

PLANNING
DIRECTIONS
INC.

A Registered Investment Adviser

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Form ADV Part 2B – Brochure Supplement

For

Frederick J. Dunbar
William F. Muller
Matthew S. Ellis
Kevin P. Lake Jr.

This brochure supplement provides information about Frederick J. Dunbar, William F. Muller, Matthew S. Ellis and Kevin P. Lake Jr. that supplements the Planning Directions, Inc. brochure. You should have received a copy of that brochure. Please contact Frederick J. Dunbar, Chief Compliance Officer if you did not receive Planning Directions, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Frederick J. Dunbar, William F. Muller, Matthew S. Ellis and Kevin P. Lake Jr. is available on the SEC's website at www.adviserinfo.sec.gov.

ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

FREDERICK DUNBAR

Born: 1955

CRD # 1011229

Educational Background

- 1977 – Bachelor of Science, Insurance & Real Estate, Pennsylvania State University, State College, PA
- 1993 – CLU, The American College, Bryn Mawr, PA
- 1994 – RFC, Registered Financial Consultant
- 1997 – ChFC, The American College, Bryn Mawr, PA
- 2006 – AIF, Accredited Investment Fiduciary

Business Experience

- 03/2003 – Present, Planning Directions, Inc. – Financial Planning, President
- 01/1993 – 03/2003, Planning Directions, Inc. – Financial Planning, IAR
- 01/1993 – Present, Commonwealth Financial Network – Broker/Dealer – Reg. Rep.
- 02/1985 – Present, Common Cents Planning, Inc. – Financial Svcs. – Financial Planner

WILLIAM F. MULLER

Born: 1969

CRD # 2247363

Educational Background

- 1992 – Bachelor of Science, Business Administration, LaSalle University, Philadelphia, PA
- 2000 – CFP, Certified Financial Planner
- 2002 – ChFC, American College, Bryn Mawr, PA
- 2006 – MSFS, St. Joseph's University, Philadelphia, PA
- 2016 – AIF, Accredited Investment Fiduciary
- 2018 – CDFA, Certified Divorce Financial Analyst

Business Experience

- 04/2005 – Present, Common Cents Planning, Inc. – Registered Representative
- 03/2007 – Present, Planning Directions, Inc. – Financial Planning IAR
- 07/2007 – Present, Commonwealth Financial Network – Broker Dealer, Registered Representative
- 08/1993 – 04/2005, Vanguard Companies – Registered Representative

MATTHEW S. ELLIS

Born: 1983

CRD # 5588159

Educational Background

- 2007 – Bachelor of Arts, Economics, Rollins College, Winter Park, FL
- 2012 – CFP, Certified Financial Planner
- 2013 – MBA, Penn State University, Great Valley, PA
- 2014 – CIMA, Certified Investment Management Analyst
- 2016 – AIF, Accredited Investment Fiduciary

Business Experience

- 10/2015 – Present, Planning Directions, Inc. – Financial Planning IAR
- 10/2015 – Present, Common Cents Planning, Inc. – Registered Representative
- 11/2015 – Present, Commonwealth Financial Network – Broker Dealer, Registered Representative
- 09/2008 – 10/2015, Vanguard Companies – Registered Representative

Kevin P. Lake Jr.

Born: 1985

CRD# 6249118

Educational Background

- 2008 – Bachelor of Science, Accounting, Pennsylvania State University, State College, PA

Business Experience

- 02/2022 – Present, Planning Directions, Inc – Financial Planning IAR
- 11/2020 – Present, Common Cents Planning, Inc. – Registered Representative
- 11/2020 – Present, Commonwealth Financial Network – Registered Representative
- 10/2019 – 11/2020, MML Investors Services, LLC – Registered Representative
- 06/2017 – 09/2019 – New York Life Securities Insurance Co. – Financial Services Rep
- 11/2016 – 06/2017 – Cumby, Spencer and Associates Financial Group - Associate

Professional Designations, Licensing & Exams

Accredited Investment Fiduciary (AIF)®: To obtain the AIF® designation, your advisor had to complete either a self-study module or a combination of a classroom and self-study module. The advisor then had to pass a closed-book, proctored examination to complete the course of study. To maintain the designation, your advisor completes six hours of continuing education every year.

Certified Financial Planner (CFP)®: To obtain the CFP certification, your advisor had to complete a CFP-board registered program in financial planning or hold one of the following recognized designations: Certified Public Accountant (CPA), Chartered Financial Consultant® (ChFC®), Chartered Life Underwriter® (CLU®), Chartered Financial Analyst® (CFA®), PhD in Business or Economics, Doctor of Business Administration, or an Attorney's License.

Additionally, your advisor had to demonstrate that he or she held a bachelor's degree (or higher) from an accredited college or university (if they earned their CFP certification on or after January 1st, 2007), and three years of full-time personal financial planning experience. Finally, the advisor had to pass a proctored examination to complete the course of study. To maintain the designation, your advisor completes 30 hours of continuing education every two years.

Chartered Financial Consultant (ChFC)®: Chartered Financial Consultant (ChFC) is the "Advanced Financial Planning" designation awarded by The American College of Financial Services. [1] To secure the designation, applicants must have three years of full-time business experience within the preceding five years and must complete nine college-level courses focused on integrated advanced financial planning. To maintain the designation, your advisor completes 30 hours of continuing education every two years.

