

**Part 2B of Form ADV: *Brochure Supplement***

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VIDA Wealth Partners, Inc.

Santa Barbara, CA 93101

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This brochure supplement provides information about Matthew Jon Lum that supplements the VIDA Wealth Partners, Inc. brochure. You should have received a copy of that brochure. Please contact Matthew Lum if you did not receive VIDA Wealth Partners, Inc.'s brochure or if you have any questions about the contents of this supplement.

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

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Matthew Jon Lum

**Born:** 1963

### Education

- University of California, Santa Barbara; BA, Business and Finance; 1986

### Business Experience

- VIDA Wealth Partners, Inc.; Principal and Investment Adviser Representative; from 7/2006 to Present
- Girard Securities, Inc.; Registered Representative; from 3/2004 to Present

### Designations

Matthew Jon Lum has earned the following designation(s) and is in good standing with the granting authority:

- **Certified Financial Planner (CFP); Certified Financial Planner Board of Standards, Inc.; 1990**

Qualification Requirements to achieve the CFP Designation are:

1. Education: CFP® professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by CFP Board. Every two years thereafter, Designees must complete and submit 30 hours of related-topic continuing education in order to keep their registration current.
2. Examination: CFP® practitioners must pass a comprehensive two-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.
3. Experience: CFP® professionals must have three years minimum experience in the financial planning process prior to earning the right to use the CFP® certification marks. As a result, CFP® practitioners possess financial counseling skills in addition to financial planning knowledge.

4. Ethics: As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, known as CFP Board's Code of Ethics and Professional Responsibility, that sets forth their ethical responsibilities to the public, clients and employers. CFP Board also performs a background check during this process, and each individual must disclose any investigations or legal proceedings related to their professional or business conduct.

- **Certified Fund Specialists; Institute of Business and Finance; 1992**

CFS® is fully accredited and is the oldest designation in the mutual fund industry - created in 1988. Qualifications to achieve the CFS Designation are:

Education - CFS professionals complete a comprehensive course of study covering six modules which educate the professional to able to evaluate and compare financial measurements and benchmarks of the funds when constructing a portfolio. There are 3 exams that must be completed over a 12-month period and a passing score of 70% is required for each exam. Designees must report 30 hours of continuing education every 2 years directly to the IBF.

Experience - To earn this designation, candidates must have at least 2,000 hours of work experience in the financial services industry or a bachelor's degree from an accredited college or university. The designation will not be granted until the required minimum number of hours has been fulfilled or a bachelor's degree has been granted.

### **Item 3 Disciplinary Information**

Matthew Jon Lum has no reportable disciplinary history.

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

#### **A. Investment-Related Activities**

The type of compensation earned by VIDA Wealth partners is primarily from an asset-management fee charged as a percentage of assets managed. Hourly fees may be charged for special projects.

VIDA Wealth Partners utilizes several independent "expert team members" to assist clients in various areas of wealth management. In the event a client fulfills their life insurance needs through the expert team member recommended by VIDA Wealth partners, a percentage of the insurance commissions earned may be paid to VIDA Wealth Partners. This compensation does not offset asset-management fees nor is any of this commission considered asset-management fees as it pertains to calculating the referral fee percentage split. This potential for receiving insurance commissions is fully disclosed to all clients.

Matthew Jon Lum receives commissions or other compensation on the sale of securities or other investment products. This practice provides an incentive to recommend products based on the compensation received, rather than on the client's needs.

## **Item 5 Additional Compensation**

Matthew Jon Lum does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

Matthew J. Lum is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He can be reached at (805)962-8455. Matthew J. Lum reviews all employee personal securities transactions on a quarterly basis, leads investment committee meetings, oversees all material investment policy changes, and conducts periodic testing to ensure that client objectives and mandates are being met.

## **Item 7 Requirements for State-Registered Advisers**

### **A. Additional Disciplinary History**

Matthew Jon Lum has no additional reportable disciplinary history.

### **B. Bankruptcy History**

Matthew Jon Lum has not been the subject of a bankruptcy petition.