VARN
FINANCIAL PLANNING

Form ADV Part 2A

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Varn, Douglas Francis II

DBA Varn Financial Planning

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This brochure provides information about the qualifications and business practices of Varn Financial Planning. If you have any questions about the contents of this brochure, please contact us at (510) 289-5874 or doug@varnfinancialplanning.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 our firm is also available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number known as a CRD number. Our firm's CRD number is 341746.

Any reference to Varn Financial Planning as a "registered investment adviser" or as being "registered" does not imply a certain level of skill or training.

Item 2 – Material Changes

This is our initial brochure, thus no material changes to a former brochure exist.

Item 3 – Table of Contents

Item 4 – Advisory Business

A. Firm Description and Ownership

Varn Financial Planning ("the Firm") is a California-based investment adviser providing advice-only financial planning services. The Firm was established in June 2026 and is fully owned and operated by Douglas Francis Varn II, who serves as the sole investment adviser representative.

The Firm provides non-discretionary, project-based financial planning and investment advisory services. The Firm does not take custody of client assets and does not provide ongoing portfolio management or discretionary investment services.

B. Types of Advisory Services

The Firm primarily provides comprehensive financial life planning services, with an emphasis on helping clients understand and optimize their long-term financial trajectory.

Financial Life Planning

The Firm's primary service is a one-time, project-based financial planning engagement designed to provide clients with a clear, data-driven understanding of their financial trajectory.

This service centers around the development of a comprehensive financial model that integrates income, spending, assets, liabilities, and future goals to project outcomes over time.

The engagement includes:

- Development of a personalized financial model illustrating projected net worth, cash flows, and long-term outcomes under clear, documented assumptions
- Evaluation of alternative planning scenarios, such as changes in retirement timing, spending, or other major life decisions
- Analysis of key outcomes, including probability of success, potential shortfalls, and projected long-term or legacy outcomes
- Identification of critical insights, risks, and opportunities based on the modeled scenarios

- Delivery of prioritized, actionable recommendations designed to improve alignment with the client's goals and preferences
- Consideration of broader financial strategies, including savings priorities, tax-aware planning opportunities, and alignment of investment approach with the overall plan

This service may also include a high-level review of the client's current investment allocation to assess alignment with the financial plan. However, it does not include detailed portfolio design or specific security recommendations unless separately engaged.

Portfolio Strategy and Optimization

For clients who have completed a financial planning engagement, the Firm offers a separate portfolio strategy and optimization service.

This service includes:

- Development of a personalized investment strategy aligned with the client's financial plan, time horizon, and risk tolerance
- Design of a target portfolio allocation and structure, including diversification approach and risk management considerations
- Creation of a bucket-based investment framework, where appropriate, to help manage near-term spending needs, market volatility, and sequence-of-returns risk
- Evaluation of portfolio alignment across different time horizons, including strategies to support transitions such as retirement or changes in spending
- Recommendations for tax-aware asset location across accounts, where applicable
- Identification of opportunities to improve cost efficiency, diversification, and overall portfolio design
- Delivery of specific, actionable recommendations, including suggested allocations and, where appropriate, examples of securities that may be used to implement the recommended strategy

Additional Hourly Services

The Firm may provide follow-up consultations on an hourly basis. These sessions are typically used to address specific questions, evaluate new financial decisions, or update prior recommendations.

Examples of follow-up services may include:

- Updating the financial plan to reflect changes in income, spending, or life circumstances
- Evaluating new strategies or opportunities (e.g., retirement plan contributions, tax-related strategies, or major financial decisions)
- Reviewing progress toward goals and revisiting prior assumptions or projections
- Exploring additional planning scenarios or refining previously modeled outcomes
- Revisiting investment strategy or portfolio positioning as circumstances evolve

Additional Information

The following information applies generally to all advisory services offered by the Firm.

The Firm's services are provided on a non-discretionary, as-requested basis and do not include ongoing portfolio management, continuous account monitoring, or continuous supervisory services.

The Firm does not place trades or otherwise exercise discretionary authority over client accounts. Clients are responsible for all investment decisions and implementation of recommendations.

