

FORM ADV PART 2A DISCLOSURE BROCHURE

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This brochure provides information about the qualifications and business practices of Zion Financial Planning, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 425-301-3313. 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 Zion Financial Planning, LLC (IARD# 289007) is available on the SEC's website at www.adviserinfo.sec.gov

January 1st, 2021

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Initial Filing.

Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

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Item 4: Advisory Business

Firm Description

Zion Financial Planning, LLC ("Zion") was founded in July 22nd, 2017 and Wen-Liang Huang is 100% owner.

Zion is a fee only financial planning and wealth management firm. The firm does not sell any commission based product, neither insurance nor annuities, nor others ...

Zion does not act as a custodian of Client assets.

An evaluation of each Client's initial situation is provided to the Client, often in the form of a net worth statement, risk analysis or similar document. Periodic reviews are also communicated to provide reminders of the specific courses of step-by-step action that need to be implemented. More frequent reviews occur but are not necessarily communicated to the Client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, tax preparers, insurance agents, etc.) are engaged directly by the Client on an as-needed basis and may charge fees of their own. Conflicts of interest will be disclosed to the Client in the unlikely event they should occur.

Types of Advisory Services

ASSET MANAGEMENT

Zion offers non-discretionary direct asset management services to advisory Clients. Zion will offer Clients ongoing portfolio management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. Zion will determine the securities to be bought or sold and the amount of the securities to be bought or sold. However, Zion will obtain prior Client approval before executing any transactions.

FINANCIAL PLANNING AND CONSULTING

If financial planning services are applicable, a thorough review of all applicable topics including but not limited to the following:

- Identification and Clarification of Goals -This step is all about collecting and prioritizing short-term and long-term financial goals from client, who maybe business owners, professionals, executives or individual, that need money and planning to achieve.
- Cash Flow Planning, Debt Elimination and Budgeting - The planning review Client's current and projected incomes, expenses, current debts, and net assets. And optimize the best pay off strategy along with achievable budgeting for Client to become debt free while maintaining Client's quality of life and lifestyle.
- Investment Planning - Advise Client how to smartly invest their money to ensure wealth accumulation based on their time horizon and risk tolerance. Client may also need recommendations on which diversified investment portfolio will be the optimal to meet their financial goals. Additionally, Clients may be concerned about how to invest in a tax-efficient way to accumulate their wealth to accomplish their goals.

- Retirement Planning - Clients usually need answers to questions like: “Will we be able to retire comfortably at age 62 or 65 or 67 or 70 based on the expected, before-tax or after-tax, income for the lifestyle, considering traveling and health care needs etc., with all of our current level of retirement savings? What additional savings should one consider for the income level desired? If we can’t make our goal, what will the outcome be for our retirement?” And what is the safe and optimal income withdraw rate from retirement funds. In helping a client to decide whether or not, it is in the client’s best interest, to roll their workplace retirement plan in to an IRA, we will disclose, contrast and explain the Fees, Total Annual Expense; Investment Goals and Advice; Investment Choices; Asset Allocation; Situation Assessment etc.
- College Planning - The expense for children’s higher education is expected to keep increasing over time due to potential inflation. There are alternative ways and strategies to save and fund for education. Based on the education goal, some is more optimal than others, either through pre-paid tuition plan or a 529 College Savings Plan etc.. Zion will help explain and explore alternatives available to the Client and offer recommendation as to what might be the most suitable to Client’s goal.
- Life Insurance and Disability Income Planning - Assess areas of risk exposure to ensure proper coverage are very important when it comes to protecting family and business with either a lump sum payment or an income replacement for as long as disability, in addition to home, auto and umbrella insurances. The planning will be based on the financial goals and liability to determine what life insurance, long-term-care insurance and disability income, if needed how much coverage, are recommended to provide protection and risk management.
- Employee Benefit Planning - The planning applies a multi-disciplined approach and education to recommend employee benefit program so that it improves employee satisfaction, business productivity through non-wage compensation, profit sharing, and other plans etc.
- Income Tax Planning - Income taxes can be costly, complicated, but optimized. The planning will recommend some appropriate financial strategies considering income tax scenarios to improve overall tax situation. Some unique tax savings strategies may be available to the Client or their business. Zion will help identify tax savings opportunities and potential pitfalls to avoid. Zion does not provide income tax advice, and recommend Clients seek the services of a tax advisor as needed.
- Estate Wealth Transfer Strategies and Legacy Planning - The planning will review Clients overall financial assets and advise Clients to best meet their legacy goals. Assist Clients in working together with their attorney to develop long-term strategies. These include as appropriate, gifting, living trusts, as well as more sophisticated trusts and strategies, wills, review estate tax, powers of attorney, beneficiary designations and health care directives. We do not provide legal advice nor draft legal documents, but recommend Clients seek the services of an attorney as collaboration needed.

