

ITEM 1: COVER PAGE



RYERSON FINANCIAL

Ryerson Financial, LLC

Business Address
Personal Residence
Houston, TX

Form ADV Part 2A - Firm Brochure

(832) 384-4799

Dated February 26, 2024

Part 2A of Form ADV (the “Brochure”) provides information about Ryerson Financial, LLC’s qualifications and business practices. If you have any questions about the contents of this Brochure, please contact us at (832) 384-4799 and/or info@ryersonfinancial.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or any state securities authority.

Ryerson Financial, LLC is registered as an investment adviser with the State of Texas; however, such registration does not imply a certain level of skill or training, and no inference to the contrary should be made. Additional information about Ryerson Financial, LLC is available on the SEC’s website at <https://adviserinfo.sec.gov/>.

ITEM 2: MATERIAL CHANGES

The following changes have been made to this version of the Disclosure Brochure:

1. Item 5 has been adjusted to include updated pricing for fixed-fee financial planning services.

For future filings, this section of the brochure may address only those material changes that have occurred since the Firm's last annual update.

The Firm may update this document at any time and either send a copy of its updated brochure or provide a summary of material changes to its brochure and send an electronic or hard copy form of the updated brochure. Clients can also download this brochure from the SEC's Website: www.adviserinfo.sec.gov or contact our Firm at info@ryersonfinancial.com to request a copy anytime.

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ITEM 4: ADVISORY BUSINESS

Description of the Firm

Ryerson Financial, LLC (“Ryerson Financial”) was founded in Houston, Texas, in November 2021 as a limited liability company and subsequently registered as an investment adviser in February 2022. We are not a subsidiary of, or have any control over, another financial services entity.

Julia S. Lilly is the Firm’s founder and Chief Compliance Officer (CCO). Additional information about Mrs. Lilly may be found in the Form ADV Part 2B brochure supplement.

Description of Advisory Services Offered

Ryerson Financial is an advice-only flat-fee financial planning Firm. Clients are offered a complimentary introductory meeting with Mrs. Lilly to learn more about our process and decide whether to engage our services. If a prospective client is interested in working together, the Firm will provide a current form ADV Part 2A/2B Firm brochure and privacy policy.

Prior to providing any advisory services, we enter into a written agreement with our clients. This written agreement will lay out the scope of services to be provided to ensure everyone is aligned on the objective of the engagement. Ryerson Financial’s services are limited to advice on various subjects, with the content tailored to each client’s unique situation. We do not provide discretionary investment advisory services, also known as asset or investment management.

Our Firm does not have custody of our client’s assets, and our clients will be responsible for implementing any investment recommendations. More information about our investment philosophy can be found in Item 8 of this brochure.

Ryerson Financial provides financial planning advice with a focus on the following areas:

- A. Explore Your Money Story** - We work with you and your family to gain greater insight into your financial life. At the start of every engagement, we meet with you to understand what keeps you up at night regarding your finances and explore your financial goals. Topics covered include the following:
 - Behavioral Finance Interview
 - Goal Setting

- B. Investment Allocation Review** - While we do not manage any assets internally, we ensure your investment plan is thoughtful, strategic, and well-executed. As part of our process, we review your investment assets and holdings to ensure relevancy and appropriateness based on asset location and objective.

C. Holistic Financial Planning - We work with clients to understand their complete financial picture. Our goal is to help individuals and families bring their financial lives into focus. Potential topics covered include the following:

- Cash Flow Planning
- Risk Analysis
- Investment Strategy
- Retirement Coaching
- Multi-Generational Planning
- Education Funding Strategy
- Tax Planning
- Charitable Engagement
- Beneficiary Review
- Real Estate Assessment

General Information

Ryerson Financial does not provide accounting, legal, or insurance services. With our client's consent, we may collaborate with other advisors, such as lawyers or CPAs, to ensure the proper implementation of accepted planning strategies. Clients will be charged separately by the other advisors for any services provided; these fees will be in addition to our planning fees.

