

# Ventana Private Wealth LLC

## Firm Brochure - Form ADV Part 2A

*This brochure provides information about the qualifications and business practices of Ventana Private Wealth LLC. If you have any questions about the contents of this brochure, please contact us at (720) 764-7200 or by email at: [info@ventanaprivatewealth.com](mailto:info@ventanaprivatewealth.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about Ventana Private Wealth LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Ventana Private Wealth LLC's CRD number is: 311878.*

250 Fillmore St. Suite 150  
Denver, CO 80206  
(720) 764-7200  
[info@ventanaprivatewealth.com](mailto:info@ventanaprivatewealth.com)

*Registration as an investment adviser does not imply a certain level of skill or training.*

Version Date: 04/28/2021

## **Item 2: Material Changes**

Ventana Private Wealth LLC has the following material changes to report. Material changes relate to Ventana Private Wealth LLC's policies, practices or conflicts of interests.

- Ventana Private Wealth LLC provides financial planning services. (Items 4 & 5).
- Ventana Private Wealth LLC has updated its fee schedule. (Item 5).
- Ventana Private Wealth LLC is applying for registration at the State Level.

## Item 3: Table of Contents

Item 1: Cover Page	
Item 2: Material Changes.....	ii
Item 3: Table of Contents.....	iii
Item 4: Advisory Business .....	2
Item 5: Fees and Compensation.....	3
Item 6: Performance-Based Fees and Side-By-Side Management .....	5
Item 7: Types of Clients .....	5
Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss .....	5
Item 9: Disciplinary Information.....	8
Item 10: Other Financial Industry Activities and Affiliations.....	9
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.....	9
Item 12: Brokerage Practices .....	10
Item 13: Review of Accounts.....	11
Item 14: Client Referrals and Other Compensation.....	12
Item 15: Custody .....	13
Item 16: Investment Discretion.....	13
Item 17: Voting Client Securities (Proxy Voting) .....	13
Item 18: Financial Information.....	14
Item 19: Requirements For State Registered Advisers .....	14

## Item 4: Advisory Business

### Description of the Advisory Firm

Ventana Private Wealth LLC (hereinafter “VPWL”) is a Limited Liability Company organized in the State of Colorado. The firm was formed in November 2020, first became licensed with the SEC in January 2021, and became state licensed with the State of Colorado in May 2021. The managing member, chief compliance officer, and principal owner is Amy Lea Boyd.

### Types of Advisory Services

#### *Portfolio Management Services*

VPWL offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. After discussion, evaluation, and determination a client’s unique circumstances, goals and objectives, VPWL constructs a plan to aid in the selection of a portfolio that matches each client's specific situation. Portfolio management services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Regular portfolio monitoring
- Personal investment policy
- Asset selection

VPWL evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. VPWL will require discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction.

VPWL acts in a fiduciary capacity with respect to all client relationships. Investment decisions are made in accordance with the fiduciary duties owed to its accounts and without consideration of VPWL’s economic, investment, or other financial interests. To meet its fiduciary obligations, VPWL attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, VPWL’s policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is VPWL’s policy to allocate investment opportunities and transactions it identifies as being appropriate and prudent among its clients on a fair and equitable basis over time.

#### *Financial Planning*

Financial plans and financial consulting may include but is not limited to: investment planning; life insurance planning; tax planning; retirement planning; education planning;

and debt/credit planning. Financial planning is only offered to current portfolio management clients.

### ***Services Limited to Specific Types of Investments***

VPWL generally limits its investment advice to mutual funds, fixed income securities, real estate funds (including REITs), equities, ETFs (including ETFs in the gold and precious metal sectors), structured products, and private placements. Private placement opportunities may include private equity (including venture capital), private credit/income, or private real estate investments. VPWL may use other securities as well to help diversify a portfolio when applicable.

### **Client Tailored Services and Client Imposed Restrictions**

VPWL will tailor a program for each individual client. This will include an interview session to get to know the client's specific needs and requirements as well as an investment plan that will be executed by VPWL on behalf of the client. VPWL may use model allocations together with a specific set of recommendations for each client based on their personal restrictions, needs, and targets. Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent VPWL from properly servicing the client account, or if the restrictions would require VPWL to deviate from its standard suite of services, VPWL reserves the right to end the relationship.