Zion offers one-time financial planning at an hourly rate, and ongoing financial planning and consultation at a fixed rate. Fees are described in Item 5 below.

If a Client selects ongoing planning, they have the option to participate in the below plan.

Plan Type	CFP (Comprehensive Financial Planning) plan type
Typical Client Demographics	Clients who can benefit from Comprehensive Financial Planning to reach their financial goals that need planning and money to achieve
Scope of Plan And Hours of Service	<ul style="list-style-type: none"> • Cash Flow, Debt Elimination and Budgeting: 2 hours • Retirement projection and withdraw: 2 hours • College Fund Planning : 2 hours • Life Insurance, Disability Income and Long Term Care Planning : 2 hours • Income Tax Planning : 2 hours • Investment Planning : 2 hours • Estate Wealth Transfer Strategies and Legacy Planning: 3 hours • Charitable Giving Strategies and Planning Net worth statement: 2 hours
Meeting Frequency	<ul style="list-style-type: none"> • One Annual face to face meeting • Two formal conference calls and/or emails, every 4 months

Client Relationship Management via Communication	Client Relationship Management via Face to Face meeting
<p>Quarter 1 Topics:</p> <ul style="list-style-type: none"> • Update Income and Expense information • Review Net Worth information • Update Asset and Liability information • Review any life event changes <p>Activities:</p> <ul style="list-style-type: none"> • Update cash flow worksheet and discussion • Update net worth statement and discussion • Evaluate life changes impact discussion and discussion <p>Quarter 3 Topics:</p> <ul style="list-style-type: none"> • Protection overall review • Estate plan overall review • Beneficiary overall review <p>Activities:</p> <ul style="list-style-type: none"> • Review insurance policy, coverage and funding, and discussion • Update coverage and funding as needed, and discussion • Update Beneficiary on all accounts and contracts, and discussion • Update and re-file estate planning documents 	<p>Quarter 2 Topics:</p> <ul style="list-style-type: none"> • Review Financial Planning document • Update Retirement Planning • Rebalance Investment Portfolio • Review and Update Other financial goals Activities: • Implement savings changes • Update investment allocation portfolio • Discuss and recommend investment portfolio changes • Review Employer sponsored plan and benefits <p>Quarter 4 Topics:</p> <ul style="list-style-type: none"> • Review and discuss Investment performance • Review and discuss Employee benefits • Review and discuss Year-end tax planning • Set Expectation for upcoming year Activities: • Recommend suitable benefit option and alternatives • Review planning agreement, fees and meetings • Lay out implementation steps to harvest losses or gains

If a conflict of interest exists between the interests of Zion and the interests of the Client, the Client is under no obligation to act upon the Zion's recommendation. If the Client elects to act on any of the recommendations, the Client is under no obligation to effect the transaction through Zion. Financial plans will be completed and delivered inside of sixty (60) days contingent upon timely delivery of all required documentation.

SEMINARS AND WORKSHOPS

Zion holds seminars and workshops to educate the public on different types of investments and the various financial planning services they offer. The seminars are educational in nature and no specific investment or tax advice is given.

Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each Client are documented in our Client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without written Client consent.

Wrap Fee Programs

Zion does not sponsor a wrap fee program.

Client Assets under Management

As of the fiscal year end of 2020, 12/31/2020, Zion has a total of US\$6,375,582 Client assets under management.

Item 5: Fees and Compensation

Method of Compensation and Fee Schedule

Zion bases its fees on either a percentage of assets under management, or an hourly fee for one-time services, or fixed fees for ongoing financial planning and consultation. Pursuant to WAC 460-24A-145 if a Client does not receive the ADV Part 2 at least 48 hours prior to entering into an investment advisory agreement, the advisory Client has a right to terminate the contract without penalty within five (5) business days after entering into the contract.

