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Brochure Supplement

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Michael R. Reid, CFA[®]
Managing Director, Senior Lead Advisor
Chief Compliance Officer
CRD No. 1103910

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This brochure supplement provides information about Michael R. Reid that supplements the Exchange Capital Management, Inc. brochure. You should have received a copy of that brochure. If you did not receive a brochure or if you have any questions about the contents of this supplement, please contact us at 734-761-6500.

Additional information about Michael R. Reid is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Michael R. Reid (b. 1959) is Managing Director, Senior Lead Advisor, and Chief Compliance Officer for Exchange Capital Management, Inc.

A. Educational Background

University of Michigan, Bachelor's Degree 1982

B. Business Background

Exchange Capital Management, Inc. 12/1989–Present

C. Professional Designations - Qualifications and Related Criteria

Chartered Financial Analyst[®] (CFA[®])

The CFA[®] designation is an international professional certificate that is offered by the CFA Institute. Candidates that pursue the certification have in-depth knowledge of securities types and investment vehicles. In order to qualify for a CFA[®], candidates must meet standards for examination, education, experience, and ethics. First, candidates must possess a bachelor's degree from an accredited school, or its equivalent. Second, candidates must have completed 48 months of qualified professional work experience, generally related to evaluating or applying financial, economic, and/or statistical data as part of the investment decision-making process involving securities or similar investment. Third, candidates must pass a series of three six-hour exams that covers ethics, quantitative methods, economics, corporate finance, financial reporting and analysis, security analysis, and portfolio management. Finally, candidates must meet and continue to adhere to a strict Code of Ethics and Standards governing their professional conduct, as reviewed by the CFA Institute.

Item 3: Disciplinary Information

Michael Reid does not have any disciplinary action to report. Public information concerning his registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

Michael Reid is a resident agent with Whiskey Lake Partners, LLC, which was formed to acquire and manage intellectual property rights associated with generic top-level domain names registered through an ICANN-accredited registrar. This activity is not investment related.

Item 5: Additional Compensation

Michael Reid receives additional compensation through his business activity described in Item 4 above.

Item 6: Supervision

Supervision of Michael Reid is performed by Andrew Stewart, Alternate Compliance Officer, through reviews of internal transaction and security holdings reports, electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Andrew Stewart can be reached at 734-761-6500.