

## Part 2B – Supplemental Brochure for . . . Michael Stewart

May 18, 2018

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### BARR Financial Services, LLC

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This brochure supplement (“Supplement”) has been prepared by BARR Financial Services, LLC (“BARR”) and it provides information about the qualifications and background of the supervised person named above, hereinafter referred to as “Mr. Stewart.” You should review this Supplement in conjunction with Part 2A of our Form ADV, also known as our “Brochure.” You should have already received a copy of our brochure and if not or if you have questions about anything in this Supplement, please contact us at 407-622-0018 or [mstewart@BARRLLC.com](mailto:mstewart@BARRLLC.com). Additional information about BARR or any of our supervised persons (who are registered under our firm) is also available on the SEC’s Investment Adviser Public Disclosure (“IAPD”) which can be found at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

The format/layout of this Supplement has been dictated by the SEC. The subsections appearing under each heading shall follow the mandated ordering of the items required to be addressed in this Supplement as set forth in the instructions and guidance issued by the SEC in regard to Part 2B of the Form ADV. BARR’s response to each such item shall immediately follow each numbered item. We encourage any reader of this Supplement to also refer to the SEC’s instructions and guidance related to Part 2B of the Form ADV. Throughout this Supplement, any references to “we,” “our,” “ours,” “us,” etc. are meant to refer to BARR.

The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

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## II. Educational Background and Business Experience

<b>Name:</b> Michael Stewart		
<b>Year of Birth:</b>	1988	
<b>Formal education after high school.</b>		
<b>Institution</b>	<b>Degree / Major</b>	<b>Year(s)</b>
Stetson University	BS Finance (Minor Accounting / MIS)	2007 - 2011
<b>Business background for the preceding five years.</b>		
<b>Entity</b>	<b>Position Held</b>	<b>Time Frame</b>
BARR Financial Services, LLC	Investment Adviser Representative	01/2018 to present
Triad Advisors, LLC.	Registered Representative	02/2018 to present
Vitazon Distributors, LLC	CEO	01/2017 to present
Time Release Group, Inc.	CEO	07/2016 to 10/2016
PFM Fund Distributors, Inc.	Senior Analyst	09/2013 to 07/2016
Pershing, LLC	Business Analyst	06/2011 to 09/2013

## III. Disciplinary Information

This portion of this Supplement is designed to provide you any pertinent information related to any disciplinary matters involving Mr. Stewart. We are obligated to look back for a period of ten years unless more than ten years have elapsed since a particular disciplinary event but that we deem the matter significant enough that a reasonable person would find it material in evaluating Mr. Stewart or our firm.

This information below is also available via the SEC's Investment Adviser Public Disclosure ("IAPD") which can be found at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### III.(A). Criminal or Civil Matters

Has Mr. Stewart been involved in a criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which the Mr. Stewart...		
Was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was found to have been involved in a violation of an investment-related statute or regulation; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### III.(B). Administrative Proceedings

Has Mr. Stewart been involved in an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which Mr. Stewart...		
Was found to have caused an investment-related business to lose its authorization to do business; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority...		
denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
barring or suspending the supervised person's association with an investment-related business;	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
otherwise significantly limiting the supervised person's investment related activities; or imposing a civil money penalty of more than \$2,500 on the supervised person?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### III.(C). Self-Regulatory Organization (“SRO”) Proceedings

Has Mr. Stewart been involved in a SRO proceeding in which Mr. Stewart...		
Was found to have caused an investment-related business to lose its authorization to do business; or	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Was found to have been involved in a violation of the SRO’s rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### III.(D). Other Proceedings

Has Mr. Stewart been involved in any other proceeding in which a professional attainment, designation, or license of Mr. Stewart’s was revoked or suspended as a result of a violation of rules relating to professional conduct?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
In relation to the preceding item, did Mr. Stewart resign or otherwise relinquish a professional attainment, designation, or license in anticipation of such a proceeding?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## IV. Other Business Activities

### IV.(A). Other Investment-Related Activities

Mr. Stewart is engaged in the following investment-related<sup>1</sup> business activities outside the scope of his investment advisory activities on behalf of BARR. For any listed activity, we will name the other entity and we will also describe the relationship, if any, between our advisory business and each particular activity. We will also address any conflicts of interest that may arise in relation to such outside activity(s) as well as any particulars surrounding Mr. Stewart's receipt of any compensation in connection with such activities.