Certified Divorce Financial Analyst (CDFA)®: professional is a financial professional skilled at analyzing data and providing expertise on the financial issues of divorce. The role of the CDFA® professional is to assist the client and his or her attorney to understand how the decisions he or she makes today will impact the client's financial future.

Certified Investment Management Analyst (CIMA)®: The Certified Investment Management Analyst certification is administered by the Investment Management Consultants Association (IMCA). The CIMA® certification reflects experience, education, examination, and ethical standards. Those who have earned the CIMA certification have at least three years of experience in financial services, have passed an extensive background check, have completed a demanding two-step, graduate-level program of study, and have passed a comprehensive examination. To maintain the designation, your advisor completes 40 hours of continuing education every two years, including two hours of ethics.

Chartered Life Underwriter (CLU)®: A professional designation for individuals who wish to specialize in life insurance and estate planning. Individuals must complete five core courses and three elective courses, and successfully pass all eight two-hour, 100-question examinations in order to receive the designation.

Registered Financial Consultant (RFC)®: The Registered Financial Consultant Designation is a professional designation awarded by the International Association of Registered Financial Consultants (IARC). Advisors must meet minimum education, experience, ethics, and exam requirements to use the RFC designation.

Item 3: Disciplinary Information

No management person at Planning Directions, Inc. has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Item 4: Other Business Activities

The associated persons of Planning Directions, Inc. (PDI) are registered representatives of Commonwealth Equity Services, Inc. DBA Commonwealth Financial Network (“Commonwealth”). They make securities recommendations to clients through Commonwealth. Commonwealth is a FINRA registered broker/dealer and is also licensed as a broker/dealer with the states in which Commonwealth’s or its representatives offer securities to clients. The Associated Persons of PDI have the choice of recommending advisory (fee based) accounts and services, commission-based accounts, or both, to any client. When the advisor acts in capacity of a broker/dealer registered representative by recommending a commission-based account, the advisor receives transactional commissions and mutual fund and money market 12b-1 fees based upon the specific investments recommended to the client. Associated Persons of PDI’s ability to recommend both fee-based and commission-based accounts and services to any particular client creates a conflict of interest for your advisor because the advice or recommendations provided by your advisor in the selecting fee-based or commission-based accounts and services will directly impact the type, nature, amount, and duration of the compensation your advisor will receive. Planning Directions, Inc. has a fee sharing arrangement with Commonwealth.

The Associated Persons of PDI are also licensed insurance agents. Should you choose to purchase an insurance product from your advisor, you will pay commissions for these products which are in addition to the fees you pay for financial services. The receipt of additional compensation creates a conflict of interest. You are under no obligation to purchase insurance products or services from your advisor. You may purchase insurance products from the insurance agent of your choice. Similar products and services may be available at an equal or lower cost from other sources.

In addition to the activities described above, your advisor is also engaged in the following:

MR. DUNBAR IS PRESIDENT, OWNER OF COMMON CENTS PLANNING, INC.; TRUSTEE OF COMMON CENTS PLANNING 401K PLAN, CONDUCTED AT BRANCH, INVESTMENT RELATED.

MR. DUNBAR IS THE OWNER OF RENTAL PROPERITES, CONDUCTED AT BRANCH, NOT INVESTMENT RELATED.

Item 5: Additional Compensation

Messrs. Dunbar, Muller, Ellis and Lake do receive an economic benefit from persons, other than clients for providing advisory services.

Many of the companies that provide your advisor access to their products and programs provide your advisor with opportunities to receive additional compensation in the form of marketing and business reimbursements, compensation for client referrals, business development support, payment for travel-related costs and expenses for attending business meetings and conferences, and various forms of gifts and entertainment. Information regarding the compensation paid to your advisor in relation to the products or programs you purchase or use and their associated conflicts is generally disclosed in the respective product prospectuses, statements of additional information, product offering documents, client agreements, advisory program brochures, and Planning Directions Inc. Form ADV Part 2A brochure.

Commonwealth offers your advisor one or more forms of financial benefits based on your advisor's gross revenue production and total assets under management held at Commonwealth. Your advisor has the opportunity to receive forgivable or unforgivable loans, enhanced payouts, and discounts, waivers, or credits on transaction, platform, and account fees; technology fees; research package fees, financial planning software fees; administrative fees; brokerage account fees; account transfer fees; and the costs of attending conferences and events. Your advisor also has the opportunity to receive awards and attend certain paid Commonwealth "top producer" trips and entertainment based upon your advisor's total gross revenue production with Commonwealth. These enhanced payouts, discounts, trips, entertainment, and other forms of compensation that your advisor has the opportunity to receive from Commonwealth provide a financial incentive for your advisor to select Commonwealth as broker/dealer for your accounts.

Clients have the option to purchase investment products that we recommend through other brokers or agents that are not affiliated with us.

The firm charges firm fees and Messrs. Dunbar, Muller, Ellis and Lake may receive commission income as a result of product sales. Firm fees are not off-set by commission income.

Item 6: Supervision

Mr. Dunbar, as President and Chief Compliance Officer for Planning Directions, Inc., is responsible for supervision of Mr. Muller, Mr. Ellis and Mr. Lake. He may be reached at (610) 361-0865.