

## **Item 1: Cover Page**

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### **Firm Brochure**

(Part 2A of Form ADV)

**Galleria Financial Advisors, LLC (GFA)  
3300 Riverwood Parkway, Suite 700  
Atlanta, Georgia 30339**

**770-790-3714  
770-390-0394 (fax)  
gweld@btcpa.net**

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, 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. Registration as an investment advisor does not imply a certain level of skill or training.

Additional information about GFA is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may search this site using a unique identifying number, known as a CRD number. Galleria Financial Advisors LLC's CRD Number is 133673.

**July 2019**

## Item 2: Material Changes

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### Material Amendment

In this Item of Galleria Financial Advisors, LLC's (GFA or the Firm) Form ADV 2, the Firm is required to discuss any material changes that have been made to Form ADV since the last Annual Amendment, dated March 2019.

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### Material Changes since the Last Update

Since the last ADV Annual Amendment filing, GFA has made the following material changes:

#### Item 10: Other Financial Industry Activities and Affiliations

GFA shares offices with Bennett Thrasher LLP and utilizes its systems to assist in communicating with clients. Any engagement of Bennett Thrasher LLP or BT Wealth Management LLC is separate from the services GFA provides to you. These relationships create a conflict of interest in that GFA may recommend the services of these firms based on the compensation Mr. Eischeid or Mr. Weld receive and the support GFA receives from Bennett Thrasher LLP, rather than on the client's needs. To address this conflict of interest, we notify clients of this conflict to assist them in assessing any engagement of services provided by Bennett Thrasher LLP or BT Wealth Management LLC. Further any engagement is billed separately according to a written agreement between the client and relevant company. Clients are under no obligation to engage Bennett Thrasher LLP or BT Wealth Management LLC.

Mr. Eischeid and Mr. Weld are investors in private investments in which clients or individuals associated with Bennett Thrasher LLP may also invest. This activity creates a conflict of interest in that Mr. Eischeid and Mr. Weld could recommend clients to co-invest in order to benefit their individual investments or those of individuals affiliated with Bennett Thrasher LLP. To manage this conflict of interest, GFA limits Mr. Eischeid and Mr. Weld to making passive investments only, does not receive any compensation from the investment sponsor, excludes any client investments from scope of the advisory engagement, does not recommend these investments to clients, and requires delivery of a conflict disclosure and signed acknowledgement from all involved investors.

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### Full Brochure Available

GFA's Form ADV may be requested at any time, without charge by contacting Gary Weld at 770-329-8262 or by email at [gweld@btcpa.net](mailto:gweld@btcpa.net).

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## **Item 4: Advisory Business**

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### **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.

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### **Principal Owners**

Gary Weld is a 50.001% owner. Jeff Eischeid is a 49.999% owner.

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## **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.

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## **Tailored Relationships**

The goals and objectives for each client are documented in our client files. Investment policy statements may be 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.

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## **Wrap Fee Programs:**

GFA may recommend the Raymond James Consulting Services Wrap Fee Program (Program). A "wrap-fee" program is one that provides the client with advisory and brokerage execution services for an all-inclusive fee. The client is not charged separate fees for the respective components of the total service. The only significant difference between how GFA manages wrap fee accounts versus other accounts is that wrap fee account trading is executed through a directed broker. GFA does not receive a portion of the total wrap fee for its portfolio management services. More detail on the Wrap Fee Program may be found in the Program's Form ADV Part 2A Appendix 1.

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## **Client Assets:**

As of December 31, 2018, GFA manages \$133,324,791 in assets for approximately 112 clients. All assets are managed on a non-discretionary basis.

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# **Item 5: Fees and Compensation**

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## **Description**

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

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## **Types of Agreements**

The following agreements define the typical client relationships.

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## **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 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, clients 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.

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## **Asset Management/Wrap Fee Program**

As noted in Item 4, GFA may recommend the Raymond James Consulting Services Wrap Fee Program (Program). The wrap fee will be charged as a percentage of assets under management. Please refer to the chart above under the Advisory Service Agreement for GFA's advisory fee.

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.

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### **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.

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### **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.).

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### **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.

