

**Part 2B of Form ADV: *Brochure Supplement***

Joseph F Lyons Jr  
6772 Magnolia Ave  
Riverside, CA 92506  
951-684-7011

TriCord Advisors, Inc.  
6772 Magnolia Ave  
Riverside, CA 92506

03/31/2024

This brochure supplement provides information about Joseph F Lyons Jr that supplements the TriCord Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Jeremiah J. Lee at 951-684-7011 if you did not receive TriCord Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Joseph F Lyons Jr is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 Educational Background and Business Experience**

**Full Legal Name:** Joseph F Lyons Jr      **Born:** 1949

### **Education**

- Claremont Graduate University; M.A., Business; 1984
- National University; MBA, Business Administration; 1978
- Villanova University; BA, Liberal Arts; 1971

### **Business Experience**

- Tricord Advisors, Inc.; Secretary/ Shareholder/ Investment Advisor Representative; from 11/2010 to Present
- Hargrave & Associates, LLC; Member/ Investment Adviser Representative; from 11/2006 to 11/2010
- Retired; Retired; from 03/2005 to 11/2006
- Libbey Glass, Inc.; Logistics Manager; from 08/1978 to 03/2005

### **Designations**

Joseph F Lyons Jr has earned the following designation(s) and is in good standing with the granting authority:

- Certified Financial Planner™; Certified Financial Planner Board of Standards, Inc.; 2007

The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning.

Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP® certification exam, candidates must also complete qualifying work experience, agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards and complete 30 hours of continuing education every two years.

## **Item 3 Disciplinary Information**

Joseph F Lyons Jr has no reportable disciplinary history.

## **Item 4 Other Business Activities**

**A. Investment-Related Activities**

1. Joseph F Lyons Jr is not engaged in any other investment-related activities.
2. Joseph F Lyons Jr does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

**B. Non Investment-Related Activities**

Joseph F Lyons Jr is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

**Item 5 Additional Compensation**

Joseph F Lyons Jr does not receive any economic benefit from a non-advisory client for the provision of advisory services.

**Item 6 Supervision**

**Supervisor:** Christopher M Marsh

**Title:** Chief Compliance Officer

**Phone Number:** 951-684-7011

Christopher Marsh, Chief Compliance Officer, is responsible for supervising Mr. Lyons' advisory activities. Mr. Marsh monitors email communications and periodically reviews accounts.