ASSET MANAGEMENT

Zion offers non-discretionary direct asset management services to advisory Clients. Zion charges an annual investment advisory fee based on the total assets under management as follows:

Assets Under Management	Maximum Annual Fee	Maximum Quarterly Fee
Up to \$1,000,000	1.00%	.2500%
\$1,000,000 to \$2,000,000	0.75%	.1875%
Over \$2,000,000	0.50%	.1250%

This is a blended fee schedule, the asset management fee is calculated by applying different rates to different portions of the portfolio. For example, a Client with \$2,500,000 under management would pay \$20,000 on an annual basis.

$(\$1,000,000 \times 0.01) + (\$1,000,000 \times 0.0075) + (\$500,000 \times 0.005) = \$10,000 + \$7,500 + \$2,500 = \$20,000.$

The annual fee may be negotiable. Accounts within the same household may be combined for a reduced fee. Fees are billed quarterly in arrears based on the amount of assets managed as of the last business day of the previous quarter. Initial fees for partial quarters are pro-rated. Quarterly advisory fees deducted from the Clients' account by the custodian will be reflected in a provided fee invoice as fees are withdrawn. In computing the market value of any investment of the Account, each security listed on any national securities exchange or otherwise subject to current last-sale reporting shall be valued at the last sale price on the valuation date. However, for assets such as alternative investments where a fee is charged and

the custodian does not price the security, the asset may be priced by the provider of the asset according to their pricing policy or may also involve independent pricing services for assets that are priced in that manner. Zion itself, does not price any investment or security for which it charges a management fee or that is included in the portfolio return. The fee is based on the determined value of the securities in the portfolio as of the final date of the preceding quarter.

Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement for a full refund and without penalty. Clients may terminate advisory services with thirty (30) days written notice. For accounts opened or closed mid-quarter, Zion will be entitled to a pro rata fee for the days service was provided. Client shall be given thirty (30) days prior written notice of any increase in fees, and Client will acknowledge, in writing, any agreement of increase in said fees.

FINANCIAL PLANNING AND CONSULTING

Zion charges either an hourly fee for one-time services or fixed fee for ongoing financial planning and consultation. Prior to the planning process the Client will be provided an estimated plan fee. Fees are negotiable. One-time planning services are completed and delivered inside of sixty (60) days contingent upon timely delivery of all required documentation. Client may cancel within five (5) business days of signing Agreement with no obligation and without penalty. If the Client cancels after five (5) business days, any unearned fees will be refunded to the Client, or any unpaid earned fees will be due to Zion. Zion reserves the right to waive the fee should the Client implement the plan through Zion's Asset Management program.

HOURLY FEES

Financial Planning Services are offered based on an hourly fee of \$300 per hour or \$5 per minute with minimum 5 minutes each block.

FIXED FEES

Financial Planning Services are offered based on an annual flat fee, payable monthly in arrears. This service will continue year after year until canceled in writing by the Client or Zion.

- CFP (Comprehensive Financial Planning - \$3,000 Annually at\$250/Month

The payment for hourly based planning is due half at the time of signing the agreement with the balance due upon delivery of the plan. The payments for fixed fee based planning are due monthly and in arrears. Client may cancel within five (5) business days of signing Agreement for a full refund and without penalty. If the Client cancels after five (5) business days, any unearned fees will be refunded to the Client and any earned, unpaid fees will be due to Zion.

In all instances, the Adviser will send the Client a written invoice, including the fee, the formula used to calculate the fee, the fee calculation itself, the time period covered by the fee, and, if applicable, the amount of assets under management on which the fee was based. Also, the Adviser will include the name of the custodian(s) on the fee invoice. The Adviser will send these to the Client concurrent with the request for payment or payment of the Adviser's advisory fees. We urge the Client to compare this information with the fees listed in the account statement.

SEMINARS AND WORKSHOPS

Zion holds seminars and workshops to educate the public on different types of investments and the different services they offer. The seminars are educational in nature and no specific investment or tax advice is given.

The fee will range in price between \$400 - \$1000 (exclusive of travel-cost reimbursement) depending on the length, location and enrollment. The Client and Zion will agree on the fee associated with a specific engagement before it occurs. The fee is negotiable, and speaking engagement may be provided pro bono. The fee will be collected after the speaking engagement is performed.