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## **Past Due Accounts and 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.

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.

## **Item 6: Performance-Based Fees**

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### **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.

## **Item 7: Types of Clients**

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### **Description**

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

Client relationships vary in scope and length of service.

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## **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.

## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

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### **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.
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### **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.

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## **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.

## **Item 9: Disciplinary Information**

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

## **Item 10: Other Financial Industry Activities and Affiliations**

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GFA is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor. None of GFA's management persons are registered representatives of a broker-dealer.

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### **Affiliations**

Jeff Eischeid is a minority partner in Bennett Thrasher LLP, a certified public accounting firm providing traditional tax and accounting services. Effective July 1, 2016 Mr. Eischeid became the Managing Partner of Bennett Thrasher LLP. Mr. Eischeid and Bennett Thrasher LLP are each (individually and collectively) minority partners in BT Wealth Management LLC, an SEC registered investment advisor. Therefore Mr. Eischeid has a direct and indirect minority ownership in BT Wealth Management LLC. While Mr. Eischeid is a minority partner, GFA believes there is no conflict of interest as he spends no time devoted to the day to day operations of BT Wealth Management LLC. Mr. Eischeid devotes approximately 10% of his time to his responsibilities at GFA and the remainder of his time on the accounting practice outlined above.

Gary Weld retired from Bennett Thrasher LLP on July 1, 2016. His minority interest in the partnership was redeemed concurrent with his retirement. While not active as a partner, Mr. Weld is scheduled to receive separation payments from Bennett Thrasher LLP over five years. Subsequent to Mr. Weld's retirement from Bennett Thrasher LLP his minority interest in BT Wealth Management LLC was redeemed. He is scheduled to receive redemption payments from BT Wealth Management LLC over five years. Mr. Weld devotes substantially all of his working time to the day-to-day operations of GFA.

GFA shares offices with Bennett Thrasher LLP and utilizes its systems to assist in communicating with clients. Any engagement of Bennett Thrasher LLP or BT Wealth Management LLC is separate from the services GFA provides to you.

These relationships create a conflict of interest in that GFA may recommend the services of these firms based on the compensation Mr. Eischeid or Mr. Weld receive and the support GFA receives from Bennett Thrasher LLP, rather than on the client's needs. To address this conflict of interest, we notify clients of this conflict to assist them in assessing any engagement of services provided by Bennett Thrasher LLP or BT Wealth Management LLC. Further any engagement is billed separately according to a written agreement between the client and relevant company. Clients are under no obligation to engage Bennett Thrasher LLP or BT Wealth Management LLC.

Mr. Eischeid and Mr. Weld are investors in private investments in which clients or individuals associated with Bennett Thrasher LLP may also invest. This activity creates a conflict of interest in that Mr. Eischeid and Mr. Weld have an incentive to recommend you make an investment or take action with respect to an investment, based on the success of the offering or action benefiting them, rather than on your investment needs or financial objectives. To manage this conflict of interest, GFA limits Mr. Eischeid and Mr. Weld to making passive investments only, does not receive any compensation from the investment sponsor, excludes any client investments from scope of the advisory engagement, does not recommend these investments to clients, and requires delivery of a conflict disclosure and signed acknowledgement from all involved investors.

#### **Other Investment Advisors**

GFA may select other investment advisors for its clients. GFA does not receive any compensation for the selection of other managers.

### **Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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#### **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. Clients and prospective clients can obtain a copy of GFA's Code of Ethics by contacting Gary Weld at 770-329-8262.

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#### **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

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### **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.

## **Item 12: Brokerage Practices**

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### **Soft Dollars**

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

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

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### **Brokerage for Client Referrals**

GFA does not receive client referrals from broker/dealers.

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### **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.

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### **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.

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### **Order Aggregation**

Trade aggregation is the act of trading a large block of a security in a single order. Shares of a purchased security are then allocated to the appropriate accounts in the appropriate proportion. The main purposes of order aggregation are (i) for ease of trading and (ii) to obtain a lower transaction cost associated with trading a larger quantity. GFA very seldom aggregates or block trades. As a result, clients purchasing securities around the same time may receive a less favorable price than other clients. In addition, not aggregating trades may result in higher transaction costs, as a client will not benefit from lower transaction costs which might be achieved if the trade was aggregated.

