Item 1: Cover Page

Lyon Financial Planning, LLC

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Waltham, MA 02453
(781) 218-9005

www.lyonfp.com

Form ADV Part 2A – Firm Brochure

Dated January 1, 2024

This Brochure provides information about the qualifications and business practices of Lyon Financial Planning LLC, "LFP". If you have any questions about the contents of this Brochure, please contact us at (781)218-9005. 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.

Lyon Financial Planning LLC is registered as an Investment Adviser with the State of Massachusetts. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about LFP is available on the SEC's website at www.adviserinfo.sec.gov, which can be found using the firm's identification number, 305378. Clients can obtain the disciplinary history of LFP, or its representatives, from the Massachusetts Securities Division upon request via phone (617) 727-3548 or email msd@sec.state.ma.us.

Item 2: Material Changes

Item 5: Adviser has updated Fees.

Item 3: Table of Contents

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Item 4: Advisory Business

Description of Advisory Firm

Lyon Financial Planning LLC ("LFP") is registered as an Investment Adviser with the State of Massachusetts. LFP was founded in July 2019. Jay Abolofia is the principal owner of LFP. LFP does not offer investment management services and therefore reports no discretionary or non-discretionary Assets Under Management. LFP provides services to meet each client's unique personal situation. LFP offers three types of services: One-time Comprehensive Planning, Ongoing Planning and Hourly Financial Planning.

Types of Advisory Services

One-time Comprehensive Financial Planning

One-time Comprehensive Financial Planning services involve working one-on-one with a planner to complete a personalized and comprehensive financial plan, or otherwise updating one that was previously delivered by LFP. Upon desiring this service, Clients will work with a planner to establish their goals and values around money, and provide financial information to help the planner complete the analysis for the plan. This information may include, but is not limited to, financial account statements, paystubs and W2s, employee benefit and insurance documents, loan statements, tax returns, Social Security statements and general information about the Client's current housing and real estate situation, estate plans and discretionary spending.

Once this information is reviewed, the Client will work with a planner to develop the scenarios for their financial plan. The plan will then be built and analyzed, and the findings, analysis and potential changes to the Client's current situation will be reviewed with the Client. Clients purchasing this service will receive an electronic report, providing the Client with a detailed financial plan designed to achieve their stated financial goals and objectives.

In general, One-time Comprehensive Financial Planning may address any of the following areas:

- **Cash Flow Planning**: Includes reviewing income and expenses to determine your current surplus or deficit, along with advice on prioritizing how any surplus should be employed and what level of cash reserve should be considered for emergencies and other financial goals.

- **Education Planning**: Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount.

- **Employee Benefits Planning**: Includes creating a plan to optimize your employee benefits, including employer sponsored retirement plans, life and disability insurance, equity compensation, etc. For the self-employed, this may involve recommending individual retirement accounts and supplemental insurance.

- **Estate and Incapacity Planning**: Includes a review of your current estate plan, including your wills, powers of attorney, trusts, and other related documents. We always recommend that you consult a qualified attorney when you initiate, update, or complete estate planning activities, and can provide you with a referral.

- **Financial Goals**: Includes helping you identify financial goals and developing a plan to reach them. May involve identifying what you plan to accomplish, what resources you will need, how much time you will need, and how much you should budget.

- **Insurance Planning**: Includes reviewing existing policies to ensure proper coverages for life, disability, long-term care, liability, home, and auto insurance. If there is a gap in coverage, we may recommend applying for additional coverage with the support of an insurance professional.

- **Investment Planning**: Includes developing an asset allocation strategy to meet your financial goals, risk capacity and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing and monitoring your own investment accounts at a selected custodian(s). The strategies and types of investments we may recommend are further discussed in Item 8 below.

- **Retirement Planning**: Includes projections for how much you can safely afford to spend on your living standard throughout retirement, while covering fixed expenses and other major financial goals. For situations where projections show less than the desired results, we may review various options for how to improve things, including working longer, saving more, spending less, accessing home equity, etc. For those in or near retirement, advice may include an appropriate distribution strategy to minimize the likelihood of having to adversely alter your spending in retirement.