### **Assets Under Management**

VPWL has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$58,417,000	\$12,624,000	March 2021

## **Item 5: Fees and Compensation**

### **Fee Schedule**

#### ***Portfolio Management Fees***

VPWL	Annual Fees
First \$2,000,000	0.75%
Next \$1,000,000	0.65%
Above \$3,000,000	0.50%

The advisory fee is calculated using the value of the assets in the Account on the last business day of the prior quarter.

These fees are generally negotiable and the final fee schedule will be memorialized in the client's advisory agreement. The client may terminate the Agreement within five (5) business days of signing the Agreement, without penalty or fee. Thereafter, this Agreement shall continue in effect until terminated by either party by giving to the other party written notice.

### ***Financial Planning Fees***

VPWL provides financial planning services to portfolio management clients for no additional fee.

## **Payment of Fees**

### ***Payment of Portfolio Management Fees***

Asset-based portfolio management fees are withdrawn directly from the client's accounts with client's written authorization on a quarterly basis. Fees are paid in advance. In all instances, VPWL will send the client a written invoice, including the fee, the formula used to calculate the fee, the fee calculation itself, the time period covered by the fee, and the amount of assets under management on which the fee was based. VPWL will send quarterly invoices to the client concurrent with the request for payment or payment of VPWL's advisory fees. We urge the client to compare this information with the fees listed in the account statement.

## **Client Responsibility For Third Party Fees**

Clients are responsible for the payment of all third-party fees (i.e. custodian fees, brokerage fees, internal mutual fund fees (which are disclosed in each fund's prospectus), private placement fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by VPWL. Please see Item 12 of this brochure regarding the custodian.

## **Prepayment of Fees**

VPWL collects fees in advance. Upon termination of an engagement, refunds for fees paid in advance but not yet earned will be refunded on a prorated basis and returned within fourteen days to the client via check or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be equal to the balance of the fees collected in advance minus the daily rate\* times the number of days elapsed in the billing period up to and including the day of termination. (\*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

## Outside Compensation For the Sale of Securities to Clients

Neither VPWL nor its supervised persons accept any compensation for the sale of investment products, including asset-based sales charges or service fees from the sale of mutual funds.

## Item 6: Performance-Based Fees and Side-By-Side Management

VPWL does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client and therefore does not engage in side-by-side management.

## Item 7: Types of Clients

VPWL generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Charitable Organizations
- ❖ Corporations or Business Entities

VPWL generally works with clients with a minimum of \$2,000,000 in investable assets, subject to VPWL discretion.

## Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss

### Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

VPWL's methods of analysis include Modern portfolio theory.

**Modern portfolio theory** is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset.

#### *Investment Strategies*

VPWL uses an endowment style approach to construct multi-asset class portfolios that consist of publicly traded stocks and bonds along with carefully selected alternative and

private investments, where appropriate. Portfolios are designed to be balanced, well-diversified, and appropriate for each individual client with respect to risks, returns, and individual preferences.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **Material Risks Involved**

#### *Methods of Analysis*

**Modern portfolio theory** assumes that investors are risk averse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

#### *Strategies Risk*

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, a long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **Risks of Specific Securities Utilized**

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond “fixed income” nature (lower risk) or stock “equity” nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each



company, industry conditions and the general economic environments. Changes in dividends can affect the volatility of the market/stock.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Risks in investing in ETFs include trading risks, liquidity and shutdown risks, risks associated with a change in authorized participants and non-participation of authorized participants, risks that trading price differs from indicative net asset value (iNAV), or price fluctuation and disassociation from the index being tracked. With regard to trading risks, regular trading adds cost to your portfolio thus counteracting the low fees that one of the typical benefits of ETFs. Additionally, regular trading to beneficially “time the market” is difficult to achieve. Even paid fund managers struggle to do this every year, with the majority failing to beat the relevant indexes. With regard to liquidity and shutdown risks, not all ETFs have the same level of liquidity. Since ETFs are at least as liquid as their underlying assets, trading conditions are more accurately reflected in implied liquidity rather than the average daily volume of the ETF itself. Implied liquidity is a measure of what can potentially be traded in ETFs based on its underlying assets. ETFs are subject to market volatility and the risks of their underlying securities, which may include the risks associated with investing in smaller companies, foreign securities, commodities, and fixed income investments (as applicable). Foreign securities in particular are subject to interest rate, currency exchange rate, economic, and political risks, all of which are magnified in emerging markets. ETFs that target a small universe of securities, such as a specific region or market sector, are generally subject to greater market volatility, as well as to the specific risks associated with that sector, region, or other focus. ETFs that use derivatives, leverage, or complex investment strategies are subject to additional risks. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, (3) a significant change in the attitude of speculators and investors. The return of an index ETF is usually different from that of the index it tracks

