

Firm Brochure
(Part 2A of Form ADV)

Galleria Financial Advisors LLC (GFA)
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This brochure provides information about the qualifications and business practices of GFA. If you have any questions about the contents of this brochure, please contact Gary Weld, Managing Member and Chief Compliance Officer, at: 770-329-8262, or by email at: gweld@btcpa.net. 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 GFA is available on the SEC's website at www.adviserinfo.sec.gov

March 2012

Material Changes

Annual Update

This Item of the brochure is updated if material changes have occurred during the course of Galleria Financial Advisors, LLC's (GFA) fiscal year; or with the Galleria Financial Advisors, LLC's Annual Updating Amendment (ADV).

Material Changes since the Last Update

Since the last ADV filing, there are no material changes to report.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact Gary Weld by telephone at: 770-329-8262 or by email at: gweld@btcpa.net.

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Advisory Business

Firm Description

Galleria Financial Advisors LLC, (“GFA” or the firm) was founded in 2004.

GFA provides personalized, confidential investment management to individuals, trusts, estates and charitable organizations. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, investment management and evaluation of risk tolerance.

GFA is strictly a fee-only investment management firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities.

GFA’s investment advice is provided on a “non-discretionary” basis with the client making the final decision on investment selection.

GFA does not act as a custodian of client assets. The client always maintains asset control. GFA places trades for clients under a non-discretionary investment advisory agreement.

A written evaluation of each client's initial situation is customarily provided to the client, often in the form of a risk profile assessment and an asset allocation recommendation. Periodic reviews are also communicated to provide reminders of the specific courses of action that could be taken to keep the portfolios balanced or to recognize changes in client circumstances. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which investment management may be beneficial to the client.

Principal Owners

Gary Weld is a 51% owner. Jeff Eischeid is a 49% owner.

Types of Advisory Services

GFA provides investment management services, also known as investment supervisory services or asset management services; manages investment advisory accounts not involving investment supervisory services; and furnishes investment advice through consultations. As of January 31, 2012 GFA manages approximately \$94 million in assets for approximately 83

clients. Approximately \$0 is managed on a discretionary basis, and \$94 million is managed on a non-discretionary basis.

Tailored Relationships

The goals and objectives for each client are documented in our client files. Investment policy statements are customarily created that reflect the client's stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

Types of Agreements

The following agreements define the typical client relationships.

Advisory Service Agreement

The scope of work and fee for a GFA Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement includes: developing a strategic investment policy (in which goals, objectives and constraints based on a client's particular circumstances are established); implementing a client's investment policy including selection of investment managers and/or funds; and monitoring the client's investment performance. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The annual Advisory Service Agreement fee is based on a percentage of the investable assets according to the following schedule:

- 1.00% on the first \$1,000,000;
- 0.75% on the next \$4,000,000 (from 1,000,001 to 5,000,000); and
- 0.50% on the assets above \$5,000,000.

The minimum annual fee is \$10,000 and is *negotiable subject to the discretion of Gary Weld*. Current client relationships may exist where the fees are lower than the fee schedule above.

Advisory fees charged by GFA are separate and distinct from advisory fees and expenses charged by other investment managers and /or mutual funds in which the client assets may be invested. A complete description of these fees and expenses may be found in each mutual fund prospectus.

In addition to GFA advisory fees, client may also incur certain charges imposed by third-parties which may include the following: sub-advisor fees, mutual fund or money market 12b-1 and sub transfer agent fees, fund or money market management and administrative expenses, certain deferred sales charges on previously purchased mutual funds transferred into the account, IRA and qualified retirement plan fees and other charges required by law, and transaction fees and/or commissions and ticket charges on all securities traded.

Retainer Agreement

Currently there are no circumstances where a *Retainer Agreement* is executed in lieu of an *Advisory Service Agreement* when it is more appropriate to work on a fixed-fee basis. The annual fee for a *Retainer Agreement* is subject to direct written agreement with clients that request a fixed fee..

Asset Management

GFA may recommend that certain qualified financial institutions act as custodian and execute securities transactions; however, the client will ultimately be responsible for selection of the financial institution.