- **Tax Planning:** Includes ways to minimize current and future income taxes as a part of your overall financial plan, including, but not limited to, optimizing any tax-advantaged accounts, selecting specific investments across accounts, and exploring various strategies around charitable giving and Roth conversions. Note that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation. We always recommend that you consult a qualified tax professional before initiating any tax planning strategy(s), and can provide you with a referral.

The Client is not required to follow any recommendations made by the planner, and is solely responsible for implementing any and all financial planning recommendations made by the planner.

Ongoing Financial Planning

Ongoing Financial Planning services involve working one-on-one with a planner over an extended period of time and are typically available to Clients who have already completed the One-time Comprehensive Financial Planning process. By paying a fixed monthly fee, Clients get to work with a planner who will help them organize their financial lives, make sound financial decisions, and implement their comprehensive financial plan. The planner will work with the Client to monitor the plan, recommend any changes and ensure the plan is up to date.

Clients engaging LFP for Ongoing Financial Planning will receive 1) access via email and phone to answer client questions as they arise, 2) support in implementing the recommendations from the comprehensive financial plan, including communicating with the Client’s tax professional, estate planning attorney, and/or insurance broker, and 3) support in implementing the investment recommendations from the plan, including guidance on how to open new financial accounts, roll over inactive retirement plans, select well-diversified low cost passive investment holdings that align with the client’s stated risk tolerance level, and rebalance the portfolio on an as-needed basis.

The plan and the Client's financial situation, goals and action plan will be reviewed throughout the year. This may involve meetings or phone calls with the Client on a quarterly, semiannually, or otherwise mutually agreed upon timeframe. Typically, on an annual or biennial basis, there will be a review of the financial plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

The Client is not required to follow any recommendations made by the planner. Although the planner will offer implementation support to the Client as described above, ultimately the Client is solely responsible for implementing any and all financial planning recommendations made by the planner.

Hourly Financial Planning

Hourly Financial Planning services involve meeting one-on-one with a planner on an hourly basis. These limited-scope engagements are designed to assist Clients in addressing their most pressing financial issues.

Topic areas may include, but are not limited to, cash flow, investment, retirement, employee benefits, education, tax, insurance, and estate planning. Clients may choose, but are not required, to provide the planner with certain information and documents prior to or during the meeting.

Hourly Financial Planning services are typically provided on a real-time basis only, meaning that no billable work is undertaken by the planner prior to or after meeting with the Client. In effect, the meeting itself is the deliverable. Depending on the situation, the Client may be asked to complete a questionnaire(s) prior to the meeting to provide the planner with more context about their specific situation and needs. In any case, the scope of the meeting will be agreed upon with the Client beforehand, and the Client is encouraged to compile and share their questions and a detailed agenda with the planner prior to the meeting.

The Client is not required to follow any recommendations made by the planner, and is solely responsible for implementing any and all financial planning recommendations made by the planner.

Client Tailored Services and Client Imposed Restrictions

We offer the same suite of services to all of our Clients. However, specific Client financial plans and their implementation depend upon each Client's current situation (income, tax levels, risk capacity and risk tolerance levels) and also inform the selection of a portfolio that matches restrictions, needs, and targets.

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

Please note, the Client has the right to terminate their financial planning agreement without penalty or fees within five (5) business days after entering into the contract. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

One-time Comprehensive Financial Planning

One-time Comprehensive Financial Planning will generally be offered at a rate of $8,000 to $10,000 depending on complexity and needs of the Client, and will be agreed upon before the start of any work. Fees may be negotiable in certain cases. Half of the fee is due at the beginning of the process and the remainder is due upon completion. Fees for this service may be paid by electronic funds transfer or check.

Factors considered when determining the one-time fee include, but may not be limited to, the number and complexity of scenarios likely to be analyzed in the Client's financial plan, their household size, and the number and complexity of financial accounts, real estate holdings, insurance policies, employee benefits and estate planning documents to be advised upon.

