

*This brochure supplement provides information about David Everett Lam that supplements the Focus Investment Advisors brochure. You should have received a copy of that brochure. Please contact David Everett Lam if you did not receive Focus Investment Advisors's brochure or if you have any questions about the contents of this supplement.*

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

# **Focus Investment Advisors**

## Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **David Everett Lam**

Personal CRD Number: 5052501

Investment Adviser Representative

Focus Investment Advisors  
514 Via De La Valle Suite 200  
Solana Beach, Ca 92075  
(858) 345.1736 [dlam@focusinvestment.com](mailto:dlam@focusinvestment.com)

UPDATED: 09/24/2024

## Item 2: Educational Background and Business Experience

**Name:** David Everett Lam      **Born:** 1970

### Educational Background and Professional Designations:

#### Education:

Masters of Business Administration Business Finance, Northeastern University - 1998  
Bachelor of Science Microbiology, University of California San Diego - 1994

#### 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.

### **Retirement Income Certified Professional™ ("RICP®")**

The RICP® designation teaches advisers techniques and best practices used to create sustainable streams of retirement income. The education covers retirement income planning, maximizing Social Security and other income sources, minimizing risks to the plan, and managing portfolios during the asset distribution phase. The designation includes three required, college-level courses that represent a total average study time of more than 150 hours. RICP® designees must meet experience, continuing education and ethics requirements. The credential is awarded by The American College, a non-profit educator with an 85-year heritage and the highest form of academic accreditation.

### **Business Background:**

11/2018 - Present	Investment Adviser Representative Focus Investment Advisors
10/2011 - Present	Financial Advisor LPL Financial
01/2006 - 10/2011	Financial Advisor Edward Jones
10/2005 - 12/2005	Trainee Edward Jones

### **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**

David Everett Lam is a registered representative. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Focus Investment Advisors always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of Focus Investment Advisors in such individual's outside capacity.

David Everett Lam is also the owner of real estate rental property. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Focus Investment Advisors always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any Focus Investment Advisors representative in such individual's outside capacities.

## **Item 5: Additional Compensation**

David Everett Lam does not receive any economic benefit from any person, company, or organization, other than Focus Investment Advisors in exchange for providing clients advisory services through Focus Investment Advisors.

## **Item 6: Supervision**

As a representative of Focus Investment Advisors, David Everett Lam is supervised by Andrew Wasa, the firm's Chief Compliance Officer. Andrew Wasa is responsible for ensuring that David Everett Lam adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Andrew Wasa is (760) 230-1880.