ITEM 5 - FEES AND OTHER COMPENSATION

Ryerson Financial generally charges on a fixed-fee basis and occasionally on an hourly basis. We do not charge a fee based on assets and do not receive commissions of any kind. Our philosophy is that our fee structure minimizes the conflict of interest with our clients as we do not benefit from any specific recommendations made.

Hourly Fees

The current hourly rate is \$250 per hour, and fees are billed in 10-minute increments. At the start of an engagement, every client will receive an estimate of the total cost based on the scope of the project and the estimated level of effort.

Fixed Fees

Ryerson Financial may also enter into a fixed-fee financial planning agreement with clients. The fee charged considers the level of complexity and scope of the engagement and typically ranges from \$3,600-\$10,000. The fixed fee will be determined before an engagement starts and included in the client agreement.

Payment of Fees

Clients are invoiced directly for all work performed. Ryerson Financial will not withdraw fees from investment accounts. Invoices are sent on a monthly basis for all work performed over the prior month. Payment is made via credit card or ACH debit.

A Firm is deemed to have custody of client funds if it collects more than \$500 six months or more in advance of services provided. Ryerson Financial does not collect payment until the month following the delivery of services.

Termination of Agreement

Clients may legally terminate an agreement within five (5) business days after entering into the agreement. Additionally, Ryerson Financial policy is that clients may cancel an engagement at any time by writing “cancel” on an invoice and returning it to the Firm. This cancelation would result in all work being ceased. The cancelation is not a “money-back guarantee” or an assurance of investment performance.

ITEM 6 - PERFORMANCE-BASED FEES

Ryerson Financial does not manage any assets or charge performance-based fees.

ITEM 7 - TYPES OF CLIENTS

Our Firm works primarily with individuals, families, business owners, and entrepreneurs.

ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS

Methods of Analysis

At the start of any client engagement, we collect current information on all investment assets. We then focus our analysis on the following:

- Investment Goals and Objectives - time horizon and overarching financial goals are key to deciding the level of risk to incorporate into an investment portfolio.
- Asset location - the type of account (retirement vs. taxable) significantly impacts a financial plan's long-term viability.
- Asset allocation - diversification within an investment strategy is the key to success. A portfolio that is too highly concentrated in one area or sector can prove problematic in certain economic conditions.

Investment Strategies

Ryerson Financial believes strongly in the power of a passive investment strategy. We focus on minimizing tax implications and investment expenses to maximize the long-term gains in an investment portfolio. Also key to the success of an investment strategy is an even-keeled approach that removes emotion from the decision-making process as often as possible.

Risk of Loss

Inherent in any investment strategy is the risk of loss of value. It is this risk of loss that allows for the potential for gain. Our role at Ryerson Financial is to coach our clients into finding the right balance between risk in a portfolio and the desire for gains. We mitigate

the risk of loss through diversification, minimizing investment expenses, and optimizing the tax impact of a portfolio. We focus on the elements of an investment plan that we can control while allowing the market risk to provide the potential for long-term gains.

ITEM 9 - DISCIPLINARY INFORMATION

Neither the Firm nor its management has been involved in a material criminal or civil action in a domestic, foreign, or military jurisdiction, an administrative enforcement action, or a self-regulatory organization proceeding that would reflect poorly upon our offering advisory business or its integrity.

ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

No one at Ryerson Financial is registered, or applying to register, as a broker-dealer, registered representative of a broker-dealer, futures commissions merchant, commodity pool operator, or commodity trading advisor.

No one at Ryerson Financial has a relationship with a broker-dealer, municipal securities dealer, government securities dealer or broker, investment company, outside investment adviser, banking or thrift institution, accounting firm, law firm, insurance agency, pension consultant, real estate broker, sponsor, or syndicator of limited partnerships.

