



## IAPD Report

# ROBERT BRUCE VENEZIA

CRD# 1036322

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Please contact FINRA with any concerns.



## IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

### What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

### Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

### How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

### Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

### What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

### Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



## Report Summary

### ROBERT BRUCE VENEZIA (CRD# 1036322)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **07/12/2023**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	STEELPEAK WEALTH, LLC	CRD# 165168	07/12/2023

### QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

**Note:** Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

### REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
IA	KEY INVESTMENT TEAM	120011	WESTLAKE VILLAGE, CA	03/25/2002 - 07/12/2023
IA	KEY ASSET ADVISORS	146603	HENDERSON, NV	06/17/2008 - 07/03/2023
B	THE SEIDLER COMPANIES INCORPORATED	3911	LOS ANGELES, CA	05/02/2002 - 05/08/2002

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

### DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	7





## Qualifications

### REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **2** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

### Employment 1 of 1

Firm Name: **STEELPEAK WEALTH, LLC**  
Main Address: 21650 OXNARD STREET  
SUITE 2300  
WOODLAND HILLS, CA 91367  
Firm ID#: 165168

	Regulator	Registration	Status	Date
	California	Investment Adviser Representative	Approved	07/12/2023
	Nevada	Investment Adviser Representative	Approved	08/03/2023

### Branch Office Locations

**STEELPEAK WEALTH, LLC**  
Henderson, NV

**STEELPEAK WEALTH, LLC**  
Encino, CA




## Qualifications

### PASSED INDUSTRY EXAMS



This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

**This individual has passed 1 principal/supervisory exam, 2 general industry/product exams, and 2 state securities law exams.**



#### Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	11/27/1996

#### General Industry/Product Exams

Exam	Category	Date
 National Commodity Futures Examination (S3)	Series 3	02/15/1990
 General Securities Representative Examination (S7)	Series 7	08/20/1983

#### State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	12/11/1992
 Uniform Securities Agent State Law Examination (S63)	Series 63	02/01/1984

### PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



## Registration & Employment History

### PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
IA	03/25/2002 - 07/12/2023	KEY INVESTMENT TEAM	CRD# 120011	WESTLAKE VILLAGE, C
IA	06/17/2008 - 07/03/2023	KEY ASSET ADVISORS	CRD# 146603	HENDERSON, NV
B	05/02/2002 - 05/08/2002	THE SEIDLER COMPANIES INCORPORATED	CRD# 3911	LOS ANGELES, CA
B	07/23/1997 - 04/22/2002	FIRST UNION SECURITIES, INC.	CRD# 19616	ST. LOUIS, MO
B	08/06/1996 - 07/30/1997	LINSCO/PRIVATE LEDGER CORP.	CRD# 6413	FORT MILL, SC
B	03/16/1987 - 08/21/1996	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	01/02/1985 - 03/20/1987	DREXEL BURNHAM LAMBERT INCORPORATED	CRD# 7323	
B	11/15/1983 - 01/09/1985	DEAN WITTER REYNOLDS INC.	CRD# 7556	
B	08/24/1983 - 11/22/1983	THE SEIDLER COMPANIES INCORPORATED	CRD# 3911	

### EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
06/2023 - Present	Steel Peak Wealth Management, LLC	Investment Adviser Representative	Y	Woodland Hills, CA, United States
04/2008 - 06/2023	KEY ASSET ADVISORS	PRESIDENT/CEO	Y	HENDERSON, NV, United States
01/2007 - 06/2023	KEY INVESTMENT TEAM	PRESIDENT/CEO	Y	ENCINO, CA, United States

### OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

No information reported.



## Disclosure Summary

### Disclosure Information

#### What you should know about reported disclosure events:

##### (1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

##### (2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

##### (3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
  - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
  - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
  - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
  - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
  - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
  - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

##### (4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



## DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	7

### Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

#### Disclosure 1 of 7

<b>Reporting Source:</b>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	WACHOVIA SECURITIES, LLC.
<b>Allegations:</b>	CLIENTS ALLEGE UNSUITABLE INVESTMENTS AND OVERCONCENTRATION IN TECHNOLOGY STOCKS. CLAIMED DAMAGES OF \$709,303.00.
<b>Product Type:</b>	Other
<b>Other Product Type(s):</b>	WRAP ACCOUNTS
<b>Alleged Damages:</b>	\$709,303.00

### Customer Complaint Information

<b>Date Complaint Received:</b>	06/19/2003
<b>Complaint Pending?</b>	No
<b>Status:</b>	Arbitration/Reparation
<b>Status Date:</b>	06/19/2003

#### Settlement Amount:

Individual Contribution Amount:

### Arbitration Information

<b>Arbitration/Reparation Claim filed with and Docket/Case No.:</b>	NASDR CASE# 03-04157
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**Date Notice/Process Served:** 06/19/2003  
**Arbitration Pending?** No  
**Disposition:** Settled  
**Disposition Date:** 06/20/2007  
**Monetary Compensation Amount:** \$225,000.00  
**Individual Contribution Amount:** \$0.00  
**Firm Statement** SETTLED AT MEDIATION FOR \$225,000 TO AVOID THE COSTS AND UNCERTAINTIES OF LITIGATION.