GFA may recommend the Raymond James Consulting Services (RJCS) Wrap Fee Program (Program). A wrap-fee program is one that provides the client with advisory and brokerage execution services, plus account reporting and custodial services, for one all-inclusive fee. The client is not charged separate fees for the respective components of the total service; rather the client is charged an annual wrap fee for participation in the Program. The wrap fee will be charged as a percentage of assets under management.

Assets are invested primarily in no-load or low-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. GFA does not receive any compensation, in any form, from fund companies.

Investments may also include: equities (stocks), corporate debt securities, commercial paper, certificates of deposit, municipal securities, mutual funds shares, U. S. government securities, and interests in partnerships.

Initial public offerings (IPOs) are not available through GFA.

Termination of Agreement

The term of the Agreement is for a period of one year and automatically renews for successive additional one year periods. The Agreement is terminable upon thirty days written notice by either party. GFA will earn fees pro-rata through the date of termination and any unearned fees will be refunded. At termination, fees will be refunded on a pro rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

The client has the right to terminate any agreement without penalty within five business days from the date of execution with written notice, if Form ADV Part

2 is not delivered to the client at least 48 hours prior to client entering into any written or oral advisory agreement.

Fees and Compensation

Description

GFA bases its fees on a percentage of assets under management.

Fee Billing

Investment management fees are billed quarterly, in *advance*, meaning that we invoice you *before* the three-month billing period has ended. In most cases GFA will instruct the custodian to deduct investment management fees directly from the client's account. In some cases, the client may pay the fee from another source and will remit payment within 15 days of being invoiced. As part of the Asset Advisory Agreement the client must consent in advance and in writing to direct debiting of their investment account.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

GFA, 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.).

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to GFA.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

GFA reserves the right to stop work on any account that is more than 30 days overdue. Any unused portion of fees collected in advance will be refunded within 30 days.

Performance-Based Fees

Sharing of Capital Gains

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

GFA does not use a performance-based fee structure because of the potential 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.

Types of Clients

Description

GFA generally provides investment advice to individuals, trusts, estates or charitable organizations.

Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is \$1,000,000 of assets under management, which equates to an annual fee of \$10,000.

GFA has the discretion to waive the account minimum. Accounts of less than the account minimum may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$ 1,000,000 within a reasonable time. Other exceptions will apply to employees of GFA and their relatives, or relatives of existing clients.

Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

Fees are not charged based on the capital gains or the capital appreciation of any funds or any part of any funds of any client in a manner prohibited by the Investment Advisors Act of 1940.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Investment advice to GFA's clients is primarily based on asset allocation models and not on individual security analysis. In formulating such asset allocation models, GFA considers a number of factors, including the ramifications of different investor profile characteristics on investor's philosophy and an assessment of current economic and market views

expressed by economists, financial newspapers and magazines, analysts and leading banks and securities firms.

In applying the asset allocation models, GFA will:

- Determine the client's investor profile,
- Suggest the asset allocation appropriate for that profile, and
- Modify the suggested asset allocation to reflect individual characteristics or circumstances not described in the generalized client profile.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation. GFA uses passively managed index and exchange-traded funds as well as actively-managed funds where our clients perceive a greater opportunity for active managers to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

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.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **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 next year will not buy as much as a dollar today, 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.

Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Financial Industry Activities

GFA is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

Affiliations

Both Gary Weld and Jeff Eischeid are minority shareholders in Bennett Thrasher PC, a Certified Public Accounting firm providing traditional tax and accounting services. Bennett Thrasher PC is an 80% partner in BT Wealth Management LLC, an SEC registered investment advisor. Therefore both Mr. Weld and Mr. Eischeid have an indirect minority ownership in BT Wealth Management LLC. While each is a minority shareholder, GFA believes there is no conflict of interest as neither spends any time devoted to the day-to-day operations of BT Wealth Management, LLC. Mr. Weld and Mr. Eischeid devote approximately 20% of their time to their responsibilities at GFA and the remainder on the accounting practice outlined above.

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

Code of Ethics

The employees of GFA have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

GFA and its employees may buy or sell securities identical to those recommended to clients for their personal accounts. Because of this commonality of interest, GFA has adopted a Code of Ethics and Statement for Insider Trading that each employee must comply with. The code contains provisions believed reasonably necessary to deter misconduct and conflicts of interest and to detect any violation. The code's key provisions include:

- Statement of General Principles
- Policy on Personal Securities Transactions
- Code of Conduct

Clients and prospective clients can obtain a copy of GFA's Code of Ethics by contacting Gary Weld at 678-302-1482.

