

## Item 1: Cover Page Supervised Person Brochure

Part 2B of Form ADV

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**Bryan R. Byrd**



**100 Sun Ave NE, Suite 650**

**Albuquerque, NM 87109**

**PHONE: 505-508-3119**

**WEBSITE: [www.cprinvestmentsinc.com](http://www.cprinvestmentsinc.com)**

This brochure provides information about Bryan R. Byrd and supplements the CPR Investments Inc. brochure. You should have received a copy of that brochure. Please contact Bryan R. Byrd if you did not receive CPR Investments Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Bryan R. Byrd (CRD #5728790) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

November 2, 2020

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**Brochure Supplement (Part 2B of Form ADV)  
Supervised Person Brochure**

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**Bryan R. Byrd**

- Year of birth: 1978
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**Item 2: Educational Background and Business Experience**

Educational Background:

- University of New Mexico; BBA, Finance; 2007

Business Experience:

- CPR Investments Inc., Investment Advisor Representative, January 2016 to Present
  - CPR Financial Group LLC, Insurance Agent, January 2016 to Present
  - HBW Advisory Services LLC, Investment Advisor Rep, April 2011 to December 2015
  - HBW Insurance & Financial Services; Representative; April 2011 to December 2015
  - Williams Financial Group.; Investment Advisory Rep; April 2010 to April 2011
  - Manuel Lujan Agencies; Business Development; January 2003 to January 2010
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**Item 3: Disciplinary Information**

*Criminal Action:* None to report within the last ten years.

*Administrative Proceedings:* None to report.

*Self-Regulatory Organization Proceedings:* None to report.

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**Item 4: Other Business Activities Engaged In**

Bryan Byrd is also a licensed insurance agent with CPR Financial Group LLC. Approximately 10% of Mr. Byrd's time is spent in this practice. From time to time, he will offer clients products and/or services from this activity.

This represents a conflict of interest because it gives an incentive to recommend products and services based on the commission received. This conflict is mitigated by the fact that Mr. Byrd has a fiduciary responsibility to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products or services through another insurance agent of their choosing.

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**Item 5: Additional Compensation**

Bryan Byrd receives additional compensation as an insurance agent. He does not receive any performance-based fees.

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**Item 6: Supervision**

Bryan Byrd is supervised by Charles P Reinhold sole owner and operator of CPR Investments Inc. The services offered by Bryan Byrd will consider client's risk tolerance by using a questionnaire to determine Asset allocation and recommend models/strategies for investment planning based on the risk tolerance score results. Clients are reminded quarterly to update CPR Investments Inc. of any changes in their risk tolerance. Charles Reinhold monitors all model/strategies offered by CPR Investments Inc. on a regular basis.

Charles Reinhold can be reached at 800-213-1164.