



Honu Wealth Management (Williams, Garth Alan dba)

1307 S Mary Ave, Suite 101, Sunnyvale, CA 94087

650.917.3400

[www.HonuWealth.com](http://www.HonuWealth.com)

March 1, 2021

This Brochure provides information about the qualifications and business practices of Honu Wealth Management (“Honu”). If you have any questions about the contents of this brochure, please contact us at 650.917.3400 or [info@HonuWealth.com](mailto:info@HonuWealth.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.

Honu is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Additional information about Honu also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Material Changes

This Item discusses only material changes that are made to our brochure since our last annual update. Our last annual update was published on March 10, 2020.

Item 4.E. We updated our asset under management.

Item 12. We changed our preferred custodian from Raymond James and Associates to Charles Schwab & Co., Inc. (Schwab) and updated and expanded this section based on Schwab's products and services.

Item 14. We updated this section to further explain that Schwab has agreed to pay for certain products and services once the value of our client's asset at Schwab reaches certain levels.

Item 15. We added explanation of our deemed custody in certain circumstances.

A copy of our brochure may be requested by contacting Garth A. Williams, Chief Compliance Officer at 650.917.3400 or [Service@HonuWealth.com](mailto:Service@HonuWealth.com). Our brochure is also available on our web site [www.HonuWealth.com](http://www.HonuWealth.com) free of charge.

Additional information about Honu is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with Honu who are registered, or are required to be registered, as investment adviser representatives of Honu.

### Item 3 -Table of Contents

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

#### **Item 4 – Advisory Business**

- A. ***Our firm.*** Honu Wealth Management (“Honu”) formed in 2006 to provide an alternative to the conflicted investment advice given by captive representatives of brokerage firms, banks, and insurance companies. Honu is a sole proprietorship owned by Garth A. Williams. Prior to forming Honu, Garth spent twelve years in the financial services industry dually registered as an investment advisor and broker-dealer representative. Honu is not affiliated with any other financial services company and has no subsidiaries.
- B. ***Our Services.*** Honu offers four primary services: *financial planning, investment supervisory, wealth management and pension consulting.*

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

The first step in the financial planning process is a meeting with you, the client, to determine the scope of the engagement. At this meeting we will discuss what’s important to you and, if necessary, help refine your financial goals. We will explain our services and determine if there is a fit between your needs and our services. If we both agree, we will then enter into a Financial Planning Agreement, including the terms of the engagement and the fees to be charged. Through subsequent communications and meetings, Honu will learn in more detail about your financial situation and goals and typically review a draft financial plan with you. A written financial plan will usually be presented to you at the third meeting detailing the findings of the analysis and giving you a specific action plan to help achieve your goals.

We will help you coordinate the implementation of any recommendations made, including referral to other practicing professionals whose services may be required (attorneys, accountants, etc.).

Some of Honu’s Investment Advisor Representatives (IARs) are individually licensed as insurance agents. IARs may recommend the purchase of fixed insurance products that will earn them a commission. In this situation, a conflict exists between the interests of the IAR and the interest of the client. The client is under no obligation to act upon IAR’s recommendation and if the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through the IAR.

***Investment Supervisory Services***

Investment supervisory services include investment advice and monitoring of securities on an ongoing basis. These services are primarily offered on a discretionary basis, which means you give us written authorization to make changes to your investments without getting your approval for each transaction.

***Wealth Management Services***

Wealth Management Services combine financial planning and investment supervisory services (described above) for a fixed annual fee to further eliminate the potential conflicts of interest between you and Honu when providing investment supervisory services and financial planning. (i.e. If you are paying Honu for investment supervisory services and request advice about paying off your mortgage, Honu has an incentive to keep your financial assets where it gets paid instead of paying down the mortgage where it will not be paid for those assets anymore.) Financial Planning is offered on an as requested basis for Wealth Management clients without additional costs. Investment supervisory services are offered on those accounts where the client has authorized Honu to do so without regard to account size.

***Pension Consulting Services***

Pension consulting services assist business owners and managers in the selection and monitoring of retirement plans for their employees. This may include developing investment policy, allocation of plan assets, selection of money managers and mutual funds, tracking investment performance, providing employee education, and selecting other service providers.

