

Introduction

Our firm, Byron Financial, LLC, is an investment adviser registered with the Securities and Exchange Commission. It is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

We are a registered investment adviser that offers investment advisory services, including Asset Management, Financial Planning, and Individual Consultations, to clients. As a registered investment adviser, we have a fiduciary duty to act in our client's best interest and not put our interest ahead of our clients. Our fiduciary duty covers our entire investment advisory relationship with our clients. For example, we are required to monitor our client's portfolios and provide personalized investment advice in their best interest on an ongoing basis.

If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, objectives, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored at least quarterly. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We will also rebalance when deemed necessary to meet your changing needs and goals.

You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or only after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of all investments except for bond ladders, which we manage on a discretionary basis in all cases. We will have discretion or non-discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments.

Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

Additional information about our advisory services is in Item 4 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/141893>.

Questions to Ask Us:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications? What do those qualifications mean?

What fees will I pay?

You will be charged an ongoing annual fee at the end of each quarter based on the value of the assets in your account. The specific asset-based fee arrangement will be described in the signed client agreement. Our fees are non-negotiable and are based on the amount of assets in your account. The more assets you have in the advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your account. The asset-based fee reduces the value of your account and will be deducted automatically.

The custodian that holds your assets may charge you a transaction fee when we buy or sell certain investments for you. The custodian's transaction fees are in addition to our firm's fees for our Asset Management service. Some investments, such as mutual funds, index funds and exchange traded funds, charge additional fees that will reduce the value of your investments over time.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Additional information about our fees is in Item 5 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/141893>.

Questions to Ask Us:

- Help me understand how these fees and costs may affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs and how much will be invested for me?

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you. Here are some examples to help you understand what this means:

Some of our firm's financial professionals are registered representatives of M Holdings Securities, Inc. ("MHS"), an unaffiliated broker-dealer, in order to service existing variable life insurance policies and 529 plans. They do not open new brokerage accounts. Brokerage and advisory services are different, and the fees our firm and broker-dealers charge for those services are different. Registered representatives can earn a transaction-based commission each time they buy or sell a security in a brokerage account. As a result, registered representatives could have an incentive to trade as much as possible in order to increase their compensation. However, our firm's financial professionals eliminate this conflict by not opening new brokerage accounts or offering brokerage services to clients. You can learn more about MHS's brokerage services and fees at <https://mfin.com/m-securities>.

Our firm's financial professionals also include licensed insurance agents who sell insurance products for a commission.

Additional information about our conflicts of interest is in Item 10 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/141893>.

Questions to Ask Us:

- How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are compensated based on the revenue our firm earns from their advisory services.

Do you or your financial professionals have legal or disciplinary history?

No. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

Additional Information

You can find additional information about our firm's investment advisory services on the SEC's website at www.adviserinfo.sec.gov by searching CRD #141893. You may also contact our firm at 704-442-4402 to request a copy of this relationship summary and other up-to-date information.

Questions to Ask Us:

- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?