Personal Trading

The Chief Compliance Officer of GFA is Gary Weld. He reviews all employee trades each quarter. His trades are reviewed by Jeff Eischeid. 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. Since most employee trades are small the trades do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

GFA does not have any affiliation with product sales firms. While GFA may recommend Raymond James Financial Services (RJFS) as executing broker for its Clients, GFA does not select brokers for clients.

RJFS provides reduced-cost software utilized by GFA for obtaining information on client accounts. In addition, discounts for some vendor subscriptions are available through RJFS, i.e. Morningstar.

If a client's needs dictate, two or more brokers may be suggested based on the specific needs of the client and the brokers' reputations for ability, professionalism and integrity, and after taking into account the compatibility of

the brokers' philosophy and expertise with the client's investment interests and objectives. When recommendations are made, two or more brokers will be suggested to a client so that the client will have an opportunity to compare for him/herself the expertise, resources and personal qualities of different brokers before making a selection.

The commissions charged by brokers are a factor GFA considers in recommending brokers to clients. GFA assists the client in determining whether his needs require a full service or a discount broker, but does not analyze the reasonableness of commissions for clients who require the services of a broker. Instead, this factor, like the investment philosophy, expertise, resources and personal qualities of the broker, are matters that the client is advised to consider in making a selection after meeting with the various brokers suggested by GFA. In the event that a client directs the Firm to use a particular broker/dealer, the Firm may not be authorized under these circumstances to negotiate commissions and may not be able to obtain volume discounts or best execution. In addition, under these circumstances a disparity in commission charges may exist between the commissions charged to clients who direct the Firm to use a particular broker/dealer. GFA is not in a position to evaluate whether a client might pay a commission higher to the broker that the client ultimately selects than that obtainable from other brokers.

GFA is an independent Registered Investment Advisor.

GFA *does not* receive fees or commissions from any of these arrangements.

Best Execution

GFA does not direct brokerage and attempts to provide its clients with information to assist them in evaluating the full range and quality of the broker's services, including execution quality, commission rate, the value of research provided, financial strength and responsiveness to GFA's requests for trade data and other information.

Soft Dollars

See Selecting Brokerage Firms above for description of benefits received from RJFS.

The selection of RJFS as a custodian by GFA clients is not affected by these nominal benefits.

Order Aggregation

GFA does not aggregate orders.

Review of Accounts

Periodic Reviews

Account reviews are performed quarterly by advisors Gary Weld and Jeff Eischeid, Owners. Account reviews are performed more frequently when market conditions dictate.

Review Triggers

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

Regular Reports

The day-to-day supervision of the accounts is the responsibility of Mr. Weld and Mr. Eischeid, Owners. Each investment account is reviewed at least annually for compliance with the investment policy statement, suitability of investments and customer investment objectives.

Clients receive periodic evaluations, at least annually, of their account performance from GFA. Clients will receive detailed monthly or quarterly statements of account activity, holdings and values, as well as confirmations of purchases and sales from qualified, independent custodians.

Client Referrals and Other Compensation

Incoming Referrals

GFA has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

GFA does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Other Compensation

GFA receives traditional "non-cash benefits" from RJFS such as customized statements; receipt of duplicate client confirmations and bundled duplicate statements; access to a trading desk servicing RJFS Advisors exclusively; ability to have investment advisory fees deducted directly from client accounts; access to an electronic communication network for client order entry and account information; access to mutual funds which generally require high minimum initial investments or those that are otherwise only generally available to institutional investors; reporting features; receipt of industry communications; and perhaps discounts on business-related products.

RJFS may also provide general access to research and perhaps discounts on research products. Any research received is used for the benefit of all clients. GFA has no written or verbal arrangements whereby it receives soft dollars.

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.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by GFA.

Investment Discretion

Discretionary Authority for Trading

GFA does not accept discretionary authority to manage securities accounts on behalf of clients. GFA does not have the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

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

Limited Power of Attorney

According to our Investment Advisory Agreement GFA does not have authority to execute trades on a client's behalf without first getting trading authorization from its clients, either in writing or verbally..

