

**Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
February 2021**

John J. Madden



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Berkeley, CA 94704
<https://mindful.money/>**

**Firm Contact:
Gail Lieberman
Chief Compliance Officer**

This brochure supplement provides information about Mr. Madden that supplements our brochure. You should have received a copy of that brochure. Please contact Ms. Lieberman if you did not receive DeYoe Wealth Management, Inc. dba Mindful Money's brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Madden is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD # 3100035.

Item 2: Educational Background & Business Experience

John Joseph Madden

Year of Birth: 1956

Educational Background:

- 1978: Boston College; Bachelor of Arts in Economics

Business Background:

- 05/2008 – Present DeYoe Wealth Management, Inc dba Mindful Money; Vice President
- 03/1999 – 05/2008 TD Waterhouse Investor Services, Inc; Registered Representative

Exams, Licenses & Other Professional Designations:

- 1998: Series 7 & 63 Exams
- 1998: Life & Health Insurance
- 2000: Series 10 Exam

Item 3: Disciplinary Information

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

Item 4: Other Business Activities

Mr. Madden is a licensed insurance agent/broker. He may offer insurance products and receive customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation earned. To mitigate this potential conflict, Mr. Madden, as a fiduciary, will act in the client's best interest.

Item 5: Additional Compensation

Mr. Madden does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Gail Lieberman supervises and monitors Mr. Madden's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Lieberman if you have any questions about Mr. Madden's brochure supplement at 510-848-0012.