The Firm is a fee-only advisory firm. Neither the Firm nor its associated persons receive commissions or other compensation related to the sale of securities, insurance products, real estate, or other investment or financial products recommended as part of the Firm's advisory services.

Clients are under no obligation to implement any recommendations made by the Firm.

If clients choose to implement any recommendations, they are under no obligation to do so through the Firm or any associated person of the Firm.

The Firm does not act as a broker-dealer, does not execute securities transactions on behalf of clients, and does not receive compensation from third parties related to client implementation decisions.

The Firm's services do not include tax preparation, legal advice, or the drafting of estate planning documents. The Firm also does not provide a comprehensive review of insurance products. Clients are encouraged to consult with qualified professionals, such as CPAs, attorneys, or licensed insurance agents, for these services.

C. Tailoring of Services

The Firm's services are tailored to the individual needs and circumstances of each client. Recommendations are based on client-specific information, including financial goals, time horizon, income, expenses, assets, liabilities, and risk tolerance.

Clients are responsible for providing accurate and complete financial information, which the Firm relies upon in developing recommendations.

Clients may request that certain investments, strategies, or types of securities be excluded from consideration, and the Firm will make reasonable efforts to accommodate such preferences.

D. Wrap Fee Programs

The Firm does not participate in wrap fee programs.

E. Assets Under Management

The Firm does not manage client assets on a discretionary or non-discretionary basis. As such, the Firm does not report assets under management.

Item 5 - Fees and Compensation

A. Fees for Advisory Services

The Firm charges fixed fees for its financial planning and portfolio strategy services, as well as hourly fees for additional consultations.

Financial Life Planning

The Firm charges a fixed fee of **$4,000** for its Financial Life Planning service. Fees are agreed upon in advance and outlined in a written agreement prior to the start of the engagement.

Portfolio Strategy and Optimization

The Firm charges a separate fixed fee of **$3,000** for its Portfolio Strategy and Optimization service. This service is available only to clients who have completed a Financial Life Planning engagement.

Additional Hourly Services

The Firm may provide additional services on an hourly basis at a rate of **$250 per hour**. Hourly services are typically used for follow-up consultations, additional planning scenarios, or updates to prior recommendations.

General Fee Information

Fees are negotiable at the sole discretion of the Firm. The Firm may offer discounted fees in certain circumstances. Lower fees for comparable services may be available from other sources.

B. Billing and Payment

Fees for fixed-fee services are billed in advance and must be paid prior to the start of services.

The Firm does not deduct fees from client accounts. Clients are invoiced directly and may pay via electronic funds transfer (ACH) or credit/debit card through the Firm's payment processor. The Firm does not store client credit card information and does not accept cash payments.

Hourly services are typically billed in advance based on a good faith estimate of the time required. Any additional work beyond the estimate will not be performed without prior client approval.

C. Other Fees and Expenses

Clients may incur additional fees and expenses related to the implementation of recommendations made by the Firm. These may include, but are not limited to:

- Brokerage commissions and transaction costs
- Custodial fees
- Mutual fund or ETF expense ratios
- Other investment-related expenses

These fees are charged by third parties and are separate from the fees charged by the Firm.

Additional information regarding brokerage practices is discussed in Item 12 – Brokerage Practices.

D. Prepayment of Fees and Refund Policy

The Firm requires payment of fees in advance for fixed-fee engagements and may require advance payment for hourly services based on a good faith estimate of the time required.

Fees are earned as services are performed.

For fixed-fee engagements, if a client terminates the engagement prior to completion, any unearned portion of the fee will be refunded on a pro-rata basis based on the portion of services completed.

For hourly services paid in advance, any unearned portion of prepaid fees will be refunded based on the number of hours remaining after deducting fees for services actually performed at the Firm's stated hourly rate.

Clients may terminate the advisory agreement at any time by providing written notice. Refunds will typically be processed within 10 business days following termination.

E. Compensation for Sale of Securities

The Firm and its representatives do not receive compensation for the sale of securities or other investment products. The Firm does not receive commissions, referral fees, or any other forms of compensation from third parties.

As a result, the Firm does not have an incentive to recommend specific investment products based on compensation.

Clients are under no obligation to implement recommendations through any particular broker, custodian, or service provider and are free to implement recommendations in the manner they choose.