Termination:

- If Zion terminates the engagement because of inclement weather and has made all reasonable attempts to make alternative travel arrangements, the Client does not owe any speaker fees but is responsible for any non-refundable travel expenses already incurred.
- If Zion terminates the engagement due to health or similar unforeseen circumstances, the Client does not owe any fees (no speaker fee, no travel expenses).
- If the Client terminates the engagement for any reason besides weather or similar unforeseen causes, the Client will be responsible for reimbursements of any non-refundable travel expenses already incurred.
- In the event of termination, no refund is necessary because no fees are paid until the end.

Client may cancel within five (5) business days of signing Agreement for a full refund and without penalty.

The fee is payable by check or Electronic Funds Transfer.

Client Payment of Fees

Investment management fees are billed quarterly in arrears, meaning we bill you after the billing period has ended. Prior to deducting the fees, an invoice will be sent to the Client. Fees are usually deducted from a designated Client account to facilitate billing. The Client must consent in advance to direct debiting of their investment account.

Fees for financial plans are due half at the time of signing the agreement with the balance due upon delivery of the plan. Fees for speaking engagements are due after the speaking engagement is performed.

Additional Client Fees Charged

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities, and exchange-traded funds. These charges may include Mutual Fund transactions fees, postage and handling and miscellaneous fees.

Zion, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with Clients, etc.).

For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

Investment management fees are billed quarterly in arrears.

Hourly Financial planning fees are due half at the time of signing the agreement with the balance due upon delivery of the completed plan.

Client may cancel within five (5) business days of signing Agreement for a full refund, and without penalty, of any prepaid fees. If the Client cancels after five (5) business days, any unearned fees will be refunded to the Client and any earned, unpaid fees will be due to Zion

External Compensation for the Sale of Securities to Clients

Zion does not receive any external compensation for the sale of securities to Clients, nor do any of the investment advisor representatives of Zion.

Item 6: Performance-Based Fees and Side-by-Side Management

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Zion DOES NOT use a performance-based fee structure because of the conflict of interest. Performance based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the Client.

Item 7: Types of Clients

Description

Zion generally provides investment advice to individuals, business owners, professionals, executives, and high net worth Clients.

Account Minimums

Zion requires a \$50,000 minimum to open an account. However, Zion reserves the right to waive that minimum at its discretion.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include fundamental analysis, technical analysis, and cyclical analysis. Investing in securities involves risk of loss that Clients should be prepared to bear. Past performance is not a guarantee of future returns. Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Risks involved in technical analysis are inflation risk, reinvestment risk, and market risk. Cyclical analysis involves inflation risk, market risk, and currency risk.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profit margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume. Cyclical analysis involves analyzing the cycles of the market.

In developing a financial plan for a Client, Zion's analysis may include:

- Identification and Clarification of Goals
- Cash Flow Planning, Debt Elimination and Budgeting

- Investment Planning
- Retirement Planning
- College Planning
- Life Insurance and Disability Income Planning
- Employee Benefit Planning
- Income Tax Planning
- Estate Wealth Transfer Strategies and Legacy Planning
- Charitable Giving Strategies and Planning

Based on the information gathered, a detailed strategy is tailored to the Client's specific situation.

The main sources of information include financial newspapers and magazines, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

Investment Strategy

The investment strategy for a specific Client is based upon the objectives stated by the Client during consultations. The Client may change these objectives at any time. Each Client executes a Client profile form or similar form that documents their objectives and their desired investment strategy. Notably, income portfolio investments are widely used to meet and even exceed clients' financial goals. Other strategies may include long-term purchases and short-term purchases.

Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Risks involved in technical analysis are inflation risk, reinvestment risk, and market risk.

Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with Zion:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- *Long-term purchases:* Long-term investments are those vehicles purchased with the intention of being held for more than one year. Typically the expectation of the investment is to increase in value so that it can eventually be sold for a profit. In addition, there may be an expectation for the investment to provide income. One of the biggest risks associated with long-term investments is volatility, the fluctuations in the financial markets that can cause investments to lose value.
- *Short-term purchases:* Short-term investments are typically held for one year or less. Generally there is not a high expectation for a return or an increase in value. Typically, short-term investments are purchased for the relatively greater degree of principal protection they are designed to provide. Short-term investment vehicles may be subject to purchasing power risk — the risk that your investment's return will not keep up with inflation. Frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.
- *Trading risk:* Investing involves risk, including possible loss of principal. There is no assurance that the investment objective of any fund or investment will be achieved.

