

Main Street Financial Management LLC

Registered Investment Advisor

22 W. Washington Street
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Chicago, IL 60602

(312) 264-6547
www.mainstreetfm.com
www.mainstfinancialusa.com

David Justin Lyon

Designated Principal
Managing Member

Form ADV Part 2B
Brochure Supplement – Advisory Personnel
September 17, 2012

This brochure supplement provides information about David J. Lyon that supplements the Main Street Financial Management LLC ADV Part 2A brochure. You should have received a copy of that brochure. Please contact Mr. Lyon at (312) 264-6547 if you did not receive the firm's ADV Part 2A brochure or if you have any questions about the contents of this supplement.

Additional information about David J. Lyon is available on the Securities and Exchange Commission's (SEC) website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm through Form ADV Part 2B (Brochure Supplement), as well as their business experience for at least the previous five years.

Year of Birth CRD #

1975 5694691

Formal Education after High School

Bachelor of Arts in Journalism, Ohio Wesleyan University; Delaware, OH
Investment Company Products/Variable Contracts Representative Examination/FINRA Series 6 (Inactive)
Uniform Securities State Agent Law Exam/NASAA Series 63
Uniform Investment Adviser Law Exam/NASAA Series 65

Business Background

Main Street Financial Management LLC (2012-Present)
Chicago, IL
Designated Principal/Managing Member/Investment Advisor Representative

Sagepoint Financial (2011-2012)
Chicago, IL
Investment Advisor Representative

Northwestern Mutual Investment Services, LLC (2010-2011)
Northwestern Mutual Life Insurance Company (2009-2011)
Chicago, IL
Registered Representative/Agent

Generation Anthem (2008-2009)
Chicago, IL
Vice President/Co-Founder

Live Nation (2000-2008)
Chicago, IL
Senior Director

Chicago Bulls (1998-2000)
Chicago, IL
Account Executive

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 your evaluation of each supervised person providing investment advice. No information is applicable to this section. There are no reportable criminal or civil actions, administrative enforcement proceedings, self regulatory organization enforcement proceedings or any other proceedings applicable to Mr. Lyon or his firm.

Item 4: Other Business Activities

Mr. Lyon is the owner of, and receives passive income from, the real estate entity Big Empty LLC. This activity involves less than one percent of his time each month.

Mr. Lyon is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. Therefore, he does not receive commissions, bonuses or other compensation based on the sale of securities or other investment products, including that as a registered representative of a broker/dealer, and including distribution or service ("trail") fees from the sale of mutual funds.

Mr. Lyon is a licensed insurance agent and he is able to sell annuities, life, health or long term care insurance offered through various unaffiliated insurance companies where he may receive a commission on a client's purchase of the insurance contract. This activity involves 10 % of his time during business hours each month. Mr. Lyon may therefore perform in a role as licensed insurance agent and/or investment advisor representative and will disclose in advance of a transaction or agreement the capacity in which he is serving a client, to include the potential or actual conflict of interest the role or service to be provided may incur.

Item 5: Additional Compensation

Mr. Lyon is not compensated for advisory services involving performance-based fees. He is not a senior executive of or insider to an issuer of a security. Our firm prohibits employees from accepting or receiving additional economic benefit, such as sales awards or other prizes, for providing advisory services to its clients.

Item 6: Supervision

Mr. Lyon serves in multiple capacities for our firm: managing member, principal, chief compliance officer (supervisor), financial planner and investment advisor representative. It is recognized that the inability to segregate certain duties may potentially create conflicts of interest; policies and procedures are employed to ensure appropriate recordkeeping and supervision. Questions relative to the firm, its services or this ADV Part 2B may be made to the attention of Mr. Lyon at (312) 264-6547.

Additional information about the firm, other advisory firms, or an associated investment advisor representative, including Mr. Lyon, is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD number. The IARD number for Main Street Financial Management LLC is 164106. You may also search Mr. Lyon by name or his reference number, which is 5694691.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the Illinois Securities Department at (217) 782-2256.

Item 7: Requirements for State-Registered Advisers

There have been neither arbitration awards nor any sanctions or other matters where Mr. Lyon had been found liable in any civil, self-regulatory or administrative proceeding. Further, Mr. Lyon has not been the subject of a bankruptcy petition.