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

The Firm does not charge performance-based fees (fees based on a share of capital gains or capital appreciation of client assets).

The Firm does not engage in side-by-side management, as it does not manage client assets or receive asset-based compensation.

Item 7 – Types of Clients

The Firm provides services primarily to individuals, high net worth individuals, and households seeking financial planning and investment strategy guidance.

Clients are typically professionals or individuals with accumulated assets who are seeking clarity on long-term financial decisions, retirement planning, or investment strategy.

The Firm does not impose a minimum net worth or asset requirement. However, due to the nature of the services offered, the Firm's services are generally most appropriate for individuals with sufficient financial complexity to benefit from comprehensive planning.

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

A. Methods of Analysis

The Firm uses financial modeling and scenario analysis to evaluate client situations and develop recommendations. This includes projecting cash flows, net worth, and long-term outcomes under various assumptions related to income, spending, investment returns, and other key variables.

In connection with portfolio strategy services, the Firm evaluates investment allocations based on principles of diversification, risk tolerance, time horizon, and cost efficiency. The Firm may assess existing portfolios and recommend changes to improve alignment with a client's overall financial plan.

Investing in securities involves risk of loss that clients should be prepared to bear.

B. Investment Strategies and Associated Risks

The Firm's recommendations are generally based on long-term investment principles. These may include:

- Strategic asset allocation aligned with client goals and risk tolerance
- Diversification across asset classes, sectors, and geographies
- Use of low-cost investment vehicles such as exchange-traded funds (ETFs) and mutual funds
- Limited use of concentrated or thematic allocations, where appropriate based on client preferences and risk tolerance
- Rebalancing strategies may be considered to maintain target allocations over time

The Firm does not recommend frequent trading, market timing strategies, or speculative investment approaches.

All investment strategies involve risk. Market conditions, economic changes, interest rate movements, inflation, and other factors may negatively impact investment performance. Even diversified portfolios may experience periods of decline, including potential loss of principal.

C. Risks Related to Types of Securities

The Firm generally recommends diversified investment vehicles such as mutual funds and ETFs. While diversification may help reduce the impact of risks associated with individual securities, diversified portfolios remain subject to market and investment risks.

Equity investments are subject to market risk and may experience significant volatility and declines in value due to factors such as economic conditions, interest rates, corporate performance, geopolitical events, and investor sentiment.

Fixed income investments are subject to interest rate risk, credit risk, and inflation risk. Rising interest rates may cause bond prices to decline, while changes in credit quality may affect the value or stability of fixed income securities.

Investment strategies and asset allocations recommended by the Firm may not achieve the intended results and may underperform other investment strategies or market benchmarks.

Financial planning projections and scenario analyses are based on assumptions that may differ materially from actual future outcomes. Changes in market conditions, inflation, tax laws, spending patterns, life expectancy, or other factors may materially impact results.

Investing in securities involves risk of loss that clients should be prepared to bear.

The Firm does not guarantee any specific investment results or outcomes.

Item 9 – Disciplinary Information

Neither the Firm nor its management persons have been involved in any criminal or civil actions, administrative proceedings, or self-regulatory organization ("SRO") proceedings that are material to a client's or prospective client's evaluation of the Firm or the integrity of its management.

Item 10 – Other Financial Industry Activities and Affiliations

The Firm and its management persons are not registered, and do not have an application pending to register, as a broker-dealer or registered representative of a broker-dealer.

The Firm and its management persons are not registered, and do not have an application pending to register, as a futures commission merchant, commodity pool operator, or commodity trading advisor, nor as an associated person of the foregoing entities.

The Firm does not currently have any material relationships or arrangements with related persons in the financial services industry that would create a conflict of interest with clients.

The Firm does not recommend or select other investment advisers for clients and does not receive compensation for referring clients to other advisers.

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

A. Code of Ethics

The Firm has adopted a Code of Ethics that establishes standards of conduct for its personnel and is designed to ensure that the Firm acts in the best interests of its clients.

The Code of Ethics addresses, among other things, fiduciary duties, personal trading practices, and the handling of conflicts of interest. The Firm requires its personnel to comply with applicable federal and state securities laws.

A copy of the Firm's Code of Ethics is available to any client or prospective client upon request.

