

Item 1 - Cover Page

Peace of Money

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March 31, 2015

This brochure provides information about the qualifications and business practices of *Peace of Money*. If you have any questions about the contents of this brochure, please contact Charlo Maurer at 617-744-0193 or by e-mail to: charlo@peaceofmoney.com. The information in this brochure has not been approved or verified by the U. S. Securities and Exchange Commission nor by any state securities authority.

Peace of Money is a Commonwealth of Massachusetts registered investment advisor, and has been so registered since 1999. Registration of an investment advisor does not imply any level of skill or training. The advisor's oral and written communications, such as this brochure, provide a potential client with information. Using the facts supplied, he or she can make a decision about whether to become a client of the advisor.

Additional information about *Peace of Money* is available on the SEC's website at
www.adviserinfo.sec.gov.

Item 2 - Material Changes

On July 28, 2010, the United States Securities and Exchange Commission published “Amendments to Form ADV,” which amends the disclosure document that all registered investment advisors must provide to clients. This present brochure, dated March 31, 2015, is a new document prepared in accordance with the revisions to Form ADV Part 2. The amended Form ADV 2 has been adopted for use by the Commonwealth of Massachusetts.

The date of the last previous annual update to the *Peace of Money* brochure was July 1, 2014. Since that date, one advisor’s rate has changed, and we’ve added one new office location. Aside from that, there have been no other material changes.

Peace of Money will ensure that all clients receive a summary of any material changes to this and subsequent brochures within 120 days of the close of the fiscal year. We will also provide such other disclosure information about material changes as may become necessary, without charge to the client. Interested persons can request this brochure by contacting Charlo Maurer at 617-744-0193 or sending an e-mail to charlo@peaceofmoney.com.

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Item 4 – Advisory Business

Peace of Money is a fee-only financial planning firm that specializes in providing financial planning and investment advisory services to individuals and families. The firm is owned and operated by Charlo Maurer, who established it in 1999, and there are no other owners. *Peace of Money* provides services to meet each client's unique personal situation, including investment recommendations as well as tax and estate considerations, risk management, and retirement planning. *Peace of Money* offers services to two types of clients: **Retainer** clients and **Hourly** clients.

For **Retainer** clients, usually *Peace of Money* has discretionary authority to execute investment recommendations. Discretionary authority allows the advisor to act on behalf of the client in most matters necessary or incidental to the handling of the account, including monitoring certain assets, without the client's prior approval. However, the advisor is allowed to execute transactions for clients only via a fully executed limited power of attorney (LPOA), when specifically requested and authorized by the client either verbally or in writing

For **Hourly** clients, *Peace of Money*'s role is to make investment and planning recommendations. The advisor does not have authority over client funds and does not execute trades in clients' accounts. The client is not required to follow any recommendations made by the advisor; he or she is solely responsible for implementing or not implementing the advisor's recommendations.

The advisor and client will enter into an agreement that details the scope of the relationship and responsibilities of both parties. Advice and services provided to the client under such an agreement are tailored to the stated objectives of the client(s).

Peace of Money does not sell investment products or insurance and it does not accept commissions on any transactions. The advisor does not pay referral or finder's fees, nor does it accept such fees from other firms. *Peace of Money* does not participate in wrap fee programs.

Following is a description of the two types of client services offered.

Retainer services. For clients looking for comprehensive financial planning and supervision of their investment portfolio, the firm offers a retainer relationship. For an annual fee based on net worth and how many separate accounts are in the portfolio, clients receive comprehensive planning and investment management.

Comprehensive planning involves reviewing the client's retirement preparation, cash flow, assets and liabilities, college planning, investments, insurance analysis, estate planning, charitable giving, and taxes. Since *Peace of Money* sells no insurance or investment products, the advice is always objective.

Investment management consists of the creation of customized investment portfolios appropriate to the client's personal life circumstances and risk tolerance. Careful research is done by the advisor to select mutual funds that have strong long-term performance, exceptional fund managers, and low operating expenses. Actively managed stock and bond mutual funds, index funds, exchange traded funds, and individual bonds are included in client portfolios.

Hourly planning. For those interested in an interactive process in which the client and the advisor work together to achieve short- and long-term life goals, *Peace of Money* offers face-to-face hourly planning. The client's particular goals and concerns are addressed and strategies are developed to meet these needs. Since *Peace of Money* specializes in preparation for retirement, that is an essential aspect of planning for all clients.

Payment for hourly planning is due at the close of each meeting, and appointments range from one to two hours. The overall initial cost depends greatly on the degree of complexity of the client's finances. The advisor recommends that hourly clients check in for annual reviews of their finances, since recommendations may differ given changes in life circumstances, the economy, and the financial markets.

