

# Member Spotlight

November 2019



CFA Society  
San Diego



## Amar Shah, CFA, CFP

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Amar Shah, CFA, CFP® is the founder of Client First Capital. He has previously served as Public Awareness Chair and Advocacy Chair for CFA Society San Diego's Board of Directors.

### As a child, what did you want to be when you grew up?

My dream was to be a firefighter. In high school, I worked as a junior firefighter for the City of Poway. During my junior year, the station's Fire Chief urged me to go to college before fully committing to being a lifelong firefighter and that decision to get a degree sent me down a different path.

### What made you decide to pursue the CFA charter?

I started working with clients with complex financial planning needs and I knew the knowledge gained from a CFA charter would help me better serve them. I took the CFA exams while working full time. My wife was my biggest advocate and support.

### What do you enjoy most about your current professional role?

Having recently started my own firm, Client First Capital, I enjoy being able to build a firm with values that reflect my own and provide impartial, evidenced based advice to my clients around maximizing their financial well-being.

### If you could speak any language, what would it be and why?

Spanish. Spanish is such a versatile language and is spoken in many different countries. My family and I enjoy traveling and it would be fun to know the local language.

### What superhero or superpower would you want?

I would want all of Superman's powers. I could do it all!

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## If you could take a vacation right now, where would you go?

The Arctic Circle. I'd love to see the wildlife there and the Northern Lights.

## What is the most interesting thing you've read recently?

*Living with a SEAL: 31 Days Training with the Toughest Man on the Planet* by Jesse Itzler. Hesse Itzler invites David Goggin, a Navy Seal, to live with him for a month. It's a very quick, fun read, but made me realize that we're capable of so much more.

## What 3 things would you bring to a deserted island and why?

1. A water purifier. It's the camper in me.
2. A satellite phone. I would use to call to get a ride home.
3. A tent. It would be nice to have someplace warm to stay until help arrives.

## Where is one place in San Diego you always bring visiting guests/tourists?

My family and I really enjoy taking guests to Coronado Beach. The facilities are great and guests always have fun building sandcastles and looking for sand dollars with my daughters (4 and 2).

## What motivated you to join CFA Society San Diego's Board of Directors?

CFASDD brings professionals together to learn from each other and gain access to current market trends and investment knowledge. Having benefited from joining the society, I joined the Board to be able to give back and serve an organization that has helped me grow professionally. And Tap Tuesdays are an added benefit that always help!