- C. ***Customization.*** All portfolios are tailored to the individual needs and circumstances of our clients. We consider the information provided to us about existing accounts, tax situation and asset location. Each client's portfolio is then tailored to provide an overall asset allocation close to the target allocation for the goal(s) given and the constraints on certain assets (like a limited menu of options inside an employer-sponsored retirement plan). Reasonable restrictions on the type and/or individual securities are accepted by Honu.
- D. ***Wrap fee programs.*** Honu Wealth does not sponsor or participate in wrap fee programs.

- E. **Assets under management.** As of December 31, 2020 Honu Wealth Management managed \$89,200,000 on a discretionary basis and \$1,100,000 on a non-discretionary basis calculated using the method of Item 5F of Form ADV, Part 1A.

## Item 5 – Fees and Compensation

- A. **Compensation.** Honu prepares financial plans for a one-time fixed fee. Honu provides investment supervisory services based on a percentage of assets under management and wealth management services for a fixed annual fee. Honu also provides pension consulting services on a fixed, percentage or hourly basis depending on the agreement with the client. Financial planning fees generally are between \$2,000 and \$10,000. Investment supervisory services are offered at a 1% annual fee on the first \$1,000,000 of assets under management and negotiable thereafter. There is a \$2,000 minimum annual fee regardless of account size. Hourly rates range from \$100-\$400. Fees are negotiable.
- B. **Billing.** For financial planning, a down payment of half the fee is generally due upon signing the agreement with other half due upon delivery of the written plan. Investment advisory, wealth management and pension consulting fees are paid quarterly in advance and are typically deducted from the clients' accounts. Clients may choose to be billed instead of having the fees deducted from their accounts.
- C. **Fees you pay to others.** Clients may incur transaction charges and other fees imposed by custodians in connection with services for their accounts. Mutual funds and exchange traded funds also charge internal management fees which are disclosed in a fund's prospectus. Such charges and fees are exclusive of and in addition to Honu's fees. Item 12 further describes the factors that Honu considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (*e.g.*, commissions).
- D. **Pre-payment of fees and refund policy.** Typically, half of financial planning fees are paid in advance. The fee is fully refundable within five (5) working days. After five (5) days, an hourly charge of \$250 will be deducted from any refund for work already performed. Once the financial plan is completed and delivered, no refund will be made. Investment supervisory, wealth management and pension consulting fees are generally paid quarterly in advance. These agreements may be terminated at any time by providing

written notice to Honu. Investment supervisory clients will receive a refund of the prorated portion of the fee for the quarter in which the agreement is terminated. If the client chooses to terminate a wealth management or pension consulting agreement in the first year, the full annual fee is then payable to Honu. After the first year, the Client will not be responsible for quarterly payments beyond those when Honu last provided services to the client.

- E. ***Shared fees and commissions.*** Honu does not accept compensation for the sale of securities. Individual investment advisor representatives are licensed insurance agents and can receive commissions only on fixed insurance products. See item 10C for more details.

Lower fees for comparable services may be available from other sources.

### **Item 6 – Performance-Based Fees and Side-By-Side Management**

Honu does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). These fees create a conflict of interest by providing an incentive to the investment advisor to favor performance-based accounts over non-performance-based accounts.

### **Item 7 – Types of Clients**

Honu provides investment advice to individuals, high net worth individuals, trusts, and pension plans. Honu does not impose a minimum account size. Instead, we require a minimum quarterly fee of \$500 for investment advisory clients and a \$1,000 quarterly fee to for wealth management clients.

### **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

- A. ***Methods of analysis and investment strategies.*** Our investment strategies are based on the overwhelming body of academic research showing that active management underperforms passive management. We also believe that asset allocation and costs are critical determinants of expected returns. Therefore, we use a low-cost, asset allocation approach tied to each individual client's goals and situation. Most clients will have a mix of stocks, bonds, and cash each with their own risks. Investing in securities involves risk of loss that clients should be prepared to bear.

B. **Material risks.** All investment programs have certain risks that are born by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Credit Risk:** The return on fixed income investments (e.g., bonds, preferred stock) is dependent on the issuer of the security meeting its commitment to make agreed upon payments. Credit risk is the risk that the issuer does not meet that obligation.
- **Inflation Risk:** This is also known as “purchasing power risk.” When any type of inflation is present, a dollar today will not buy as much as a dollar next year, due to purchasing power eroding at the rate of inflation. Fixed payment securities (e.g., CDs, bonds, preferred stock) are particularly sensitive to inflation risk.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and/or intangible events and conditions. This type of risk is caused by external factors independent of a security’s particular underlying circumstances. For example, political, economic, and social conditions may trigger market events.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment’s originating country. This is also referred to as exchange rate risk.

