

This brochure supplement provides information about Michael Traynor that supplements the FC Advisory, LLC brochure. You should have received a copy of that brochure. Please contact Michael Traynor if you did not receive FC Advisory, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Michael Traynor is also available on the SEC's website at www.adviserinfo.sec.gov.

FC Advisory, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Michael Traynor

Personal CRD Number: 2194135

Investment Adviser Representative

FC Advisory, LLC
940 E. Boot Road Suite 101
West Chester, PA 19380
(484) 887-0450
traynorm@verizon.net

UPDATED: 02/26/2015

Item 2: Educational Background and Business Experience

Name: Michael Traynor **Born:** 1969

Educational Background and Professional Designations:

Education:

MBA Business Admin, Villanova University - 1996

BS Finance, Boston College - 1991

Designations:

CFA - Chartered Financial Analyst

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org.

Business Background:

05/2014 - Present	Investment Adviser Representative FC Advisory, LLC
01/2012 - 04/2014	Independent Consultant to Several Asset Management Firms
01/2007 - 12/2011	Chief Strategy Officer National Stock Exchange
04/2004 - 12/2006	Founding Partner MindCapital Group, LP
01/2001 - 04/2004	Head of Product Development Susquehanna Int'l Group, LLP
04/1992 - 12/2000	Various Positions The Vanguard Group, Inc.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Michael Traynor is a registered representative of LPL Financial. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. FC Advisory, LLC always acts in the best interest of the client, including with respect to the sale of commissionable products to advisory clients. Clients are in no way required to purchase such services or products through any representative of FC Advisory, LLC in such individual's outside capacities.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Michael Traynor does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FC Advisory, LLC.

Item 6: Supervision

As a representative of FC Advisory, LLC, Michael Traynor works closely with supervisor Owen Mulhern, and all advice provided to clients is reviewed by this supervisor prior to implementation. Owen Mulhern can be reached at (484) 887-0452.