

**Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
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Paul Rubin



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

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

This brochure supplement provides information about Mr. Rubin 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 brochure or if you have any questions about the contents of this supplement. Additional information about Mr. Rubin is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD #6737768.

Item 2: Educational Background & Business Experience

Paul Edward Rubin

Year of Birth: 1984

Educational Background:

- 2006: Ithaca College; Bachelor of Science in Sports Management
- 2012: The Wright Institute; Masters in Psychology

Business Background:

- 12/2019 – Present DeYoe Wealth Management, Inc dba Mindful Money; Planner
- 03/2019 – 09/2019 Grove; Financial Planner
- 12/2017 – 02/2019 Prime Wealth Management; Financial Planner
- 11/2014 – 12/2017 Bell Investment Advisors; Financial Planner
- 06/2012 – 11/2014 College Internship Program; Head Student Advisor
- 02/2012 – 05/2012 Sabbatical
- 12/2009 – 01/2012 Student

Exams, Licenses & Other Professional Designations:

- 2016: Certified Financial Planner

Certified Financial Planner™, CFP®

The CFP® certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP® Board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam and agreeing to be bound by the CFP® board's *Standard of Professional Conduct*. As a prerequisite, the individual must have a Bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the *Standards of Professional Conduct*.

Item 3: Disciplinary Information

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

Item 4: Other Business Activities

Mr. Rubin has no other business activities to disclose.

Item 5: Additional Compensation

Mr. Rubin 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. Rubin'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. Rubin's brochure supplement at 510-848-0012.