B. Participation or Interest in Client Transactions

The Firm does not recommend or transact in securities in which the Firm or its related persons have a material financial interest.

C. Personal Trading

The Firm and its related persons may invest in the same securities, or related securities, that are recommended to clients.

This creates a potential conflict of interest, as the Firm or its related persons could benefit from market activity related to those recommendations.

To address this conflict, the Firm adheres to the following practices:

- The Firm does not engage in trading practices designed to take advantage of client recommendations

- The Firm does not engage in short-term or speculative trading in securities recommended to clients
- Recommendations are made based on client-specific factors, including goals, risk tolerance, and time horizon, and not based on the Firm's personal holdings
- The Firm does not prioritize its own trading over client interests

D. Trading at the Same Time as Clients

The Firm may recommend securities to clients at or about the same time that the Firm or its related persons buy or sell the same securities for their own accounts.

Because the Firm does not manage client assets or place trades on behalf of clients, it does not control the timing of client transactions.

The Firm seeks to ensure that its recommendations are made in the best interests of clients and not influenced by personal trading activity.

Item 12 – Brokerage Practices

A. Selection of Broker-Dealers

The Firm does not execute securities transactions on behalf of clients and does not select or recommend broker-dealers for client transactions.

Clients are responsible for selecting their own broker-dealer or custodian to implement any recommendations made by the Firm.

1. Research and Other Soft Dollar Benefits

The Firm does not receive research, products, services, or any other benefits from broker-dealers or third parties in connection with client securities transactions.

2. Brokerage for Client Referrals

The Firm does not receive client referrals from broker-dealers or other third parties in exchange for directing brokerage.

3. Directed Brokerage

The Firm does not require or request that clients use a particular broker-dealer. Clients are free to select any broker-dealer or custodian they choose to implement recommendations.

B. Trade Aggregation

The Firm does not place trades on behalf of clients and therefore does not aggregate the purchase or sale of securities across client accounts.

Item 13 – Review of Accounts

A. Periodic Reviews

The Firm does not provide ongoing or periodic reviews of client accounts or financial plans.

All services are provided on a project-based basis. Reviews of a client's financial plan or investment strategy are conducted only as part of a new or updated engagement.

Any such reviews are conducted by Douglas Francis Varn II, Founder and Chief Compliance Officer of the Firm.

B. Reviews on Other Than a Periodic Basis

The Firm may review a client's financial plan or investment strategy upon the client's request.

Such reviews are typically triggered by changes in the client's financial situation, goals, or market conditions, or when the client seeks updated analysis or recommendations.

These services are provided as separate engagements and will be subject to additional fees.

C. Client Reports

The Firm provides written deliverables as part of its financial planning and portfolio strategy services.

These may include financial projections, scenario analyses, and summary recommendations.

The Firm does not provide ongoing account statements or periodic performance reports. Clients will receive account statements and other reports directly from their selected broker-dealers or custodians.

Item 14 – Client Referrals and Other Compensation

A. Other Compensation

The Firm and its related persons do not receive any economic benefit from any non-client for providing investment advice or other advisory services to clients.

B. Client Referrals

The Firm does not directly or indirectly compensate any person who is not a supervised person of the Firm for client referrals.

Item 15 – Custody

The Firm does not have custody of client funds or securities.

Clients are responsible for maintaining their accounts with a qualified custodian, such as a broker-dealer or bank. The Firm does not have authority to withdraw funds or securities from client accounts.

Clients will receive account statements directly from their selected custodian. Clients are encouraged to carefully review these statements.

The Firm does not provide account statements or reports that include custodial account balances or holdings.

Item 16 – Investment Discretion

The Firm does not accept discretionary authority to manage securities accounts on behalf of clients.

The Firm does not place trades or execute transactions in client accounts. All investment decisions and implementation of recommendations are the responsibility of the client.

Item 17 – Voting Client Securities

The Firm does not accept authority to vote proxies on behalf of clients.

Clients will receive proxies and other solicitations directly from their selected custodian or transfer agent. Clients are responsible for voting their own proxies.

The Firm does not provide advice or answer questions regarding proxy voting or other securities-related solicitations. Clients should direct questions regarding proxy materials or other solicitations to their custodian, transfer agent, or other appropriate professional.