Voting Client Securities

Proxy Votes

GFA does not vote proxies on securities. Clients are expected to vote their own proxies.

Financial Information

Financial Condition

GFA does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because GFA does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance..

Brochure Supplement (Part 2B of Form ADV)

Supervisor: Gary Weld

Supervisor of:

Jeff Eischeid

Galleria Financial Advisors LLC (GFA)

351 Pine Valley Rd

Marietta, Georgia 30067

770-329-8262

770-390-0394

No Website

gweld@btcpa.net

This brochure supplement provides information about the Firm's Supervised Persons that supplements Galleria Financial Advisors LLC's brochure. You should have received a copy of that brochure. Please contact Gary Weld, Managing Member and Chief Compliance Officer, at 770-329-8262 or by email at gweld@btcpa.net, if you did not receive Galleria Financial Advisors LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about the Firm's Supervised Persons is also available on the SEC's website at www.adviserinfo.sec.gov.

March 2012

Education and Business Standards

GFA requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Educational Background and Business Experience

Gary Weld, Certified Public Accountant

Educational Background:

- Year of birth: 1955
- Florida State University, B.A. Business Administration

Business Experience:

- Galleria Financial Advisors LLC – Managing Member and Chief Compliance Officer (2004 – Present)
- BT Wealth Management – Advisor (2008 – 2011)
- Bennett Thrasher PC - Shareholder (2004 - Present)
- KPMG LLP- Partner (1977- 2004)

Other Business Activities:

Mr. Weld is not actively engaged in any investment-related business or other occupation, other than as disclosed in Form ADV Part 2A Item 10 Other Financial Industry Activities and Affiliations. These Outside Business Activities do not create a material conflict of interest with clients.

Mr. Weld is a minority investor in a small number of Limited Partnerships and Limited Liability Companies in which clients also invest. He is not actively engaged in the day to day operations of any of these investment vehicles.

Additional Compensation: None

Contact information:

Mr. Weld is a majority owner of Galleria Financial Advisors LLC and can be reached by phone at 770-329-8262 or by email at gweld@btcpa.net

Jeff Eischeid, Certified Public Accountant

Educational Background:

- Year of birth: 1957
- University of Georgia, Bachelors of Business Administration
- University of Georgia, Masters of Accountancy (Tax Option)

Business Experience:

- Galleria Financial Advisors LLC - Member (2010 – Present)
- BT Wealth Management – Advisor (2010 – 2011)
- Bennett Thrasher PC – Shareholder (2010-Present)
- Eischeid & Associates LLC – Owner (2004-2009)
- KPMG LLP- Partner (1981-2004)

Other Business Activities:

Mr. Eischeid is not actively engaged in any investment-related business or other occupation, other than as disclosed in Form ADV Part 2A Item 10 Other Financial Industry Activities and Affiliations. These Outside Business Activities do not create a material conflict of interest with clients.

Mr. Eischeid is a minority investor in a small number of Limited Partnerships and Limited Liability Companies in which clients also invest. He is not actively engaged in the day to day operations of any of these investment vehicles.

Additional Compensation: None

Contact information:

Mr. Eischeid is a majority owner of Galleria Financial Advisors LLC and can be reached by phone at 770-790-3714 or by email at jeischeid@btcpa.net.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.

- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

CPA – Certified Public Accountant

Issued by: State Boards of Accountancy

Prerequisites/Experience Required: Candidate must meet the following requirements:

- Minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA);
- Successful passing of the Uniform CPA Examination

Educational Requirements:

- At minimum, a college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting);

Examination Type: Uniform CPA Examination

Continuing Education/Experience Requirements: Completion of 40 hours of continuing professional education each year (or 80 hours over a two year period) in order to maintain a CPA license

Disciplinary Information

Neither GFA nor any Supervised Persons have been involved in any activities resulting in a disciplinary disclosure.

Supervision

Gary Weld, Owner, supervises all persons named in this Form ADV Part 2B Investment Adviser Brochure Supplement. Gary Weld supervises these persons by holding regular staff, investment and other ad hoc meetings. In addition, Gary Weld regularly reviews client reports, emails, and trading, as well as employees' personal securities transaction and holdings reports. Gary Weld may be reached at 770-329-8262.

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