because of fees, expenses, and tracking error. An ETF may trade at a premium or discount to its net asset value (NAV) (or indicative value in the case of exchange-traded notes). The degree of liquidity can vary significantly from one ETF to another and losses may be magnified if no liquid market exists for the ETF's shares when attempting to sell them. Each ETF has a unique risk profile, detailed in its prospectus, offering circular, or similar material, which should be considered carefully when making investment decisions.

**Real estate funds** (including REITs) face several kinds of risk that are inherent in the real estate sector, which historically has experienced significant fluctuations and cycles in performance. Revenues and cash flows may be adversely affected by: changes in local real estate market conditions due to changes in national or local economic conditions or changes in local property market characteristics; competition from other properties offering the same or similar services; changes in interest rates and in the state of the debt and equity credit markets; the ongoing need for capital improvements; changes in real estate tax rates and other operating expenses; adverse changes in governmental rules and fiscal policies; adverse changes in zoning laws; the impact of present or future environmental legislation and compliance with environmental laws.

**Structured Products** involve callable or non-callable bank-issued notes that are structured with basic put/call options for a specified term and upon which the return is based on the return of a given set of underlying securities. Structured products are subject to market risk and the credit risk of the institutional issuer and have limited liquidity for the term of the note. VPWL's use of structured products attempts to hedge market risk for a given set of underlying securities.

**Private placements** carry a substantial risk as they are subject to less regulation than are publicly offered securities, the market to resell these assets under applicable securities laws may be illiquid, due to restrictions, and the liquidation may be taken at a substantial discount to the underlying value or result in the entire loss of the value of such assets.

**Venture capital funds** invest in start-up companies at an early stage of development in the interest of generating a return through an eventual realization event; the risk is high as a result of the uncertainty involved at that stage of development. There may be only periodic liquidity in these types of securities.

**Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

There are no criminal or civil actions, administrative proceedings, or self-regulatory organization proceedings to report.

## **Item 10: Other Financial Industry Activities and Affiliations**

Neither VPWL nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer, Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities, nor do they have any material relationships to this advisory business that would present a possible conflict of interest.

VPWL does not utilize nor select third-party investment advisers.

## **Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

### **Code of Ethics**

VPWL has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. VPWL's Code of Ethics is available upon request to any client or prospective client.

### **Recommendations Involving Material Financial Interests**

VPWL does not recommend that clients buy or sell any security in which a related person to VPWL or VPWL has a material financial interest.

### **Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of VPWL may buy or sell securities for themselves that they also recommend to clients. Such transactions create a conflict of interest. VPWL will always document any transactions that could be construed as conflicts of interest and will never engage in trading that front runs or operates to the client's disadvantage when similar securities are being bought or sold.

### **Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of VPWL may buy or sell securities for themselves at or around the same time as clients. Such transactions create a conflict of interest. However, VPWL will never engage in trading that front runs or operates to the client's disadvantage if representatives of VPWL buy or sell securities at or around the same time as clients.

## **Item 12: Brokerage Practices**

### **Factors Used to Select Custodians and/or Broker/Dealers**

Custodians will be recommended based on VPWL's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. Clients will not necessarily pay the lowest commission or commission equivalent, and VPWL may also consider the market expertise and research access provided by the custodian, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers that may aid in VPWL's research efforts.

VPWL will require clients to use Schwab Institutional, a division of Charles Schwab & Co., Inc.