Item 9: Disciplinary Information

Criminal or Civil Actions

Zion and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

Zion and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

Zion and its management have not been involved in legal or disciplinary events related to past or present investment Clients.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

No investment adviser representatives of Zion are registered representatives of a broker-dealer.

Futures or Commodity Registration

Neither Zion nor its employees are registered or have an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

There are no material conflicts of interest to disclose.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

Zion does not select or recommend other investment advisors.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics Description

The employees of Zion have committed to a Code of Ethics (“Code”). The purpose of our Code is to set forth standards of conduct expected of Zion employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of Zion. The Code reflects Zion and its supervised persons’ responsibility to act in the best interest of their Client.

One area the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our Clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our Clients.

Zion’s policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of Zion may recommend any transaction in a security or its derivative to advisory Clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

Zion’s Code is based on the guiding principle that the interests of the Client are our top priority. Zion’s officers, directors, advisors, and other employees have a fiduciary duty to our Clients and must diligently perform that duty to maintain the complete trust and confidence of our Clients. When a conflict arises, it is our obligation to put the Client’s interests over the interests of either employees or the company.

The Code applies to “access” persons. “Access” persons are employees who have access to non-public information regarding any Clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to Clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any Client or prospective Client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

Zion and its employees do not recommend to Clients securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Zion employees may buy or sell securities that are also held by Clients. In order to mitigate conflicts of interest such as trading ahead of Client transactions, employees are required to disclose all reportable securities transactions as well as provide Zion with copies of their brokerage statements.

The Chief Compliance Officer of Zion is Wen-Liang Huang. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that Clients of the firm receive preferential treatment over employee transactions.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

Zion does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for Clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide Zion with copies of their brokerage statements.

The Chief Compliance Officer of Zion is Wen-Liang Huang. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that Clients of the firm receive preferential treatment over employee transactions.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

Zion may recommend the use of a particular broker-dealer or may utilize a broker-dealer of the Client's choosing. Zion will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. Zion relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by Zion.

- *Directed Brokerage*

In circumstances where a Client directs Zion to use a certain broker-dealer, Zion still has a fiduciary duty to its Clients. The following may apply with Directed Brokerage: Zion's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among Clients and conflicts of interest arising from brokerage firm referrals.

- *Best Execution*
Investment advisors who manage or supervise Client portfolios on a discretionary basis have a fiduciary obligation of best execution. Zion does not exercise discretion. However, Zion does manage Client accounts on a non-discretionary basis.
- *Soft Dollar Arrangements*
Zion does not receive soft dollar benefits.

Aggregating Securities Transactions for Client Accounts

Zion is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of Zion. All Clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed quarterly by the Chief Compliance Officer of Zion. Account reviews are performed more frequently when market conditions dictate.

Review of Client Accounts on Non-Periodic Basis

Other conditions that may trigger a review of Clients' accounts are changes in the tax laws, new investment information, and changes in a Client's own situation.

Content of Client Provided Reports and Frequency

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by the Zion's custodian. Client receives confirmations of each transaction in account from Custodian and an additional statement during any month in which a transaction occurs. Pursuant to WAC 460-24A-106, an itemized invoice will be sent to the Client from the advisor.

Item 14: Client Referrals and Other Compensation

Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest

Zion does not receive any economic benefits from external source.

Advisory Firm Payments for Client Referrals

Zion does not compensate for Client referrals.

Item 15: Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to Clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by Zion.

Zion is deemed to have constructive custody solely because advisory fees are directly deducted from Client's account by the custodian on behalf of Zion.

Item 16: Investment Discretion

Discretionary Authority for Trading

Zion accepts non-discretionary authority to manage securities accounts on behalf of Clients. Zion will determine the securities to be bought or sold and the amount of the securities to be bought or sold. However, Zion will obtain prior Client approval before executing any transactions.

The Client approves the custodian to be used and the commission rates paid to the custodian. Zion does not receive any portion of the transaction fees or commissions paid by the Client to the custodian on certain trades.

Item 17: Voting Client Securities

Proxy Votes

Zion does not vote proxies on securities. Clients are expected to vote their own proxies. The Client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, Zion will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because Zion does not serve as a custodian for Client funds or securities and Zion does not require prepayment of fees of more than \$500 per Client and six months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

Zion has no condition that is reasonably likely to impair our ability to meet contractual commitments to our Clients.

Bankruptcy Petitions during the Past Ten Years

Zion nor its management personnel has had any bankruptcy petitions in the last ten years.