Item 5 – Fees and Compensation

Since *Peace of Money* is a fee-only financial advisory firm that does not sell investment or insurance products, its non-negotiable fee structure is very simple.

Charlo Maurer's hourly clients are billed at the rate of \$200 per appointment hour. **Vera Kelsey-Watts's hourly** clients are billed at the rate of \$160 per appointment hour. Compensation is due and payable at the end of each appointment or the completion of a project.

Retainer clients pay an annual fee based on a percentage of the value of their assets under management. The rates are calculated as follows:

Total Assets Under Management	Fee
350,000 – 1,400,000	Annual fee based on 0.9% of invested assets
1,400,001 – 2,000,000	\$12,000
2,000,001 – 3,000,000	\$15,000
3,000,001 – 5,000,000	\$20,000
5,000,001+	\$25,000

Fees are guaranteed for two years and are reassessed on the two year anniversary of the contract. Fees are invoiced quarterly in arrears. Clients may be grandfathered in at a rate based on the rate charged at the time they signed a contract with *Peace of Money*. Tax preparation services are available to both types of clients, at an additional fee, if the client so desires.

Additional Expenses

In addition to the fees listed above, clients may incur certain other fees and charges as they do their own implementing of the advisor's recommendations. Such charges can be imposed by custodians, brokers, and third-party investment costs, such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes. Mutual funds and exchange traded funds charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to the advisor's fee.

Fees are generally not negotiable. The client may terminate an engagement by providing written notice within five days of signing a retainer agreement. Additionally, either party may terminate an agreement, without penalty, at any time upon 30-days written notice. Any fees that have been earned but not yet paid by the client will be due and payable. Whether fees have been earned or unearned will be determined by the advisor.

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

Peace of Money does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

Peace of Money provides financial planning and investment advisory services to any individual, couple or family. It has no minimum net worth or asset requirements for its services.

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

The main sources of information the advisor relies upon when researching and analyzing securities include traditional research materials such as financial newspapers and magazines, annual reports, prospectuses, as well as research materials prepared by others, company press

releases, and corporate rating services. The advisor also subscribes to various professional publications deemed to be consistent and supportive of *Peace of Money*'s investment philosophy.

The advisor approaches investment portfolio analysis and implementation based on internal factors such as the client's tax situation, overall risk tolerance, current financial situation, and personal goals and aspirations. After identifying these items, the client's portfolio is structured around his or her individual needs, while aiming to minimize the negative effects of external factors such as interest rates, market performance, and the U.S. economy as a whole.

In general, the advisor recommends no-load mutual funds (i.e., mutual funds that have no sales fees), exchange traded funds, U.S. government securities, money market accounts, certificates of deposit, and individual bonds (corporate, agency, and municipal). In the course of providing investment advice, the advisor may address issues related to other types of assets that the client may already own.

Investing in any type of security involves a risk of potential loss that clients should be made aware of and prepared to bear. While *Peace of Money* will use its best judgment and good faith efforts in rendering services to client, the client must understand that not every investment decision or recommendation made by the advisor will be profitable. The advisor cannot ever warrant or guarantee any particular level of account performance, or that any account will be profitable over time. The client must be willing to assume all the market risk involved, and must understand that investment decisions are always subject to the vagaries of financial markets as well as to economic, political, and business risks.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to an evaluation of *Peace of Money* or the integrity of its management.

The advisor has no information to disclose applicable to this Item. Peace of Money has never, in the 12 years of its existence, been subject to any legal or disciplinary action.

Item 10 – Other Financial Industry Activities and Affiliations

Peace of Money is an active member of the National Association of Personal Financial Advisors (NAPFA), which requires that its members operate on a fee-only basis. Charlo is a NAPFA Registered Advisor and Vera is a NAPFA associate member. NAPFA-registered advisors must obtain a minimum of 60 continuing education credits every two years. Membership in NAPFA leads to no conflicts of interest.

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

Peace of Money avoids material conflicts of interest. The firm does not receive any third party direct monetary compensation (i.e., commissions, 12b-1 or other fees) from brokerage firms (custodians) or mutual fund companies.

Some additional services and non-direct monetary or other forms of compensation may be offered and provided to the advisor as a result of the firm's relationships with custodian(s) and/or providers of mutual fund products. For example, Charlo Maurer, owner and principal of the firm, may be invited to attend educational conferences sponsored by brokerage firms, custodians, or mutual fund companies. The services and benefits provided to *Peace of Money* by brokerage firms or mutual fund providers do not materially affect the investment management recommendations made to clients. However, in the interest of full disclosure of any potential conflicts of interest, we will discuss the possible conflicts here.