### ***Research and Other Soft-Dollar Benefits***

While VPWL has no formal soft dollars program in which soft dollars are used to pay for third party services, VPWL may receive research, products, or other services from custodians in connection with client securities transactions ("soft dollar benefits"). VPWL may enter into soft-dollar arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. There can be no assurance that any particular client will benefit from soft dollar research, whether or not the client's transactions paid for it, and VPWL does not seek to allocate benefits to client accounts proportionate to any soft dollar credits generated by the accounts. VPWL benefits by not having to produce or pay for the research, products or services. Clients should be aware that VPWL's acceptance of soft dollar benefits may result in higher commissions charged to the client. This incentive creates a conflict of interest. VPWL believes that the requirement that clients use Schwab as their custodian is in the client's best interest based on the fees Schwab charges and the services Schwab provides.

### ***Brokerage for Client Referrals***

VPWL receives no referrals from a custodian or third party in exchange for using that custodian or third party.

### ***Clients Directing Which Broker/Dealer/Custodian to Use***

VPWL will require clients to use Charles Schwab to execute transactions. Not all advisers require clients to use a particular custodian.

### **Aggregating (Block) Trading for Multiple Client Accounts**

If VPWL buys or sells the same securities on behalf of more than one client, it might, but would be under no obligation to, aggregate or bunch, to the extent permitted by applicable law and regulations, the securities to be purchased or sold for multiple clients in order to seek more favorable prices, lower brokerage commissions or more efficient execution. In such case, VPWL would place an aggregate order on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. When VPWL does not or cannot aggregate trades, clients may receive less favorable prices, pay higher brokerage commissions, or experience less efficient trade execution.

## **Item 13: Review of Accounts**

### **Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

All client accounts for VPWL's advisory services provided on an ongoing basis are reviewed at least Quarterly by Amy Lea Boyd, Principal, with regard to clients' respective investment objectives and risk tolerance levels. All accounts at VPWL are assigned to this reviewer.

At least annually, VPWL will engage with the client to review the financial circumstances of the client account to assess whether any changes will need to be made in the way VPWL will manage the account.

### **Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic, or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **Content and Frequency of Regular Reports Provided to Clients**

Each client of VPWL's advisory services provided on an ongoing basis will receive a monthly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian. VPWL will also provide at least quarterly a separate written statement to the client.

## **Item 14: Client Referrals and Other Compensation**

### **Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

Other than soft dollar benefits as described in Item 12 above, VPWL does not receive any economic benefit, directly or indirectly from any third party for advice rendered to VPWL's clients.

With respect to Schwab, VPWL receives access to Schwab's institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Schwab Advisor Services. Schwab's services include brokerage services that are related to the execution of securities transactions, custody, research, including that in the form of advice, analyses and reports, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment. For VPWL client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions or other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

Schwab also makes available to VPWL other products and services that benefit VPWL but may not benefit its clients' accounts. These benefits may include national, regional or VPWL specific educational events organized and/or sponsored by Schwab Advisor Services. Other potential benefits may include occasional business entertainment of personnel of VPWL by Schwab Advisor Services personnel, including meals, invitations to sporting events, including golf tournaments, and other forms of entertainment, some of which may accompany educational opportunities. Other of these products and services assist VPWL in managing and administering clients' accounts. These include software and other technology (and related technological training) that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts, if applicable), provide research, pricing information and other market data, facilitate payment of VPWL's fees from its clients' accounts (if applicable), and assist with back-office training and support functions, recordkeeping and client reporting. Many of these services generally may be used to service all or some substantial number of VPWL's accounts. Schwab Advisor Services also makes available to VPWL other services intended to help VPWL manage and further develop its business enterprise. These services may include professional compliance, legal and business consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, employee benefits providers, human capital consultants, insurance and marketing. In addition, Schwab may make available, arrange and/or pay vendors for these types of services rendered to VPWL by independent third parties. Schwab Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or

a part of the fees of a third-party providing these services to VPWL. VPWL is independently owned and operated and not affiliated with Schwab. Please see Item 12 above for information regarding the conflict of interest this creates.

#### **Compensation to Non – Advisory Personnel for Client Referrals**

VPWL does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

### **Item 15: Custody**

VPWL does not accept or maintain physical custody of client funds or securities. However, when advisory fees are deducted directly from client accounts at client's custodian, VPWL will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction. Clients should carefully review those statements for accuracy, compare them to the reports and invoices they receive from VPWL, and promptly notify VPWL of any discrepancies.