One-time Comprehensive Financial Planning will be completed within the first 6 months of the date the first half fee is paid. In the event of early termination before the first half fee is earned, any prepaid but unearned fees, calculated at the rate of $500 per hour will be refunded to the Client, any completed deliverables will be provided to the Client, and no further fees will be charged.

Ongoing Financial Planning

Ongoing Financial Planning will generally be offered at an annual rate of $6,000 to $9,600, billed monthly in arrears, depending on complexity and needs of the Client. Fees may be negotiable in certain cases. The annual fee covers implementation support and ongoing consulting services with regards to the Client's financial plan. LFP works to help the Client identify and take actions to accomplish the Client's financial planning objectives, as identified in the Client's financial plan, and updates the plan when the Client's personal or financial circumstances change significantly. Fees for this service may be paid by electronic funds transfer or check. This service may be terminated with 30 days' notice. Since fees are paid in arrears, no refund will be needed upon termination of the contract.

Factors considered when determining the ongoing fee include, but may not be limited to, the number and complexity of scenarios analyzed in the Client's original financial plan, their household size, and the number and complexity of financial accounts, real estate holdings, insurance policies, employee benefits and estate planning documents to be advised upon.

Hourly Financial Planning

Hourly Financial Planning will generally be offered at a rate of $500 per hour, billable in 15-minute increments, with a one-hour minimum per meeting. Fees may be negotiable in certain cases. The scope of each meeting will be agreed upon with the Client beforehand. Since Hourly Financial Planning services are typically provided on a real-time basis only, with no billable work performed before or after a meeting, the entirety of the fee is due immediately (in arrears) after each meeting. In any case, LFP will not bill an amount above $500.00 more than 6 months in advance. Fees for this service may be paid by electronic funds transfer or check. Since fees are paid in arrears after each meeting, no refund to the client will be needed upon cancellation of a meeting. Clients are asked to provide at least 24-hour notice to the planner before cancelling or otherwise rescheduling a meeting. Clients who do not provide such notice, may be billed for the entirety of the meeting.

Other Types of Fees and Expenses

When implementing an investment recommendation, the Client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges imposed by broker-dealers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for Client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Item 6: Performance-Based Fees & Side-By-Side Management

We do not offer performance-based fees and do not engage in side-by-side management.

Item 7: Types of Clients

We provide financial planning services to individuals across all stages of life and asset levels.

We do not have a minimum account size requirement.

Item 8: Methods of Analysis, Investment Strategies & Risk of Loss

When clients have us undertake Investment Planning (described in Item 4 of this brochure) as part of their financial plan, we will first gather and consider several factors, including, current financial situation, short and long term financial goals, level of investment knowledge, ability to tolerate volatility risk (whether or not you can handle short term price movements based on the needs from your investments), willingness to tolerate volatility (emotionally, how much short term price movements you can handle before wanting to abandon your plan), need to assume risk (whether or not you need to take any risk to meet your goals), cash inflows and outflows, tax situation, investment time horizon, legal restrictions, and any unique financial constraints.

We do not provide investment management services but will provide investment recommendations based on the information detailed above surrounding the Client's unique needs and financial situation.

Material Risks Involved

LFP does not provide investment management, however investment recommendations may be made as part of the financial planning services. **All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities, and any other investment or security. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

Strategy Risk: The Adviser's investment strategies and/or investment techniques may not work as intended.

Small and Medium Cap Company Risk: Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the Client's portfolio.

Limited markets: Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions, we may be unable to sell or liquidate investments at prices we consider reasonable or favorable or find buyers at any price.

