



Cary Street Partners Unifying Under Single Brand
Holding Company Name Changed to Cary Street Partners Financial LLC

May 18, 2020

Richmond, VA -- Cary Street Partners today announced the firm has formally changed the name of its holding company to Cary Street Partners Financial LLC from Luxon Financial LLC. In addition to the holding company, the asset management and wealth management subsidiary businesses will all be associated with the trade name Cary Street Partners.

“We are excited to be unifying under Cary Street Partners, the name by which our clients have known us since we started the business in 2002 on Cary Street in Richmond, Virginia,” said Thomas H. Tullidge Jr., a Cary Street Partners co-founder.

“Cary Street Partners is a respected brand in our markets and industry,” said Walter D. Bayne, President of Wealth Management and Chief Operating Officer. “Having one unified name will help to strengthen the Cary Street Partners brand and eliminate confusion.”

In coordination with the holding company name change, the firm also unveiled a new logo for Cary Street Partners. “The new logo is modern and distinctive with the primary focus on Cary Street,” shared Tullidge.

About Cary Street Partners

Cary Street Partners Financial LLC is an independent financial services firm operating in a partnership culture. Cary Street Partners provides comprehensive wealth management services including investment, planning and financial advice in a culture dedicated to independence and objective thinking. Our Cary Street Partners financial advisors serve individuals, families and institutions with customized strategies tailored to fit each client’s objectives. For more information, please visit carystreetpartners.com.