retirement Planning. Participation in this wrap fee program may cost more or less than purchasing such services separately. For example, a client account with a high volume of trading is likely to benefit from the fee structure of a wrap fee program whereas a client with a low volume of trading is likely to benefit more from a fee structure that charges a transaction fee per trade with a lower asset management fee or a brokerage account that does not charge an asset management fee for active management.

You must appoint our firm as your investment adviser of record on specified brokerage Accounts held at Charles Schwab & Co., Inc. or Fidelity (collectively, the "Account"). The Account is managed by us based on your financial situation, investment objectives and risk tolerance. We actively monitor the Account and provide advice regarding buying, selling, reinvesting or holding securities, cash or other investments of the Account on a discretionary basis as agreed upon with you. When discretionary authority is granted, we will have the authority to determine the type of securities and the amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction.

We will need to obtain certain information from you to determine your financial situation and investment objectives. You will be responsible for notifying us of any updates regarding your financial situation, risk tolerance or investment objective and whether you wish to impose or modify existing investment restrictions.

We will strive to contact you at least annually to discuss any changes or updates regarding your financial situation, risk tolerance or investment objectives. We are available to consult with you relative to the status of your Account. You have the ability to impose reasonable restrictions on the management of your Accounts, including the ability to instruct us not to purchase certain securities.

It is important that you understand that we manage investments for other clients and can give them advice or take actions for them or for our personal Accounts that is different from the advice we provide to you or actions taken for you. We are not obligated to buy, sell or recommend to you any security or other investment that we buy, sell or recommend for any other clients or for our own Accounts. Conflicts can arise in the allocation of investment opportunities among Accounts that we manage. We allocate investment opportunities appropriate for your Account(s) and other Accounts advised by our firm among such Accounts equitably and consistent with the best interests of all Accounts involved. There can be no assurance that a particular investment opportunity that comes to our attention will be allocated in any particular manner. If we obtain material, non-public information about a security or its issuer that we cannot lawfully use or disclose, we have no obligation to disclose the information to any client or use it for any client’s benefit.

Other Fees and Expenses

Mutual funds and exchange-traded funds have separate operating costs that are described in each fund's prospectus. These fees and costs will generally be used to pay management fees, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. Merkle Retirement Planning does not receive any of the fees charged by a mutual fund or ETF. A Client could invest in these products directly, without the services of Merkle Retirement Planning, but would not receive the advisory services to assist in determining which products or features are most appropriate for their financial situation and objectives. Accordingly, the Client should review the fees charged by the fund[s] and the fees charged by the firm to fully understand the total costs. Only advisory fees are retained by Merkle Retirement Planning.

Clients are charged a specified fee for investment advisory and brokerage/custodian services based on the level of assets under management. Fees are prorated (based on the number of days service is provided during the initial billing period) for your account opened at any time other than the beginning of the billing period. If asset management services are commenced in the middle of a billing period, the prorated fee for the initial billing period is billed in arrears at the same time as the next full billing period’s fee is billed.

Fees generally follow the below fee schedule subject to the scope, complexity and the amount of time and expertise required.

Account Value Annual Fee	
Over \$5,000,000	1.2%
Over \$1,000,000	1.4%
Under \$1,000,000	1.6%

This is not a “blended” annual fee schedule in which each tier of assets is charged a different rate under the annual fee schedule creating the effect of a blended fee rate used at the time of billing. Under our fee schedule

described above, only one rate is charged against all of the client's assets under management in this program. The specific fee charged to each client will vary and is also negotiable based on the investment adviser representative providing the services, the type of client, the complexity of the client's situation, the potential for additional account deposits, the relationship of the client with the investment adviser representative, third-party investment advisers used, and the total amount of assets under management for the client.

The fee retained by selected third-party investment advisers ranges between 0.10% and 0.55%. We do not adjust the overall Program fee depending on selected third-party investment advisers. Therefore, the fee charged to your Account will be the same regardless of selected third-party Investment advisers. This results in varying compensation received by Merkle Retirement Planning resulting from our third-party investment adviser selection criteria. Please refer to Item 6 – Portfolio Manager Selection and Evaluation for more details including how we strive to mitigate for this particular conflict.