#### *Securities Brokerage Activities*

*Other entity:* Triad Advisors, LLC.

*Relationship/Conflicts/Compensation:* Mr. Stewart is licensed to sell certain securities and investment products through Triad Advisors, LLC. ("Triad"), a FINRA member broker-dealer registered with the SEC. Triad is also registered as an SEC investment adviser, however, all of Mr. Stewart's investment advisory activities are carried out under BARR. Mr. Stewart's activities through Triad are independent from and in addition to those of BARR. BARR and Triad are not affiliated entities.

Mr. Stewart also receives additional compensation in relation to the sale of securities or other investment products. Such compensation is in the form of cash. The instructions in the Form ADV require us to tell you that the receipt or potential for the receipt of this other compensation gives Mr. Stewart an incentive to recommend investment products based on the compensation received, rather than on your specific needs. Although we are obligated to tell you this, both Mr. Stewart's and our objective as a firm is to place nothing before your best interests.

Mr. Stewart, in his capacity as a registered representative of Triad, may recommend Triad's brokerage services to clients who have or are utilizing BARR's investment advisory services. BARR's clients are free to implement advisory recommendations through any firm. There is no obligation to effect transactions through Triad or Mr. Stewart, however, if you choose to do so, commissions may be earned by Mr. Stewart which may be higher or lower than those you might pay at another broker-dealer. BARR does not warrant or represent that commissions for transactions implemented through Triad will be lower than commission available if you use another brokerage firm. BARR believes, however, that the overall level of services and support provided to clients by Triad outweighs the potentially lower transaction cost available under other brokerage arrangements.

BARR may make conflicting or differing recommendations with respect to the same securities products to different advisory clients. All such recommendations are based on each individual client's financial circumstances, needs, risk tolerances, objectives, etc.

*How we Address the Conflict(s):* First and foremost, we address the conflicts described in the preceding section by disclosing them to you in this Brochure Supplement as well as in BARR's separate Brochure. As a matter of general policy, we aggressively discourage activities that put your interests anywhere but first. Additionally, we have instituted a comprehensive supervisory process, detailed in our Written Supervisory Procedures ("WSPs") that was designed to address, among other things, conflicts of interest such as this one. In addition, we have designated a Chief Compliance Officer, as set for on Schedule A of our Form ADV, to be the party responsible for the overall application and oversight of our supervisory process and our WSPs. Our Chief Compliance Officer has the

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<sup>1</sup> "Investment-related" means "activities that pertain to securities, commodities, banking, insurance, or real estate (including, but not limited to, acting as or being associated with an investment adviser, broker-dealer, municipal securities dealer, government securities broker or dealer, issuer, investment company, futures sponsor, bank, or savings association)."

authority to delegate certain supervisory responsibilities to other supervised persons within our firm in order to ensure that our overall system of supervision is being adequately carried out and in a timely manner.

The conflicts described in the preceding section are commonplace in the investment industry and we believe that they are not only appropriate but that they are proper in light of the added examination, licensing, registration, and other regulatory oversight that also takes place in the brokerage portions of the investment industry. Mr. Stewart has satisfied various regulatory examination and registration requirements that allow not only for the offering of brokerage products as well as the receipt of the normal and customary compensation that any similarly registered, licensed, and qualified person could receive in the form of sales compensation for those same products.

Bear in mind that even if Mr. Stewart was not registered/licensed to sell securities products, the majority of your investments or transactions involving such products would still result in you paying some sort of commission for those products. In Mr. Stewart's case, his active registration/licensing allows him to be able to receive those commissions as opposed to the executing broker-dealer keeping them for themselves.

The added compensation received by Mr. Stewart in connection with any brokerage activities is deemed routine and customary compensation for such activities and is not believed to be inappropriate.

### ***Insurance Activities***

*Other entity:* None.

*Relationship/Conflicts/Compensation:* BARR also maintains an active insurance agency license. Mr. Stewart is licensed to sell certain insurance products as an insurance agent under BARR and in such capacity, Mr. Stewart also may receive additional compensation in relation to the sale of insurance products. Such compensation is in the form of cash. The instructions in the Form ADV require us to tell you that the receipt or potential for the receipt of this other compensation gives Mr. Stewart an incentive to recommend insurance products based on the compensation received, rather than on your specific needs. Although we are obligated to tell you this, both Mr. Stewart's and our objective as a firm is to place nothing before your best interests.