Concentration Risk: Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time, these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

Legal or Legislative Risk: Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

Inflation: Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Commercial Paper is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

Common stocks may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

Corporate Bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

Bank Obligations including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

Municipal Bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

Options and other derivatives carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

Exchange Traded Funds prices may vary significantly from the Net Asset Value throughout the day due to market conditions and changes in the price of the underlying holdings. Certain Exchange Traded Funds may not track underlying benchmarks as expected. ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are delisted from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. (iii) Certain ETFs may employ leverage, which creates additional volatility and price risk depending on the amount of leverage utilized, the collateral, and the liquidity of the supporting collateral. Further, the use of leverage (i.e., employing the use of margin) generally results in additional interest costs to the ETF. Volatility and liquidity can severely and negatively impact the price of the ETF's underlying portfolio securities, thereby causing significant price fluctuations of the ETF. There is also a risk that authorized participant(s) will decide to no longer participate in providing liquidity to an ETF. The Adviser has no control over the risks taken by the underlying funds in which clients invest. While ETFs may provide diversification, risks can be significantly increased for funds concentrated in a particular sector of the market, or that primarily invest in small cap or speculative companies, use leverage (i.e., borrow money), or concentrate in a particular type of security rather than balancing the fund with different types of securities. ETFs can be bought and sold throughout the day and their price can fluctuate throughout the day. During times of heightened market volatility, the price of an ETF can be lower than that of the actual underlying securities. ETF managers trade fund investments in accordance with fund investment objectives and a particular investment strategy, and the ETF may be limited by its investment strategy. In addition to the internal cost of the ETF that is usually paid by the investor, many ETFs are also subject to trading costs from the custodian when you purchase and/or sell the ETF from your account.

Mutual Funds When a Client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, many of which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives).

Item 9: Disciplinary Information

Criminal or Civil Actions

LFP and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

LFP and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

LFP and its management have not been involved in legal or disciplinary events that are material to a Client’s or prospective Client’s evaluation of LFP or the integrity of its management.

Item 10: Other Financial Industry Activities & Affiliations

No LFP employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No LFP employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

LFP does not have any related parties. As a result, we do not have a relationship with any related parties.

LFP only receives compensation directly from Clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each Client. Our Clients entrust us with their personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to Clients.
- Competence - Associated persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Associated persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matters shall reflect the credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its "related persons" may buy or sell securities similar to, or different from, those we recommend to Clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

LFP recommends mutual fund investments almost exclusively, and index mutual funds whenever feasible. As a practical matter, LFP's ability to influence prices of recommended securities is negligible in most cases.

Trading Securities At/Around the Same Time as Client's Securities

From time to time, our firm or its "related persons" may buy or sell securities for themselves at or around the same time as Clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

LFP does not have any affiliation with Broker-Dealers.

1. Research and Other Soft-Dollar Benefits

We currently do not receive soft dollar benefits.

2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

LFP may recommend that clients work with a discount broker when implementing their financial plan, but we are not partial to any particular subset of institutions.

Aggregating (Block) Trading for Multiple Client Accounts

As a fee-only financial planner who does not offer Investment Management Services, we do not block trade Client accounts.

Item 13: Review of Accounts

LFP will work with Clients to obtain current information regarding their assets and investment holdings and will review this information as part of our Ongoing Financial Planning service. LFP will also review the financial plans for Ongoing Financial Planning Clients on at least a biennial basis and/or when a change in the Client's financial situation or planning objectives warrants a comprehensive review of accounts and financial goals.

LFP does not provide investment management services and therefore does not have direct access to or the ability to independently review Client accounts at any time.

LFP does not provide specific reports to Clients utilizing our financial planning Services.

Item 14: Client Referrals & Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for Client referrals.

Item 15: Custody

LFP does not accept custody of Client funds.

Item 16: Investment Discretion

LFP does not provide Investment Management Services, and therefore does not exercise discretion.

Item 17: Voting Client Securities

LFP does not provide Investment Management Services, and therefore does not exercise discretion. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the Client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

Item 18: Financial Information

Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to Clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of Client funds or securities or require or solicit prepayment of more than $500 in fees per Client six months in advance.