C. **Primary security type.** We do not generally recommend individual securities for our clients. Instead, we recommend mutual funds and exchange traded funds (ETFs). Frequent trading is not used as a primary strategy.

## Item 9 – Disciplinary Information

Honu has no legal or disciplinary events to report.

## Item 10 – Other Financial Industry Activities and Affiliations

- A. **Broker-dealer registration status.** Honu is not registered or affiliated with any broker-dealer.
- B. **Other financial registration status.** Honu is not registered or affiliated with any futures commission merchant, commodity pool operator, or commodity trading advisor.
- C. **Other relationships/conflicts of interest.** Investment Advisor Representatives (IARs) are individually licensed as insurance agents. IARs may recommend the purchase of fixed insurance products (term life insurance, long-term care insurance, etc.) that will earn them a commission. In this situation, a conflict of interests exists between the client and IAR. The client is under no obligation to act upon the IAR's recommendation or use the IAR as their insurance agent. IARs spend less than 1% of their time on insurance transactions. Insurance commissions accounted for less than 1% of Honu's 2020 revenue.

Tom Chun is an enrolled agent and as such provides tax preparation services. This is a separate service that poses no conflict of interest. Tom spends approximately 10% of his time on his tax practice.

Stephen Sustrick provides accounting related services under the name Pacific West Wealth Management Group. This is a separate service that poses no conflict of interest.

- D. **Relationships with other investment advisers.** Honu does not receive compensation from other investment advisers that creates a material conflict of interest. Honu personnel are provided with educational seminars, access to personnel, secure web sites, tools and various other marketing and education materials from other investment advisers (mutual fund companies).

## Item 11 – Code of Ethics

- A. **Code of Ethics.** Honu has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Honu must acknowledge the terms of the Code of Ethics annually, or as amended.
- B. **Related interest in securities.** Honu does not have a financial interest in any of the securities we recommend to clients.
- C. **Investments in same securities.** Subject to satisfying Honu’s personal securities trading procedures and applicable laws, officers, directors, and employees of Honu may trade for their own accounts in securities which are recommended to and/or purchased for Honu’s clients. The Code of Ethics is designed to assure that the personal securities transactions, activities, and interests of the employees of Honu will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. The Code of Ethics requires pre-clearance of many transactions and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics to reasonably prevent conflicts of interest between Honu and its clients.
- D. **Buying and selling securities at or about the same time as clients.** The Code of Ethics restricts trading in close proximity to client trading activity.

Honu’s clients or prospective clients may request a copy of the firm’s Code of Ethics by contacting Garth A. Williams at 650.917.3400.

## **Item 12 – Brokerage Practices**

Clients are free to select any broker they wish and are so informed. If the client directs Honu in writing to use a particular broker or dealer to execute transactions for the client's account, the client is responsible for negotiating terms and arrangements with that broker/dealer.

If a client does not have a preferred broker, Honu generally recommends our clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, as the qualified custodian. We are independently owned and operated and are not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when we instruct them to. If you decide to use Schwab, then you will open your account with Schwab by entering into an account agreement directly with them. Conflicts of interest associated with this arrangement are described below as well as in Item 14 (Client referrals and other compensation). You should consider these conflicts of interest when selecting your custodian. We do not open the account for you, although we may assist you in doing so.

We use Schwab, a custodian/broker, to hold your assets and execute transactions. When considering whether the terms that Schwab provides are, overall, most advantageous to you when compared with other available providers and their services, we consider a wide range of factors, including; combination of transaction execution services and asset custody services, capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.), breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc.), availability of investment research and tools that assist us in making investment decisions, quality of services, competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate the prices, reputation, financial strength, security and stability, availability of other products and services that benefit us, as discussed below (see "Products and services available to us from Schwab").

