



**LOYD FINANCIAL
MANAGEMENT, INC.**

**Part 2B of Form ADV:
Donald P. Loyd
*Brochure Supplement***

February 2021

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Item 1 - Cover Page

This brochure supplement provides information about individual(s) who are registered with Loyd Financial Management, Inc. (Loyd Financial) that supplements brochure (Form ADV, Part 2A and/or Appendix 1.) You should have received a copy of Loyd Financial's Brochure. Please contact Loyd Financial if you did not receive Loyd Financial's brochure or if you have any questions about the contents of this supplement.

Additional information about Donald P. Loyd (CRD #1678089) is available on the SEC's website at www.AdviserInfo.sec.gov.

Please note that the use of the term "registered investment adviser" and description of Loyd Financial and/or our associates as "registered" does not imply a certain level of skill or training. You are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise you for more information on the qualifications of our firm and our employees.

Item 2 – Educational Background and Business Experience

BUSINESS STANDARDS & PROFESSIONAL CERTIFICATIONS

Loyd Financial requires that those involved in determining or giving investment advice must be properly licensed employees who are knowledgeable and experienced in portfolio analysis.

DONALD P. LOYD

Birth Year

Donald P. Loyd was born in May of 1960.

Education

In 1982, Mr. Loyd received a Bachelor of Business Administration Degree (B.B.A) from the University of Miami (Florida). In 1986, he received a Master of Business Administration Degree (M.B.A.) and a Juris Doctor Degree (J.D.) from the University of Denver. Don was admitted to practice law in the State of Colorado in 1987. He currently maintains his law license but does not actively practice law.

Business Experience

Mr. Loyd has been in the financial services industry since 1987 and in 1991 earned the Certified Financial Planner ("CFP") professional designation from the Certified Financial Planner Board of Standards, Inc. To obtain the designation, the candidate must have a bachelor's degree or higher from an accredited college or university and 3 years of full-time personal financial planning experience. Mr. Loyd has also completed the CFP board registered program and passed the comprehensive CFP Certification Examination. To maintain the designation, it is required that 30 hours of continuing education be completed every 2 years including two hours on the Code of Ethics and the Standards of Professional Conduct.

Mr. Loyd maintains membership in the Financial Planners Association, the National Association of Personal Financial Advisors as well as the Fee-Only Network.

Item 3 - Disciplinary Information

Mr. Loyd has not been involved in any legal or disciplinary event, including criminal or civil action, administrative or self-regulatory organization proceeding or any other hearing or formal adjudication regarding a professional attainment, designation, or license, that is material to a Client's or prospective Client's evaluation of him.

Item 4 - Other Business Activities

Don was admitted to practice law in the State of Colorado in 1987. He currently maintains his law license but does not actively practice law.

Mr. Loyd is also the owner and manager of Hurricane Holdings, LLC. Hurricane Holdings owns a small office building in Centennial, Colorado. Loyd Financial is physically located in this building and is a tenant of Hurricane Holdings, LLC. Mr. Loyd spends approximately 5 hours per week managing the office building owned by Hurricane Holdings, LLC.

Item 5 -Additional Compensation

In addition to the compensation mentioned above, Mr. Loyd and/or Loyd Financial also receives non-cash compensation in connection with attendance at educational events, such as those provided by Buckingham Strategic Partners, LLC (BSP), Charles Schwab & Co., Dimensional Fund Advisors (DFA Funds), or other fund management companies. Said non-cash compensation shall include reimbursement for attendance expenses associated with such educational seminars and may be paid or reimbursed, either in whole or in part by BPS for travel, lodging and meal expenses and/or in the form of entertainment, merchandise, and other benefits. BSP may sponsor educational seminars for the benefit of Loyd Financial, Don Loyd and its Clients. Such educational seminars provide Loyd Financial and Don Loyd with access to information and ideas regarding practice development, client servicing, investment strategy, relationship management and financial planning.

BSP may also assist in the cost and/or reimbursement of client appreciation events provided and sponsored by Loyd Financial and/or Don Loyd. Clients should be aware of a conflict of interest associated with the receipt of this compensation since such payments and benefits may provide Loyd Financial with an incentive to recommend certain products and services based on the non-cash compensation received, rather than on the Client's needs. However, this conflict is mitigated by Loyd Financial's and Don Loyd's commitment to always make recommendations and act in the best interest of its Clients.

Item 6 - Supervision

Mr. Loyd, as Chief Compliance Officer (CCO), will follow the written policies and procedures that have been adopted by Loyd Financial and is responsible for all supervision and formulation and monitoring of investment advice to clients. He can be reached at (303) 779-0987. Mr. Loyd will review all employee personal securities transactions on a quarterly basis (when applicable), oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.

Item 7 - Requirements for State-Registered Advisers

Donald P. Loyd has not been involved in any material events including an award of an arbitration claim alleging damages in excess of \$2,500 or an award or finding of liability in a civil, self-regulatory or administrative proceeding involving:

- an investment or an *investment-related* business or activity.
- fraud, false statement(s), or omissions.
- theft, embezzlement, or other wrongful taking of property.
- bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

Mr. Loyd has not been the subject of a bankruptcy petition.