### **Item 16: Investment Discretion**

VPWL requires clients to grant it discretionary authority for investment advisory services. The advisory contract established with each client sets forth the discretionary authority for trading. VPWL generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share. In some instances, VPWL's discretionary authority in making these determinations may be limited by conditions imposed by a client (in investment guidelines or objectives, or client instructions otherwise provided to VPWL).

### **Item 17: Voting Client Securities (Proxy Voting)**

VPWL will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all specific proxy questions to the issuer of the security. Clients may direct any general questions to VPWL by emailing [info@ventanaprivatewealth.com](mailto:info@ventanaprivatewealth.com) or calling (720) 764-7200.



## **Item 18: Financial Information**

### **Balance Sheet**

VPWL neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

### **Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither VPWL nor its management has any financial condition that is likely to reasonably impair VPWL's ability to meet contractual commitments to clients.

### **Bankruptcy Petitions in Previous Ten Years**

VPWL has not been the subject of a bankruptcy petition in the last ten years.

## **Item 19: Requirements For State Registered Advisers**

### **Principal Executive Officers and Management Persons; Their Formal Education and Business Background**

VPWL currently has only one management person/executive officer: Amy Lea Boyd. Education and business background can be found on the Form ADV Part 2B brochure supplement for such individual.

### **How Performance-based Fees are Calculated and Degree of Risk to Clients**

VPWL does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

### **Material Disciplinary Disclosures for Management Persons of this Firm**

No management person at VPWL or VPWL has been found liable in an arbitration claim or been found liable in a civil, self-regulatory organization, or administrative proceeding.



*This brochure supplement provides information about Amy Lea Boyd that supplements the Ventana Private Wealth LLC brochure. You should have received a copy of that brochure. Please contact Amy Lea Boyd if you did not receive Ventana Private Wealth LLC's brochure or if you have any questions about the contents of this supplement.*

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

## **Ventana Private Wealth LLC**

### **Form ADV Part 2B – Individual Disclosure Brochure**

*for*

### **Amy Lea Boyd**

Personal CRD Number: 2978511

Managing Member, Chief Compliance Officer  
& Principal Owner

Ventana Private Wealth LLC  
250 Fillmore Street Suite 150  
Denver, CO 80206  
(720) 764-7200

[amy.boyd@ventanaprivatewealth.com](mailto:amy.boyd@ventanaprivatewealth.com)

## Item 2: Educational Background and Business Experience

**Name:** Amy Lea Boyd      **Born:** 1968

### **Educational Background and Professional Designations:**

#### **Education:**

Masters Business, University of Colorado at Denver - 1997

Bachelor of Arts English, University of Texas at Austin - 1991

#### **Designations:**

##### **CFP® - Certified Financial Planner**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

## **CFA – Chartered Financial Analyst**

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

### **Global Recognition**

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### **Comprehensive and Current Knowledge**

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

### **Business Background:**

01/2021 - Present	Managing Member, Chief Compliance Officer & Principal Owner Ventana Private Wealth LLC
01/2018 - 01/2021	Director of Research Private Capital Management
05/2011 - 01/2018	Advisor, Partner Wagner Wealth Management
07/2009 - 12/2011	Consultant MHN Consulting

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

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

Amy Lea Boyd is not engaged in any investment-related business or occupation (other than this advisory firm).

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

Amy Lea Boyd does not receive any economic benefit from any person, company, or organization, other than Ventana Private Wealth LLC in exchange for providing clients advisory services through Ventana Private Wealth LLC.

## **Item 6: Supervision**

As the Chief Compliance Officer of Ventana Private Wealth LLC, Amy Lea Boyd supervises all activities of the firm. Amy Lea Boyd's contact information is on the cover page of this disclosure document. Amy Lea Boyd adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

## **Item 7: Requirements For State Registered Advisers**

*This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. Amy Lea Boyd has not been found liable in an arbitration claim alleging damages nor has she been found liable in a civil, self-regulatory organization, or administrative proceeding.
- B. Amy Lea Boyd has not been the subject of a bankruptcy petition.