Peace of Money believes that its business methodologies, principles, and adopted policies are appropriate to eliminate, or at least minimize, potential material conflicts of interest. Clients should always be aware that no set of rules can possibly anticipate or relieve all potential

conflicts of interest. With this in mind, the advisor will disclose to clients any material conflict of interest relating to the firm, its representatives, or any employees, which might possibly be expected to impair the rendering of unbiased and objective advice.

Code of Ethics

Peace of Money has adopted the Fiduciary Oath of the National Association of Personal Financial Advisors (NAPFA) as its Code of Ethics. The advisor and all supervised persons must acknowledge the terms of the Fiduciary Oath annually, or as amended. The following is the oath, as originally signed by Charlo Maurer on July 5, 2000.

Fiduciary Oath

The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor.

The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

Following the NAPFA Fiduciary Oath means I shall:

- Always act in good faith and with candor.
- Be proactive in disclosing any conflicts of interest that may impact a client.
- Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.

Participation or Interest in Client Transactions and Personal Trading

Peace of Money's advisors are allowed to recommend the purchase of a stock or mutual fund in which she owns shares. In such an event, the client is always informed of the potential

conflict of interest, and would always have the choice of investing in that particular asset or not. Since Hourly clients manage their own accounts and execute their own buy and sell orders, sometimes the advisor may recommend a non-affiliated broker-dealer to the client; again, the choice is always up to the client and has no monetary value to the advisor. If a broker-dealer recommendation is made, it will be based on good customer service, reliable performance of transactions requested, and reasonable commission rates.

In the case of Retainer clients, the advisor, or individuals associated with the advisor, may buy and sell some of the same securities for their own accounts that the advisor buys and sells for Retainer clients. When appropriate, the advisor will purchase or sell securities for clients before purchasing or selling the same securities for the advisor's own account. The Code of Ethics (Fiduciary Oath) ensures that personal securities transactions will not interfere with making decisions in the best interest of advisory clients while, at the same time, allowing *Peace of Money*'s principal or other employees to invest in a personal account.

In summary: *Peace of Money* will disclose to advisory clients any material conflict of interest relating to the advisor, its representatives or employees, which could reasonably be expected to hinder the rendering of unbiased and objective advice. The advisor will notify clients in advance of its policies in respect to persons trading for their own accounts, including the potential conflict of interest that arises when recommending to clients securities in which the firm or its principal holds a position.

Item 12 – Brokerage Practices

The advisor may use its discretion when recommending a broker-dealer to a client. Nevertheless, a client is never obligated to make his or her own transactions through a broker-dealer recommended by the advisor. When recommending a broker-dealer, the advisor will comply with its fiduciary duty to obtain the best execution per the Securities Exchange Act of 1934, taking into account such relevant factors as:

- Cost of a transaction.
- The broker-dealer's facilities, reliability, financial responsibility, and reputation.

- The ability of the broker-dealer to carry out transactions, particularly with regard to such aspects as timing, order size, and proper execution of orders.
- The research and related brokerage services provided by a broker-dealer to the advisor, notwithstanding that the advisor's account may not be the direct or exclusive beneficiary of such services.
- Any other factors the advisor considers to be relevant.

Item 13 – Review of Accounts

Peace of Money is responsible for reviewing and assessing all financial recommendations made to retainer clients. Retainer clients receive recommendations for changes to their portfolios periodically during the term of their contract with *Peace of Money*. Factors triggering a change in recommendations may include changes in the performance of an investment, significant changes in the client's financial condition, the need to rebalance or adjust the asset allocation, or significant economic developments.

If the client maintains one or more brokerage account(s), the broker-dealer will provide the client with a complete statement of each account at least quarterly, but usually monthly. The periodic statement will include a list of all assets held in the account, asset current values as compared to the previous statement, and a report of all transactions affecting the account, including any additions or withdrawals.

Item 14 – Client Referrals and Other Compensation

Peace of Money is a fee-only financial planning firm and does not sell insurance or investment products, nor does it accept commissions as a result of any product recommendations. The advisor does not pay referral or finder's fees, nor does it accept such fees from other firms.

Item 15 – Custody

Peace of Money does not have custody over client funds and securities. Accordingly, the advisor shall have no liability to the client for any loss or other harm to any property in the account.

Clients will receive at least quarterly statements from the broker-dealer, bank, or other qualified custodian that holds and maintains the client's investment assets. *Peace of Money* urges all clients to carefully review such statements and compare these official custodial records to the statements provided by *Peace of Money*. The advisor may also provide clients with reports on other aspects of the client's account. These reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16 - Investment Discretion

Retainer Clients: Generally the advisor has discretionary authority to execute investment recommendations. Discretionary authority allows the advisor to act on behalf of the client in most matters necessary or incidental to the handling of the account, including monitoring certain assets, without the client's prior approval. The advisor will execute transactions for clients only when specifically requested and authorized by the client either verbally or in writing (via a fully executed limited power of attorney (LPOA)).