Item 18 – Financial Information

The Firm does not require or solicit prepayment of fees of more than $500 per client, six months or more in advance.

The Firm does not have custody of client funds or securities and does not have discretionary authority over client accounts.

Accordingly, the Firm is not required to provide a balance sheet.

The Firm has no financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients.

The Firm has not been the subject of a bankruptcy petition at any time during the past ten years.

Item 19 – Requirements for State-Registered Advisers

A. Principal Executive Officers and Management Persons

Douglas Francis Varn II (born 1977) is the sole owner and investment adviser representative of the Firm.

Mr. Varn attended St. Louis Community College following high school.

Mr. Varn has approximately 25 years of professional experience in the technology industry. During the past five years, Mr. Varn held technical program management roles at Google and Docusign, including Technical Program Manager III at Google and Senior Technical Program Manager at Docusign. In 2025, Mr. Varn began developing Varn Financial Planning, an advice-only financial planning and investment advisory firm.

Prior to forming the Firm, Mr. Varn held program and project management roles involving long-term planning, risk assessment, scenario analysis, and strategic decision-making.

Mr. Varn has developed expertise in financial planning and investment strategy through independent study and has successfully passed the Series 65 examination.

B. Other Business Activities

Neither the Firm nor Mr. Varn is engaged in any other investment-related business activities. Mr. Varn does not have any other business activities that are material to the advisory business of the Firm or its clients.

C. Performance-Based Fees

The Firm does not charge performance-based fees.

D. Disciplinary Information

Neither the Firm nor its management persons have been involved in any arbitration claims, civil proceedings, self-regulatory organization ("SRO") proceedings, administrative proceedings, or other disciplinary events that are material to a client's or prospective client's evaluation of the Firm or its management.

E. Relationships with Issuers of Securities

Neither the Firm nor its management persons have any relationships or arrangements with issuers of securities.

Form ADV Part 2B
Brochure Supplement

June 5 2026

Supervised Person: Douglas Francis Varn II

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This brochure supplement provides information about Douglas Francis Varn II that supplements the Varn Financial Planning brochure. You should have received a copy of that brochure. Please contact Douglas Francis Varn II if you did not receive Varn Financial Planning's brochure or if you have any questions about the contents of this supplement.

Additional information about Douglas Francis Varn II is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Douglas Francis Varn II (born 1977) is the sole owner and investment adviser representative of the Firm.

Mr. Varn attended St. Louis Community College following high school.

Mr. Varn has approximately 25 years of professional experience in the technology industry. During the past five years, Mr. Varn held technical program management roles at Google and Docusign, including Technical Program Manager III at Google and Senior Technical Program Manager at Docusign. In 2025, Mr. Varn began developing Varn Financial Planning, an advice-only financial planning and investment advisory firm.

Prior to forming the Firm, Mr. Varn held program and project management roles involving long-term planning, risk assessment, scenario analysis, and strategic decision-making.

Mr. Varn has developed expertise in financial planning and investment strategy through independent study and has successfully passed the Series 65 examination.

Disciplinary Information

Mr. Varn has not been involved in any criminal or civil actions, administrative proceedings, self-regulatory organization ("SRO") proceedings, or other hearings or formal adjudications that are material to a client's or prospective client's evaluation of his integrity or professional qualifications.

Other Business Activities

Mr. Varn is not engaged in any other investment-related business activities and does not have any other business activities that are material to the advisory business of the Firm or its clients.

Additional Compensation

Mr. Varn does not receive any additional compensation related to advisory services beyond the fees described in this brochure.

Supervision

As the sole owner and investment adviser representative of the Firm, Mr. Varn will adhere to the Firm's Code of Ethics and comply with all applicable federal and state securities laws, rules, and regulations.

Clients may contact Mr. Varn at (510) 289-5874 with any questions regarding the Firm's supervisory practices.

Requirements for State-Registered Advisers

Mr. Varn has not been involved in any arbitration claims, civil proceedings, self-regulatory organization ("SRO") proceedings, administrative proceedings, or other matters required to be disclosed under this Item.

Mr. Varn has not been the subject of a bankruptcy petition.