

# Byron Financial LLC



Left to right: Front row: 2015 Five Star Wealth Manager recipients Joshua Mayor and Bill Byron; Melissa Weber  
Back row: Danielle Butigieg; Alicia Cavallino; Silas Cooley; Christina Acker



**BYRON FINANCIAL L.L.C.**

Asset Management • Wealth Transfer Planning • Trust Services

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An Independent Wealth Advisory Firm. CRD 1914017, 141893.

Securities offered through M Holdings Securities, Inc., a Registered Broker/Dealer, Member FINRA/SIPC. Investment Advisory Services offered through Byron Financial, LLC, a Registered Investment Advisor.

Byron Financial, LLC is independently owned and operated. **0769-2015**

- *Team* — experienced professionals who take a “team of advisors” approach
- *Focus* — providing wealth and investment management services to affluent families and businesses
- *Independent* — aim to be fully transparent with unbiased advice in search of the best solutions
- *Service* — our goal is to provide exceptional “concierge service” tailored to each client’s individual needs

Founded in February 1986, Byron Financial, LLC is a private, independent wealth management firm, based in Charlotte, North Carolina, that serves select clients throughout the country. We pride ourselves in delivering creative and innovative solutions, a higher level of personal service and a global understanding of our clients’ entire financial pictures. Our comprehensive services provide our clients, as well as their businesses and families, with an integrated, “team of advisors” approach to their wealth advisory needs.

We focus on providing wealth and investment management services to affluent families and their businesses. Our extensive background in the areas of wealth transfer, wealth enhancement and wealth protection, as well as charitable planning and tax strategies, enhances our ability to handle complex wealth management situations and provide innovative investment solutions.



Partners of the firm: Josh Mayor and Bill Byron, 2015 Five Star Wealth Manager recipients

It is our goal to develop an unbiased, objective investment plan that gives our clients the highest probability of reaching your goals. This means our investment methodology and strategies are pure, built on the foundation of trust, integrity and service. As an independent registered investment advisor, we are a fiduciary and hold ourselves to a higher standard. Not only is it our duty to act in our client’s best interest, but it is one of our firm’s guiding principles. All client assets are held with our qualified independent custodian, Charles Schwab & Co., Inc. We partner with Schwab due to the company’s long history of financial strength, as well as its institutional platform and reputation of high-level client services.

An Independent Wealth Advisory Firm



Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products (including this item). The award methodology does not evaluate the quality of services provided.

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Award winner seen in

**Charlotte**  
MAGAZINE

The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria — required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Active as a credentialed professional in the financial services industry for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not: A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three customer complaints filed against them [settled or pending] with any regulatory authority or Five Star Professional’s consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional’s consumer complaint process; feedback may not be representative of any one client’s experience; C. Individually contributed to a financial settlement of a customer complaint filed with a regulatory authority; D. Filed for personal bankruptcy; E. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria — considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. Award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager’s future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client’s assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional or this publication. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. For more information on the Five Star award and the research/selection methodology, go to [fivestarpromotional.com](http://fivestarpromotional.com). 1,822 Charlotte wealth managers were considered for the award; 277 (16 percent of candidates) were named 2015 Five Star Wealth Managers.

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