Ryerson Financial receives no compensation from outside investment advisers and receives no compensation other than the fees paid directly by the Firm's clients.

ITEM 11 - CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

Ryerson Financial has adopted a Code of Ethics to set a high standard of conduct for all persons associated with the Firm. In addition, we are committed to upholding the fiduciary standard expected of all Registered Investment Advisors. The fiduciary standard states, "a financial adviser [must] act solely in the client's best interest when offering personalized financial advice."¹

¹Source: <https://financialplanningcoalition.com/>

A summary of the key elements of our Code of Ethics is below:

- All associated persons must always reflect the professional standards expected of those engaged in the investment advisory business and shall act within the spirit and the letter of the federal, state, and local laws and regulations about investment advisers and the general conduct of business.

- All associated persons are required to report any violation of the Code, by any person, to Julia Lilly, the Firm founder, and CCO, immediately.
- Associated persons must place the interests of clients first. All associated persons must scrupulously avoid serving their interests ahead of the interests of the Firm's clients. In addition, associated persons must work diligently to ensure that all clients are treated fairly.
- All associated persons are naturally prohibited from engaging in any practice that defrauds or misleads any client or engaging in any manipulative or deceitful practice concerning clients or securities.

At any time, a client may request a full copy of our Code of Ethics policy.

Participation or Interest in Client Transactions and Personal Trading

Neither the Firm nor an associate is authorized to recommend to a client or effect a transaction for a client involving any security in which the Firm or a "related person" (e.g., associate, an immediate family member, etc.) has a material financial interest. An associate is prohibited from borrowing from or lending to a client unless the client is an approved financial institution.

Our clients are under no obligation to act on any recommendation from our Firm. And if our clients elect to make an investment based on our recommendation, they are not obligated to complete it through our Firm or a service provider whom we may recommend.

Ryerson Financial's owners and employees may buy or sell securities for themselves that are also recommended to clients. This represents a potential conflict of interest.

ITEM 12 - BROKERAGE PRACTICES

Ryerson Financial does not maintain custody of any client assets. All client accounts must be maintained by a qualified custodian of the client's choice. Our Firm does not have any affiliation with a custodian.

All compensation paid to Ryerson Financial is through the client's financial planning fee. We are not paid any referral fees nor receive non-cash compensation from custodians.

ITEM 13 - REVIEW OF ACCOUNTS

Ryerson Financial does not perform regular periodic reviews of client accounts. Client account reviews are performed ad hoc as part of an advice-only planning engagement, and fees for this service will be charged according to our planning fee schedule.

Clients will receive regular reporting from their chosen custodians. As part of a financial planning engagement, we will partner with clients to review the statements and provide specific recommendations.

ITEM 14 - CLIENT REFERRALS AND OTHER COMPENSATION

Ryerson Financial does not pay for inbound client referrals, nor do we receive any payment for the referral of clients to third-party advisors or custodians. We also do not participate in any solicitation activities as defined by statute.

ITEM 15 - CUSTODY

Ryerson Financial does not maintain custody of any client assets. A qualified custodian of the client's choice will maintain all client accounts.

ITEM 16 - INVESTMENT DISCRETION

Ryerson Financial has no discretionary authority over client assets. The client retains sole discretion over their assets and not obligated to implement the recommendations made by associates of Ryerson Financial.

ITEM 17 - VOTING CLIENTS' SECURITIES

Ryerson Financial will not vote proxies on behalf of our clients. We may sometimes answer questions regarding proxy votes, but we will not offer specific guidance on how to vote. We will direct clients to contact the issuers or other legal counsel involving specific questions that may arise around proxy votes.

ITEM 18 - FINANCIAL INFORMATION

Ryerson Financial collects payment from clients for all planning work completed in the prior month. Therefore, we are not required to disclose a balance sheet. We have no outstanding liabilities or financial impairments that would hinder our ability to provide our clients with quality, holistic financial planning.