### **Your brokerage and custody costs**

For our clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. Certain trades (for example, stocks and ETFs) do not incur Schwab commissions or transaction fees. Schwab is also compensated by earning interest on the uninvested cash in your account in Schwab's Cash Features Program. For some

accounts, Schwab charges you a percentage of the dollar amount of assets in the account in lieu of commissions. Schwab's commission rates and asset-based fees applicable to our client accounts were negotiated based on the condition that our clients collectively maintain a total of at least \$80 Million of their assets in accounts at Schwab. This commitment benefits you because the overall commission rates and asset-based fees you pay are lower than they would be otherwise. We are not required to select the broker or dealer that charges the lowest transaction cost, even if that broker provides execution quality comparable to other brokers or dealers. Although we are not required to execute all trades through Schwab, we have determined that having Schwab execute most trades is consistent with our duty to seek "best execution" of your trades. By using another broker or dealer you may pay lower transaction costs.

### **Products and services available to us from Schwab**

Schwab Advisor Services™ is Schwab's business serving independent investment advisory firms like us. They provide our clients and us with access to their institutional brokerage services (trading, custody, reporting and related services), many of which are not typically available to Schwab retail customers. However, certain retail investors may be able to get institutional brokerage services from Schwab without going through us. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Schwab's support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. Following is a more detailed description of Schwab's support services:

**Services that benefit you.** Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

**Services that do not directly benefit you.** Schwab also makes available to us other products and services that benefit us but do not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts and operating our firm. They include investment research, both Schwab's own and that of third parties. We use this research to service all or a substantial

number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that: provide access to client account data (such as duplicate trade confirmations and account statements), facilitate trade execution and allocate aggregated trade orders for multiple client accounts, provide pricing and other market data, facilitate payment of our fees from our clients' accounts and assist with back-office functions, recordkeeping, and client reporting.

**Services that generally benefit only us.** Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include; Educational conferences and events, consulting on technology and business needs, consulting on legal and compliance related needs, publications and conferences on practice management and business succession, access to employee benefits providers, human capital consultants, and insurance providers and marketing consulting and support.

Schwab provides some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab also discounts or waives its fees for some of these services or pays all or a part of a third party's fees. Schwab also provides us with other benefits, such as occasional business entertainment of our personnel. If you did not maintain your account with Schwab, we would be required to pay for those services from our own resources.

**Our interest in Schwab's services.** The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services. Schwab has also agreed to pay for certain technology, research, marketing, and compliance consulting products and services on our behalf once the value of our clients' assets in accounts at Schwab reaches certain thresholds. These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. The fact that we receive these benefits from Schwab is an incentive for us to recommend the use of Schwab rather than making such a decision based exclusively on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. We believe, however, that taken in the aggregate our recommendation of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How we select brokers/custodians") and not Schwab's services that benefit only us.

The primary factors considered in Honu's decision to recommend Schwab include the quality and breadth of the products and services it offers to clients, brokerage, and technology. Honu can more effectively monitor and report on client accounts if transactions are made through Schwab. It may be the case that Schwab charges a higher or lower fee than another broker charges for a particular type of service, such as transaction fees. Clients may utilize the broker/dealer of their choice and have no obligation to purchase or sell securities through Schwab.

Honu does not use "soft dollar" arrangements. Soft dollar arrangements are when an adviser receives certain benefits from a broker-dealer as a result of commissions generated by the adviser's transactions instead of paying for the benefits (research, products and/or services) directly.

### **Item 13 – Review of Accounts**

For Investment Advisory and Wealth Management clients, Investment Adviser Representatives (IARs) continuously monitor accounts to identify situations that may warrant specific actions be taken on behalf of a client's investments or their overall portfolio. Such reviews include, but are not limited to, suitability, performance, asset allocation, change in investment objectives, risk tolerance and concentration.

Honu reviews the mutual funds and other investment vehicles that we recommend to clients monthly for performance and suitability.

At least quarterly, clients receive a brokerage statement from their custodian. The brokerage statement contains the cash balance, type, name and amount of each security, the current market value of each security, account activity for the period, and when available, the unrealized gain or loss of each security. The client also receives a confirmation of each transaction from their custodian.

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

We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. In addition, Schwab has also agreed to pay for certain products and services for which we would otherwise have to pay once the value of our clients' assets in accounts at Schwab reaches a certain size. You do not pay more for assets maintained at Schwab because of these arrangements. However, we benefit from the arrangement because the cost of these services would otherwise be borne directly by us.

You should consider these conflicts of interest when selecting a custodian. The products and services provided by Schwab, how they benefit us, and the related conflicts of interest are described above (see Item 12 – Brokerage Practices).

### **Item 15 – Custody**

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct your custodian to deduct our advisory fees directly from your account. Your qualified custodian maintains actual custody of your assets. You will receive account statements directly from your custodian at least quarterly. They will be sent to the email or postal mailing address you provided to them. You should carefully review those statements promptly when you receive them.

