

**Item 1: Cover Page  
Part 2B of Form ADV: Brochure Supplement  
January 2016**

**Jonathan K. DeYoe**



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[www.HappinessDividend.com](http://www.HappinessDividend.com)**

**Firm Contact:  
Nancy Wright Cooper  
Chief Compliance Officer**

**This brochure supplement provides information about Mr. DeYoe that supplements our brochure. You should have received a copy of that brochure. Please contact Ms. Cooper if you did not receive DeYoe Wealth Management, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. DeYoe is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2: Educational Background & Business Experience

**Jonathan Karl DeYoe, AIF®**

**Year of Birth:** 1971

### **Educational Background:**

- 1994: Montana State University; Bachelor of Arts in Philosophy/Religious Studies
- 1994-1997: Graduate Theological Union; No Degree Earned

### **Business Background:**

- 01/2011 – Present DeYoe Wealth Management, Inc; President & Wealth Advisor
- 11/2002 – Present LPL Financial, LLC dba DeYoe Wealth Management; Registered Principal
- 02/2011 – 06/2013 Cooperative Center Federal Credit Union; Wealth Advisor

### **Exams, Licenses & Other Professional Designations:**

- 1997: Series 7, Series 31, Series 63 & Series 65 Exams
- 1997: Life & Health Insurance
- 2003: Series 24 Exam
- 2008: Chartered Private Wealth Advisor (CPWA®)

The CPWA designation signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for the professional designation, which is centered on private wealth management topics and strategies for high-net-worth clients. Prerequisites for the CPWA designation are a Bachelor's degree from an accredited college or university or one of the following designations or licenses: CIMA®, CIMC®, CFA®, CFP®, ChFC®, or CPA license; have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements and five years of professional client-centered experience in financial services or a related industry. CPWA designees have completed a rigorous educational process that includes self-study requirements, an in-class education component, and successful completion of a comprehensive examination. CPWA designees are required to adhere to IMCA's *Code of Professional Responsibility and Rules and Guidelines for Use of the Marks*. CPWA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

- 2011: Accredited Investment Fiduciary (AIF®)

The AIF® designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF® designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF® Code of Ethics. In order to maintain the AIF® designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

### **Item 3: Disciplinary Information<sup>1</sup>**

There are no legal or disciplinary events material to your evaluation of Mr. DeYoe.

### **Item 4: Other Business Activities**

Mr. DeYoe is a registered representative of LPL Financial, LLC, member FINRA/SIPC, and a licensed insurance agent. He may offer products and receive normal and customary commissions as a result of these transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation they may earn.

### **Item 5: Additional Compensation**

We have nothing to disclose in this regard.

### **Item 6: Supervision**

Nancy Wright Cooper, Chief Compliance Officer of DeYoe Wealth Management, Inc, supervises and monitors Mr. DeYoe's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Cooper if you have any questions about Mr. DeYoe's brochure supplement at 510-848-0012.

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<sup>1</sup> Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.