How Fees are Collected

Fees are billed based on a percentage of assets under management, billed in arrears (at the end of the billing period) on a monthly calendar basis and calculated based on the average daily balance of the account(s) for the current billing period. Fees are prorated (based on the number of days service is provided during the initial billing period) for your account when it is opened at any time other than the beginning of the billing period. Under the average daily balance method, each day's balance for the month is summed then divided by the number of days in the month, to compute the average daily balance. The average daily balance is then multiplied by the monthly portion of the annual fee to determine the monthly fee due. Cash placed in a model will be included in the billing; non-modelized cash will not.

Administrative Services Provided by Advyzon

To help manage accounts through the Program, Merkle Retirement Planning utilizes the technology platform of Advyzon to assist in managing accounts through the Program. Administrative services allow us to do things like support data reconciliation, performance reporting, fee calculation and billing, client database maintenance, quarterly performance evaluations, and other functions related to the administrative tasks of managing client accounts. Due to this arrangement Advyzon will have access to client accounts and information but will not serve as an investment adviser to Merkle Retirement Planning clients. We pay Advyzon a fee on a per-account basis for their services.

Charles Schwab & Co., Inc. and Fidelity are members of FINRA/SIPC and an SEC-registered broker-dealer and are used for the Program to maintain custody of clients' assets and to affect trades for their accounts. Merkle Retirement Planning is independently owned and operated and not affiliated with Charles Schwab & Co., Inc. or Fidelity.

Charles Schwab & Co., Inc. and Fidelity provides us with access to their institutional trading and custody services, which are typically not available to retail investors. These services are available to independent investment advisers so long as the independent investment advisers maintain a minimum amount of assets with the custodian.

Item 5 – Fees and Compensation

Please see Item 7 – Types of Clients in the Form ADV 2A Disclosure Brochure

Item 6 – Portfolio Manager Selection and Evaluation

Merkle Retirement Planning serves as sponsor and portfolio manager for the services under this Wrap Fee Program. The firm does not charge performance-based fees. Merkle Retirement Planning does not accept proxy-voting responsibility. Clients will receive proxy statements directly from the Custodian. Merkle Retirement Planning can assist in answering questions relating to proxies; however, the Client retains the sole responsibility for proxy decisions and voting.

Item 7 – Client Information Provided to Portfolio Managers

Merkle Retirement Planning is the sponsor and sole portfolio manager for the Program. There is no other portfolio manager where client information can be shared.

Item 8 – Client Contact with Portfolio Managers

Merkle Retirement Planning is a full-service investment management advisory firm. Clients always have direct access to the Portfolio Managers at the firm. When a third-party investment adviser is selected for a client, the client does not typically communicate or interact with the third-party investment advisers. Instead, Merkle Retirement Planning will serve as communication conduit between the third-party investment adviser and the client if needed.

Item 9 – Additional Information

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Our firm and our management personnel have no material reportable disciplinary events to disclose. You may visit www.adviserinfo.sec.gov to review each investment adviser's individual disclosures or Merkle Retirement Planning's firm disclosures.

Please also see Item 9 of the Firm Disclosure Brochure as well as Item 3 of each investment adviser representative's Form ADV 2B Brochure Supplement (included with this Wrap Fee Program Brochure) for additional information on how to research the background information. Merkle Retirement Planning has implemented a Code of Ethics that defines our fiduciary commitment to each Client. The details of the Code of Ethics can be found under Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading in the Disclosure Brochure (included with this Wrap Fee Program Brochure).

Client accounts are monitored on a regular and continuous basis by the Chief Compliance Officer (“CCO”). Details of the review policies and practices are provided in Item 13 of the Form ADV Part 2A – Disclosure Brochure. Please see Item 14 – Other Compensation in the Form ADV Part 2A – Disclosure Brochure (included with this Wrap Fee Brochure) for details on additional compensation that may be received by the firm or its investment adviser representatives. Each investment adviser representative’s Form ADV 2B Brochure Supplement (also included with this Wrap Fee Brochure) provides details on any outside business activities and the associated compensation.

Merkle Retirement Planning does not pay a referral fee for the introduction of clients.

Financial information is available in Item 18 of the Form ADV Part 2A – Disclosure Brochure.