### **Item 16 – Investment Discretion**

Honu usually receives discretionary authority from clients at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, Honu observes the investment policies, limitations, and restrictions of the clients for which it advises. Investment guidelines and restrictions must be provided to Honu in writing.

### **Item 17 – Voting Client Securities**

Honu does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Honu may provide advice to clients regarding the clients' voting of proxies.

### **Item 18 – Financial Information**

- A. **Balance sheet.** Honu is not required to include a balance sheet.
- B. **Financial impairments.** Honu has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients.
- C. **Bankruptcy disclosure.** Honu has never been the subject of any bankruptcy proceeding.

## Item 19 – Requirements for State-Registered Advisers

- A. **Education and business background.** Garth A. Williams has been the sole owner and Chief Compliance Officer of Honu Wealth Management since 2006.

Education: College for Financial Planning, CFP Education Program  
Santa Clara University, Master of Business Administration  
University of the Pacific, BS in Electrical Engineering

- B. **Other business.** In addition to giving investment advice, Honu provides financial planning services and non-investment related advice. Approximately 75% of our time is devoted to financial planning and non-investment related advice.
- C. **Performance-based fees.** We do not charge any performance-based fees.
- D. **Financial events disclosure.** We are not involved in any arbitration claims, liability awards or administrative proceedings.
- E. **Ties to securities issuers.** We have no relationships or arrangements with any issuers of securities to disclose.

## Item 1- Cover Page



Garth A. Williams, MBA, CFP®

Honu Wealth Management

1307 S Mary Ave, Suite 101, Sunnyvale, CA 94087

650-917-3400

March 13, 2021

**This Brochure Supplement provides information about Garth A. Williams that supplements the Honu Wealth Management Brochure. You should have received a copy of that Brochure. Please contact Garth A. Williams if you did not receive Honu Wealth Management's Brochure or if you have any questions about the contents of this supplement.**

## Item 2- Educational Background and Business Experience

**Garth A. Williams**, Born 1963

### **Education and Designations:**

College for Financial Planning, CFP®

Santa Clara University, MBA

University of the Pacific, BS Electrical Engineering

### **Business Background:**

Honu Wealth Management, Owner and Chief Compliance Officer      2006 to Present

The Certified Financial Planner™ (CFP®) certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. 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 and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university).
- Examination – Pass the comprehensive CFP® Certification Examination.
- 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:

- 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
- 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.

### **Item 3- Disciplinary Information**

Garth A. Williams has no material legal or disciplinary events to disclose.

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

Garth A. Williams has no other business activities to disclose.

### **Item 5- Additional Compensation**

Garth A. Williams has no additional compensation to disclose.

### **Item 6 - Supervision**

Honu’s Compliance Policy Manual includes the policies and procedures that Garth A. Williams must adhere to when providing advice to clients. For more information please contact Garth A. Williams, Chief Compliance Officer, phone 650.917.3400.

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

State registered advisers are required to disclose all material facts regarding several additional events over and above the events required under Item 3. No information is applicable to this Item.

**Item 1- Cover Page**



**Tom P. Chun**

**Honu Wealth Management**

1307 S Mary Ave, Suite 101, Sunnyvale, CA 94087

650-917-3400

March 7, 2021

**This Brochure Supplement provides information about Tom P. Chun that supplements the Honu Wealth Management Brochure. You should have received a copy of that Brochure. Please contact Tom P. Chun, Financial Advisor if you did not receive Honu Wealth Management's Brochure or if you have any questions about the contents of this supplement.**

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

**Item 2- Educational Background and Business Experience**

**Tom P. Chun**, Birth Year 1973

**Education and Designations:**

B.A. Economics from UC Berkeley  
M.B.A. from Santa Clara University  
Certified Financial Planner™ (CFP®)  
Enrolled Agent (EA)

**Business Background:**

Financial Advisor at Honu Wealth Management (06/2007- Present)