Hourly Clients: The advisor's sole function is to make investment and planning recommendations to the client. The advisor does not have authority over client funds and does not execute trades in accounts. The client is not required to follow any plans or recommendations made by the advisor, but if the client does decide to follow the advisor's suggestions, it is up to him or her to implement them.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, *Peace of Money* does not have any authority to and does not vote security proxies on behalf of clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in their portfolios. If a client should request advice or information from the advisor about the voting of certain proxies, the advisor is allowed to discuss these matters so that the client may intelligently vote the proxies.

Item 18 – Financial Information

Peace of Money never asks for or collects prepayment for its services. As stated in Item 5, Retainer clients are billed quarterly in arrears, and Hourly clients are billed at the end of each consultation or the completion of a project.

Since registered investment advisors are required to provide the public with certain information or disclosures about their financial condition, this is to state that *Peace of Money* (the advisor) has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

Item 19 – Requirements for State-Registered Advisors

Charlo Maurer is the founder of Peace of Money (DOB 1953)

Formal Education

- B.A. - Bachelor of Arts (Anthropology), 1975: University of Wisconsin, Madison.
- M.Ed. – Master of Education (Bilingual Education) 1979: Boston University, Boston.
- M.S. – Master of Science (Communication Disorder) 1986: Emerson College, Boston.

- College for Financial Planning, 1998: Completed course of study in five areas of financial planning: Insurance; Investment; Taxes; Retirement Plans; and Estate Planning.

Business Background for the Preceding Five Years

Charlo Maurer has worked full-time as a financial planner, owner and principal of her firm, *Peace of Money* from 1999 to the present. She has been a Registered Investment Advisor in the State of Massachusetts from 1999 to the present. She is not engaged in any other business or employment.

Peace of Money has not been found liable or required to pay any award for an arbitration claim or other civil proceeding related to an investment related activity, nor has it been involved in any such litigation.

Item 1 – Cover Page

Brochure Supplement

Vera Kelsey-Watts
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July 1, 2014

This Supplemental Brochure provides information about Vera Kelsey-Watts that supplements the *Peace of Money* brochure. You should have received a copy of that brochure. Please contact Charlo Maurer if you did not receive the *Peace of Money* brochure or if you have any questions about the contents of this supplement.

Additional information about Vera Kelsey-Watts is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Vera Kelsey-Watts

- Date of birth: November 24, 1985

Education

- B.A. - Bachelor of Arts (Economics), 2010: Sarah Lawrence College, Bronxville NY.
- Certificate in Financial Planning, 2013: Boston University, Boston MA. Completed course of study in five areas of financial planning: Insurance; Investment; Taxes; Retirement Plans; and Estate Planning.

Business Experience for the Preceding Five Years:

- *Peace of Money*, Watertown, Massachusetts: Registered Investment Advisor, 2014 – present
- *Peace of Money*, Watertown, Massachusetts: Paraplanner, 2012 – 2013
- *The Food Project*, Lincoln, Massachusetts: Youth Programs Administrator, 2010 – 2012

Item 3 – Disciplinary Information

Registered Investment Advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to the evaluation of each supervised person providing investment advice.

There is no information to disclose relating to Vera Kelsey-Watts that is applicable to this Item.

Item 4 – Other Business Activities

Vera Kelsey-Watts is not actively engaged in any outside investment-related business activities and has no relationships that would create a material conflict of interest with clients.

Vera Kelsey-Watts does not receive commissions, bonuses, or other compensation based on the sale of securities or other investment products.

Vera Kelsey-Watts is not actively engaged in any other business or occupation that provides a substantial source of income or involves a substantial amount of her time.

Item 5 – Additional Compensation

Vera Kelsey-Watts does not receive any compensation in addition to *Peace of Money*'s regular fees, nor does she obtain any other economic benefit, from clients or other persons, for providing investment advisory services.

Item 6 – Supervision

Charlo Maurer supervises Vera Kelsey-Watts. Charlo Maurer is also responsible for ensuring that the firm is adhering to the fiduciary duties owed to its clients. Charlo's phone number is 617-744-0193.

Item 7 – Requirements for State-Registered Advisors

Registered Investment Advisors are required to make disclosures if their Supervised Persons have been involved in any of the events listed below:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;

- (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
- (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.

There is no information to disclose relating to Vera Kelsey-Watts that is applicable to this Item.