



Aligning
YOUR WEALTH with
YOUR VALUES

The privacy and confidentiality of your personal information is very important to us. We adhere to all privacy and confidentiality requirements for all entities whose products or services we offer.

Welcome!

Thank you for deciding to entrust our team at The Lyon Group with your financial planning work. We are excited to work with you and help you develop a real financial game plan, in a language you understand, that aligns with the things you value most.

Below is a checklist of the additional information we need from you in order to shepherd you through our financial planning process. Seeing your whole financial picture allows us to deliver the best guidance. And we understand that time is a precious resource – so the more information we have early in the process, the more productive we can be during our time together. We appreciate the time and effort it takes to compile this info.

Our primary tool to share data securely is the eMoney Client Website. Below are instructions on how to upload documents to your secure vault as well as how to link accounts directly. Linking accounts is important because it provides real-time information for our analysis, allows us to keep your plan current and provides you with an up-to-date snapshot of your financial picture through the website. An invitation to setup your client website will be emailed to you.

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Please provide the following:

- ☐ Copy of Driver's License(s)
- ☐ Investment & Bank Accounts Monthly Statements (most recent)
- ☐ Mortgage Statement
- ☐ Paystubs (most recent)
- ☐ Tax Return (most recent)
- ☐ Legal Documents (will, power of attorney, trust, etc.)
- ☐ Life Insurance Details – Statement or Policy Summary
- ☐ Risk Tolerance Questionnaire
- ☐ Cash Flow Summary (complete the attached or provide your own if you already track your expenses differently)

Link the following in eMoney:

- ☐ Investment Accounts
- ☐ Bank Accounts
- ☐ Mortgage
- ☐ Any other liabilities



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eMoney Client Website Instructions

Saving Documents to your Vault

1. Once you are logged into the site, navigate to and click on the “Vault” tab across the top.
2. Choose the Shared Documents folder by clicking on “Shared Documents”
3. Click the blue Upload button and chose file.
4. Navigate to the file you would like to upload and open.

Linking Accounts

1. Once you are logged into the site, navigate to and click on the “Organizer” tab across the top.
2. Choose Accounts on the left-hand side.
3. Click the blue Add button in the upper right corner.
4. Search for your institution name or website for login.
5. Choose the correct link and enter the credentials as requested.
6. Follow additional prompts to complete linking

William F. Lyon and Robert Nienaber III are registered representatives offering securities through NYLIFE Securities LLC, member FINRA/SIPC, 4357 Ferguson Drive, Suite 240, Cincinnati, Ohio 45245 (513) 621-9999. Financial advisers offering investment advisory services through Eagle Strategies LLC, a registered investment adviser. The Lyon Group, LLC is not owned or operated by NYLIFE Securities LLC or Eagle Strategies LLC.

The responses that you provide to this questionnaire/ fact finder are intended to assist you in gathering important information about yourself, such as your financial goals, objectives and time horizon, and to help you to make a more informed decision regarding your specific situation. Your responses are not intended to represent a comprehensive basis for evaluating suitability (or, if applicable, conducting underwriting) on any specific insurance, annuity, or investment product.

In the event that you decide to purchase any product, you will be required to complete a separate policy application/contract and/or Investor Profile, which will serve as the basis for the Company’s conducting suitability and/or an underwriting analysis with regard to the specific product that you wish to purchase. In the event of any discrepancy between the information that you provide in completing this questionnaire/ fact finder and that which you furnish in completing an Investor Profile and/or product application/contract, the information contained in the Company product application/contract and/or Investor Profile will govern and will serve as the basis for the Company’s assessing the appropriateness for you of the product to which such document(s) pertain. SMRU 4997722.3 exp 12/31/2027