**A Certified Financial Planner™ (CFP®)** 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 – Unlike many financial advisors, CFP® professionals must develop their theoretical and practical knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by CFP Board. Applicants may also satisfy the education requirement by submitting a transcript review or previous financial planning-related course work. Or, they can show that they have attained certain professional designations or academic degrees that cover the important subjects in CFP Board’s financial planning curriculum.
- Examination – CFP® professionals must pass the comprehensive CFP® Certification Exam, which tests their abilities to apply financial planning knowledge to real-life situations. The exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance. This comprehensive exam ensures that a CFP® professional is highly qualified to develop a plan for your finances.
- Experience – CFP® professionals complete several years of experience related to delivering financial planning services to clients prior to earning the right to use the CFP® certification trademarks. This hands-on experience guarantees that CFP® professionals have practical financial planning knowledge, so you can count on them to help you create a realistic financial plan that fits your individual needs.
- Ethics – When it comes to ethics and professional responsibility, CFP® professionals are held to the highest of standards, as outlined in CFP Board's [\*Standards of Professional Conduct\*](#). They are obliged to uphold the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence as outlined in CFP Board’s *Code of Ethics*. The *Standards of Conduct* require CFP® professionals to put your interests ahead of their own at all times and to provide their financial planning services as a “fiduciary”—acting in the best interest of their financial planning clients. CFP® professionals are subject to CFP Board

sanctions if they violate these standards.

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:

- 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
- 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.

An **Enrolled Agent (EA)** An enrolled agent is a person who has earned the privilege of representing taxpayers before the Internal Revenue Service by either passing a three-part comprehensive IRS test covering individual and business tax returns, or through experience as a former IRS employee. Enrolled agent status is the highest credential the IRS awards. Individuals who obtain this elite status must adhere to ethical standards and complete 72 hours of continuing education courses, including 2 hours of ethics or professional conduct, every three years.

Enrolled agents, like attorneys and certified public accountants (CPAs), have unlimited practice rights. This means they are unrestricted as to which taxpayers they can represent, what types of tax matters they can handle, and which IRS offices they can represent clients before.

### **Item 3- Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

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

Tom P. Chun also prepares tax returns and is a California Life and Health Insurance Agent.

### **Item 5- Additional Compensation**

No information is applicable to this Item.

### **Item 6 - Supervision**

Honu's Compliance Policy Manual includes the policies and procedures that Tom P. Chun must adhere to when providing advice to clients. Garth Williams, Chief Compliance Officer, 650.917.3400 is responsible for supervising Tom P. Chun's advisory activities.

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

State registered advisers are required to disclosure all material facts regarding several additional events over and above the events required under Item 3. No information is applicable to this Item.

## Item 1- Cover Page



Phillip G. Conlon, Jr.

Honu Wealth Management

1307 S Mary Ave, Suite 101, Sunnyvale, CA 94087

650-917-3400

March 13, 2021

**This Brochure Supplement provides information about Phillip G. Conlon, Jr. that supplements the Honu Wealth Management Brochure. You should have received a copy of that Brochure. Please contact Phillip G. Conlon, Jr., Financial Advisor if you did not receive Honu Wealth Management's Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Phillip G. Conlon, Jr. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2- Educational Background and Business Experience

**Phillip G. Conlon, Jr.**, Birth Year 1957

### **Education and Designations:**

B.A. Business Administration from Principia College

### **Business Background:**

Honu Wealth Management, Independent Financial Advisor/Investment Advisor Representative 05/19- Present

Silicon Valley Securities, Inc., Independent Financial Advisor/Registered Representative and Investment Advisor Representative 2006-2019

|   |           |
|---|-----------|
| <u>H&amp;R Block Financial Advisors</u> , Financial Advisor/Registered Representative | 2003-2006 |
| <u>Morgan Stanley</u> , Financial Advisor/Registered Representative                   | 2001-2002 |
| <u>Merrill Lynch</u> , Financial Consultant/Registered Representative                 | 1998-2001 |
| <u>Smith Barney</u> , Financial Consultant/Registered Representative                  | 1992-1998 |

Prior to 1992, Phillip worked at Intel Corporation for over twelve years as a Financial Manager and a Financial Analyst.

### **Item 3- Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

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

No information is applicable to this Item.

### **Item 5- Additional Compensation**

No information is applicable to this Item.

### **Item 6 - Supervision**

Honu Wealth Management's Compliance Policy Manual includes the policies and procedures that Phillip G. Conlon, Jr. must adhere to when providing advice to clients. Garth Williams, Chief Compliance Officer (650.917.3400) is responsible for supervising Phillip's advisory activities.

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

State registered advisers are required to disclose all material facts regarding several additional events over and above the events required under Item 3. No information is applicable to this Item.