## **Item 13: Review of Accounts**

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### **Periodic Reviews**

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

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### **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.

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### **Regular Reports**

The day-to-day supervision of the accounts is the responsibility of Mr. Weld and Mr. Eischeid, Members. 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.

## **Item 14: Client Referrals and Other Compensation**

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### **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.

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### **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.

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## **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.

## **Item 15: Custody**

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Clients may authorize GFA (in the client agreement) to debit fees directly from the client’s account at the broker dealer, bank or other qualified custodian (custodian). Client investment assets will be held with a custodian agreed upon by the client and GFA. The custodian is advised in writing of the limitation of GFA’s access to the account. The custodian sends a statement to the client, at least quarterly, indicating all amounts disbursed from the account including the amount of advisory fees paid directly to GFA.

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## **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.

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## **Performance Reports**

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

## **Item 16: Investment Discretion**

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### **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.

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### **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.

## **Item 17: Voting Client Securities**

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### **Proxy Votes**

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

If requested, GFA may provide advice to clients regarding proxy votes. If any conflict of interest exists, it will be disclosed to the client. Clients may contact Gary Weld at 770-329-8262 for information about proxy voting.

## **Item 18: Financial Information**

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### **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)**

**3300 Riverwood Parkway, Suite 700  
Atlanta, Georgia 30339**

**770-790-3714  
770-390-0394 (fax)  
gweld@btcpa.net**

This brochure supplement provides information about the Firm's Supervised Persons and supplements Galleria Financial Advisors, LLC's brochure. You should have received a copy of that brochure. Please contact Gary Weld, 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](http://www.adviserinfo.sec.gov). You may search this site using a unique identifying number, known as a CRD number for each Supervised Person.

**July 2019**

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## **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.

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## **Educational Background and Business Experience**

Gary Weld, Certified Public Accountant  
CRD #4891982

### **Educational Background:**

Year of birth: 1955

- Florida State University, B.A. Business Administration

### **Business Experience:**

- Galleria Financial Advisors LLC – Member and Chief Compliance Officer (2004 – Present)
- BT Wealth Management – Advisor (2008 – 2011)
- Bennett Thrasher LLP – Partner (2004 – 2016)
- KPMG LLP – Partner (1977- 2004)

## **Professional Certifications**

Gary Weld has earned certifications and credentials that are required to be explained in further detail.

### 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 provided 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

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**Disciplinary Information**

Neither GFA nor Gary Weld have been involved in any activities resulting in a disciplinary disclosure.

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**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.

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**Additional Compensation:** 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 create a material conflict of interest with clients.

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**Supervision**

Gary Weld, Member and Chief Compliance Officer, 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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## **Educational Background and Business Experience**

Jeff Eischeid, Certified Public Accountant, Personal Financial Specialist  
CRD #4644612

### **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)
- Bennett Thrasher LLP – Partner (2010 – Present)
- BT Wealth Management – Advisor (2010 – 2011)
- Eischeid & Associates LLC – Owner (2004 – 2009)
- KPMG LLP – Partner (1981-2004)

## **Professional Certifications**

Jeff Eischeid has earned certifications and credentials that are required to be explained in further detail.

### 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 provided 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

PFS – Personal Financial Specialist

Issued by: American Institute of Certified Public Accountants (AICPA).

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

- Must hold an unrevoked CPA license;
- Fulfill 3,000 hours of personal financial planning business experience;
- Complete 80 hours of personal financial planning continuing professional education credits;
- Pass a comprehensive financial planning exam (PFS Exam); and
- Be an active member of the AICPA

Educational Requirements: Must meet minimum education requirements for CPA.

Examination Type: PFS Exam

Continuing Education/Experience Requirements: Completion of 60 hours of financial planning continuing professional education credits every three years

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**Disciplinary Information**

Neither GFA nor Jeff Eischeid have been involved in any activities resulting in a disciplinary disclosure.

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**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 create a material conflict of interest with clients.

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**Additional Compensation:** None

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**Supervision**

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