Mr. Stewart, in his capacity as an insurance agent of BARR, may recommend BARR's insurance services to clients who have or are utilizing BARR's investment advisory services. BARR's clients are free to implement advisory recommendations through any firm. There is no obligation to effect transactions through BARR or Mr. Stewart, however, if you choose to do so, commissions may be earned by both BARR and Mr. Stewart which may be higher or lower than those you might pay at another insurance agency. BARR does not warrant or represent that commissions for transactions implemented through BARR will be lower than commission available if you use another insurance agency. BARR believes, however, that the overall level of services and support provided to clients by BARR outweighs the potentially lower transaction cost available under other insurance arrangements.

BARR may make conflicting or differing recommendations with respect to the same insurance products to different clients. All such recommendations are based on each individual client's financial circumstances, needs, risk tolerances, objectives, etc.

*How we Address the Conflict(s):* First and foremost, we address the conflicts described in the preceding section by disclosing them to you in this Brochure Supplement as well as in BARR's separate Brochure. As a matter of general policy, we aggressively discourage activities that put your interests anywhere but first. Additionally, we have instituted a comprehensive supervisory process, detailed in our Written Supervisory Procedures ("WSPs") that was designed to address, among other things, conflicts of interest such as this one. In addition, we have designated a Chief Compliance Officer, as set for on Schedule A of our Form ADV, to be the party responsible for the overall application and oversight of our supervisory process and our WSPs. Our Chief Compliance Officer has the authority to delegate certain supervisory responsibilities to other supervised persons within our firm in order to ensure that our overall system of supervision is being adequately carried out and in a timely manner.

The conflicts described in the preceding section are commonplace in the investment industry and we believe that they are not only appropriate but that they are proper in light of the added examination, licensing, registration, and other regulatory oversight that also takes place in the brokerage and insurance portions of the investment industry. Mr. Stewart has satisfied various regulatory examination and registration requirements that allow not only for the offering of brokerage and insurance products as well as the receipt of the normal and customary compensation that any similarly registered, licensed, and qualified person could receive in the form of sales compensation for those same products.

Bear in mind that even if Mr. Stewart was not licensed to sell insurance products, the majority of your insurance or transactions involving such products would still result in you paying some sort of commission for those products. In Mr. Stewart’s case, his active licensing allows him (and BARR) to be able to receive those commissions as opposed to the insurance company or some other agency keeping them for themselves.

The added compensation received by Mr. Stewart in connection with any insurance activities is deemed routine and customary compensation for such activities and is not believed to be inappropriate.

#### **IV.(B). Other Activities**

In addition to the activities described in IV (A) above, Mr. Stewart is the CEO of Vitazon Distributors. Due to the nature of Vitazon’s business, there are no conflicts of interest.

### **V. Additional Compensation**

The purpose of this Item is to describe any additional compensation (outside that which has been described above in Section IV.(A).) that Mr. Stewart may receive in addition to his normal compensation for the investment advisory services he/she performs under our firm. As applicable, such other forms of compensation are denoted in the following grid. Please note that regular bonuses paid by us as part of Mr. Stewart’s normal and customary compensation are not considered “additional compensation” for the purpose of this Item.

	Type of Compensation
<input type="checkbox"/>	Sales awards or other prizes
<input type="checkbox"/>	Bonus based, at least in part, on the number or amount of sales/transactions
<input type="checkbox"/>	Bonus based, at least in part, on client referrals
<input type="checkbox"/>	Bonus based, at least in part, on the # or type of new accounts opened
<input checked="" type="checkbox"/>	None

### **VI. Supervision**

As part of our overall compliance and supervisory process, we monitor the advisory activities of all of our supervised persons. As part of the supervisory process over the advisory activities of Mr. Stewart, Mr. Stewart’s Designated Supervisor (identified below), shall carry out the following general supervisory steps.

- Periodic review of customer account activity
- Periodic review of electronic and other correspondence
- Observation during client meetings and/or phone calls

In order to ensure that we are effectively and consistently carrying out our supervisory process over Mr. Stewart's advisory activities, we maintain a set of Written Supervisory Procedures ("WSP") that, among other things, address matters such as supervision of the activities of our supervised persons like Mr. Stewart. Our WSP manual is the guiding force behind all of our supervisory functions and is subject to the regular inspection by any regulatory bodies having jurisdiction over our investment advisory activities.

**BARR's Primary Supervisor:**

Kirk B. Young, CCO  
407-622-0018