Item 19: Requirements for State-Registered Advisers

Jay Abolofia

Born: 1985

Educational Background

- 2019 – Certificate, Financial Planning, Boston University
- 2014 – PhD, Applied Economics, University of California, Davis
- 2008 – MS, Applied Economics, University of California, Davis
- 2007 – BS, Economics, University of Washington

Business Experience

- 09/2022 – Present, Independent Contractor, Consultant to Economic Security Planning, Inc.
- 07/2019 – Present, Lyon Financial Planning LLC, Founder, CEO and CCO
- 09/2016 – 09/2019, Sensible Financial Planning and Management LLC, Financial Advisor and Financial Planning Scientist
- 05/2016 – 08/2016, Unemployed
- 06/2015 – 04/2016, The Brattle Group, Associate
- 10/2014 – 03/2015, University of California, Davis, Post-Doctoral Researcher
- 09/2007 – 09/2014, University of California, Davis, PhD student, Graduate Student Researcher and Teaching Assistant

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner) ®: The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the S*tandards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

Jay Abolofia provides consulting services to Economic Security Planning, Inc. ("ESP") as an independent contractor for a flat fee. This work may involve assisting clients of ESP with the use of MaxiFi Planner, an online software tool created and owned by ESP, and does not involve providing financial or investment advice of any kind. There is no other relationship between LFP and ESP. Jay Abolofia typically spends about 2-6 hours a week on this activity.

Performance-Based Fees

LFP is not compensated by performance-based fees.

Material Disciplinary Disclosures

No management person at Lyon Financial Planning LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships That Management Persons Have With Issuers of Securities

Lyon Financial Planning LLC, nor Jay Abolofia, have any relationship or arrangement with issuers of securities.

Additional Compensation

Jay Abolofia does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through LFP.

Supervision

Jay Abolofia, as Founder, CEO and Chief Compliance Officer of LFP, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Requirements for State Registered Advisers

Jay Abolofia has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

Lyon Financial Planning, LLC

42 Reservoir Road
Waltham, MA 02453
(781) 218-9005

www.lyonfp.com

Dated January 1, 2024

Form ADV Part 2B – Brochure Supplement

For

Jay Abolofia 7165795

Founder, CEO, and Chief Compliance Officer

This brochure supplement provides information about Jay Abolofia that supplements the Lyon Financial Planning LLC ("LFP") brochure. A copy of that brochure precedes this supplement. Please contact Jay Abolofia if the LFP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Jay Abolofia is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the identification number 7165795. Clients can obtain the disciplinary history of LFP, or its representatives, from the Massachusetts Securities Division upon request.

Item 2: Educational Background & Business Experience

Jay Abolofia

Born: 1985

Educational Background

- 2019 – Certificate, Financial Planning, Boston University
- 2014 – PhD, Applied Economics, University of California, Davis
- 2008 – MS, Applied Economics, University of California, Davis
- 2007 – BS, Economics, University of Washington

Business Experience

- 09/2022 – Present, Independent Contractor, Consultant to Economic Security Planning, Inc.
- 07/2019 – Present, Lyon Financial Planning LLC, Founder, CEO and CCO
- 09/2016 – 09/2019, Sensible Financial Planning and Management LLC, Financial Advisor and Financial Planning Scientist
- 05/2016 – 08/2016, Unemployed
- 06/2015 – 04/2016, The Brattle Group, Associate
- 10/2014 – 03/2015, University of California, Davis, Post-Doctoral Researcher
- 09/2007 – 09/2014, University of California, Davis, PhD student, Graduate Student Researcher and Teaching Assistant

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner) ®: The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;

- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

  Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the S*tandards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

  CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3: Disciplinary Information

No management person at Lyon Financial Planning LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Item 4: Other Business Activities

Jay Abolofia provides consulting services to Economic Security Planning, Inc. ("ESP") as an independent contractor for a flat fee. This work may involve assisting clients of ESP with the use of MaxiFi Planner, an online software tool created and owned by ESP, and does not involve providing financial or investment advice of any kind. There is no other relationship between LFP and ESP. Jay Abolofia typically spends about 2-6 hours a week on this activity.

Item 5: Additional Compensation

Jay Abolofia does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through LFP.

Item 6: Supervision

Jay Abolofia, as Founder, CEO and Chief Compliance Officer of LFP, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

Jay Abolofia has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.