ITEM 19 - REQUIREMENTS FOR STATE-REGISTERED ADVISORS

State-registered investment advisors are required in this item to identify the principal executive officers(s) and their backgrounds. The principal executive officer of the Firm is:

Julia Lilly - Founder and Managing Member

The education and business background of the executive officer can be found in Form ADV Part 2B.

In addition, it should be stated that:

- Neither the Firm nor Julia Lilly receives any performance-based fees.
- Neither the Firm nor Julia Lilly has been the subject of any disciplinary events.
- Neither the Firm nor Julia Lilly has any relationship with any issuer of securities.



RYERSON FINANCIAL

Ryerson Financial, LLC

Business Address
Personal Residence
Houston, TX

Julia Lilly, MBA, CFP®, ABFP™
Form ADV Part 2B
Advisory Personnel Brochure Supplement

Dated February 26, 2024

This brochure supplement provides information about Julia Lilly that supplements the Ryerson Financial, LLC Form ADV Part 2A brochure. Please contact Julia Lilly at (832) 384-4799 if you did not receive the full brochure or if you have any questions about the contents of the brochure or this supplement.

Additional information about Julia Lilly (Individual CRD Number: 5361405) is available on the Securities and Exchange Commission's (SEC) website at <https://adviserinfo.sec.gov/>.

Item 2: Educational Background and Business Experience

Julia S. Lilly

Formal Education after High School

B.A. - University of North Carolina at Chapel Hill

M.B.A - San Diego State University

Professional Designations

Certified Professional Planner™ Professional (CFP®)

FINRA Series 65 - Investment Advisers Law Examination

Accredited Behavioral Finance Professional (ABFP™)

Business Experience

Ryerson Financial, LLC (Nov 2021 - Present)

Houston, TX

Founder / Chief Compliance Officer / Investment Advisor Representative

Hightower Wealth Advisors - St. Louis (April 2020- June 2021)

St. Louis, MO

Associate Advisor

Edward Jones (September 2015- July 2018)

St. Louis, MO / Pittsburgh, PA

Senior Business Analyst

Harvard University (August 2013- August 2015)

Cambridge, MA

Senior Financial Analyst

Booz Allen Hamilton (August 2010- July 2013)

San Diego, CA

Associate

Julia Lilly was born in 1981.

Item 3: Disciplinary Information

Registered investment advisers must disclose specific facts regarding any legal or disciplinary events that would be material to your evaluation of each officer or a supervised person providing investment advice.

Julia Lilly has not been the subject of an award or otherwise found liable in an arbitration claim or civil, self-regulatory organization or administrative proceeding involving an investment or 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. She has also never been the subject of a bankruptcy petition.

Item 4: Other Business Activities

Julia Lilly is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. Therefore, she does not receive commissions, bonuses, or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer, or the distribution of service (“trail”) fees from the sale of mutual funds.

Item 5: Additional Compensation

Neither our advisory Firm nor Julia Lilly is compensated for advisory services involving performance-based fees. In addition, the Firm policy does not allow associated persons to accept or receive additional economic benefits, such as sales awards or other prizes, for providing advisory services to Firm clients.

Item 6: Supervision

Julia Lilly serves as the Firm’s investment advisor representative and its Chief Compliance Officer. Because supervising oneself poses a conflict of interest, the Firm has adopted policies and procedures to mitigate this conflict. It may use the services of unaffiliated professionals to ensure the Firm’s oversight obligations are met.

Item 7: Requirements for State-Registered Advisors

Neither the Firm nor Julia Lilly has been the subject of any disciplinary events. Therefore, no additional reporting is required.

Information about Professional Designations

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 several 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 95,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfil 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).

Ethics – Agree to be bound by the CFP Board’s Code of Ethics and Standards of 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 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 Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field.

Ethics – Renew an agreement to be bound by the Code of Ethics and Standards of 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.