Item 19: Requirements for State Registered Advisors

Principal Executive Officers and Management Persons

The education and business background for all management and supervised persons can be found in the Part 2B of this Brochure.

Outside Business Activities

Wen-Liang Huang also works as tax professional during income tax filing season. This activity accounts for approximately 30% during the income tax filing season time. The outside business activities for all management and supervised persons can be found in the Part 2B of this Brochure.

Mr. Huang does not have any other outside businesses or material conflicts of interest to disclose.

Performance Based Fee Description

Mr. Huang does not receive any performance based fees.

Disclosure of Material Facts Related to Arbitration or Disciplinary Actions Involving Management Persons

Mr. Huang does not have any disclosures to report.

Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities

There are no material relationships with issuers of securities to disclose.

Item 1 Cover Page

**SUPERVISED PERSON BROCHURE
FORM ADV PART 2B**

Wen-Liang Huang, Ph.D.

CFP[®], AEP[®], ChFC[®], CLU[®], EA

President, Fiduciary and Fee-Based

Zion Financial Planning, LLC

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This brochure supplement provides information about Wen-Liang Huang and supplements the Zion Financial Planning, LLC brochure. You should have received a copy of that brochure. Please contact Wen-Liang Huang if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Wen-Liang Huang (CRD #5808991) is available on the SEC's website at www.adviserinfo.sec.gov.

January 1st, 2021

Brochure Supplement (Part 2B of Form ADV) Supervised Person Brochure

Principal Executive Officer – Wen-Liang Huang

- Year of birth: 1960
-

Item 2 Educational Background and Business Experience

Educational Background:

- National Cheng Kung University; B.S. in Hydraulic Engineering; 1982
- National Cheng Kung University; M.S. in Hydraulic & Ocean Engineering; 1984
- Georgia Tech University; M.S. in Aerospace Engineering; 1989
- Purdue University; Ph.D. in Aeronautic & Astronautic Engineering; 1996

Business Experience:

- Zion Financial Planning, LLC; Managing Member/Investment Advisor Representative; 07/2017 – Present
- Minnesota Life Insurance Co.; Insurance Agent; 09/2016 – 07/2017
- Securian Financial Services, Inc.; Registered Representative/Investment Advisor Representative; 09/2016 – 07/2017
- NYLife Securities LLC; Registered Representative; 07/2016 – 09/2016
- Eagle Strategies LLC; Investment Advisor Representative; 08/2016 – 09/2016
- Waddell & Reed; Registered Representative/Investment Advisor Representative; 12/2013 – 06/2016
- Transamerica Financial Advisors, Inc.; Registered Representative/Investment Advisor Representative; 02/2013 – 12/2013
- World Financial Group, Inc.; Insurance Agent; 01/2013 – 12/2013
- The Boeing Company; Engineer; 08/2001 – 11/2013
- MML Investors Services Inc.; Financial Advisor; 07/2010 – 12/2012
- MassMutual Life Insurance Company; Insurance Agent; 06/2010 – 12/2012
- Primerica Financial Services; Insurance Agent; 10/2009 – 02/2010
- World Financial Group, Inc.; Insurance Agent; 02/2009 – 10/2009

Professional Designations:

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States

college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *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. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Accredited Estate Planner ® (“AEP”) is issued by the National Association of Estate Planners & Councils. The designation is available to credentialed professionals in the following disciplines – accounting (CPA); insurance and financial planning (CLU®, ChFC®, CFP®, CPWA®); legal (JD); philanthropy (CAP®, CSPG); and trust services (CTFA) – who are devoting at least a third of one's professional time to estate planning. With a minimum of 5 years of experience, the designation is available after taking two courses through The American College.

Item 3 Disciplinary Information

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report.

Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Wen-Liang Huang also works as tax professional during income tax filing season. This activity accounts for approximately 30% during the income tax filing season time. The outside business activities for all management and supervised persons can be found in the Part 2B of this Brochure.

Mr. Huang does not have any other outside businesses or material conflicts of interest to disclose.

Item 5 Additional Compensation

Mr. Huang does not receive any additional compensation or any performance based fees.

Item 6 Supervision

Since Mr. Huang is the sole owner of Zion, he is solely responsible for all supervision and formulation and monitoring of investment advice offered to Clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual.

Item 7 Requirements for State-Registered Advisors

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: None to report.

Bankruptcy Petition: None to report.