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**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** WACHOVIA SECURITIES, LLC  
**Allegations:** CLIENTS ALLEGED UNSUITABLE INVESTMENTS AND OVERCONCENTRATION IN TECHNOLOGY STOCKS.  
**Product Type:** Other: WRAP ACCOUNTS  
**Alleged Damages:** \$709,303.00

### Arbitration Information

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** NASD  
**Docket/Case #:** 03-04157  
**Date Notice/Process Served:** 06/19/2003  
**Arbitration Pending?** No  
**Disposition:** Settled  
**Disposition Date:** 06/20/2007  
**Monetary Compensation Amount:** \$225,000.00  
**Individual Contribution Amount:** \$0.00  
**Broker Statement** SETTLED AT MEDIATION FOR \$225,000 TO AVOID THE COSTS AND UNCERTAINTIES OF LITIGATION

### Disclosure 2 of 7

**Reporting Source:** Firm  
**Employing firm when activities occurred which led to the complaint:** WACHOVIA SECURITIES, INC.  
**Allegations:** CLIENTS ALLEGE UNAUTHORIZED, UNSUITABLE AND EXCESSIVE TRADING (IE CHURNING). ALLEGE COMPENSATORY DAMAGES OF \$265,000.



Product Type: No Product  
Alleged Damages: \$265,000.00

**Customer Complaint Information**

Date Complaint Received: 10/29/2002  
Complaint Pending? No  
Status: Arbitration/Reparation  
Status Date: 10/29/2002  
Settlement Amount:

Individual Contribution Amount:

**Arbitration Information**

Arbitration/Reparation Claim filed with and Docket/Case No.: NASDR CASE # 02-05237  
Date Notice/Process Served: 10/29/2002  
Arbitration Pending? No  
Disposition: Settled  
Disposition Date: 11/10/2003  
Monetary Compensation Amount: \$62,500.00  
Individual Contribution Amount: \$0.00  
Firm Statement SETTLED.

Reporting Source: Individual  
Employing firm when activities occurred which led to the complaint: WACHOVIA SECURITIES, INC.

Allegations: CLIENTS ALLEGED UNAUTHORIZED, UNSUITABLE, AND EXCESSIVE TRADING (I.E., CHURNING). EVENT DATE - 10/29/2002

Product Type: No Product  
Alleged Damages: \$265,000.00

**Arbitration Information**

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): NASD  
Docket/Case #: 02-05237  
Date Notice/Process Served: 01/07/2003  
Arbitration Pending? No  
Disposition: Settled  
Disposition Date: 11/10/2003



**Monetary Compensation Amount:** \$62,500.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** MR. VENEZIA IS DISPUTING THIS ITEM WITH WELLS FARGO BANK, N.A. (SUCCESSOR TO WACHOVIA SECURITIES, LLC, A DEFENDANT IN THE ARBITRATION) AND PETITIONING FOR REMOVAL FROM THE FINRA DISCLOSURE SYSTEM.

### Disclosure 3 of 7

**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** FIRST UNION SECURITIES, INC.

**Allegations:** CALIFORNIA RESIDENT CLAIMS THAT SHE INSTRUCTED FA TO LIQUIDATE ACCOUNT ON 8/24/01, BUT NOT LIQUIDATED UNTIL 8/30. DELAY IN LIQUIDATION COST \$22,752.77

**Product Type:** Other

**Alleged Damages:** \$22,752.77

### Customer Complaint Information

**Date Complaint Received:** 02/20/2002

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 02/20/2002

**Settlement Amount:**

**Individual Contribution Amount:**

**Firm Statement** CLAIM DENIED.

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**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** FIRST UNION SECURITIES, INC.

**Allegations:** CALIFORNIA RESIDENT CLAIMS THAT SHE INSTRUCTED FA TO LIQUIDATE ACCOUNT ON 8/24/01, BUT NOT LIQUIDATED UNTIL 8/30. DELAY IN LIQUIDATION COST \$22,752.77

**Product Type:** No Product

**Alleged Damages:** \$22,752.77

**Is this an oral complaint?** No

**Is this a written complaint?** Yes

**Is this an arbitration/CFTC reparation or civil litigation?** No

### Customer Complaint Information



**Date Complaint Received:** 02/20/2002  
**Complaint Pending?** No  
**Status:** Denied  
**Status Date:** 02/20/2002  
**Settlement Amount:**  
**Individual Contribution Amount:**  
**Broker Statement** NO AWARD WAS GRANTED. COMPLAINT WAS FRIVOLOUS.

**Disclosure 4 of 7**

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** FIST UNION SECURITIES INC  
**Allegations:** CLIENT ALLEGES STOCK RECOMMENDED BY FA WERE TOO AGGRESSIVE/RISKY.  
**Product Type:** Equity-OTC  
**Alleged Damages:** \$5,000.00  
**Is this an oral complaint?** No  
**Is this a written complaint?** Yes  
**Is this an arbitration/CFTC reparation or civil litigation?** No

**Customer Complaint Information**

**Date Complaint Received:** 08/27/2001  
**Complaint Pending?** No  
**Status:** Denied  
**Status Date:** 12/18/2001  
**Settlement Amount:**  
**Individual Contribution Amount:**  
**Broker Statement** ON 12/18/01 FIRST UNION SECURITIES, INC. SENT A LETTER TO CLIENT DENYING HIS CLAIMS.NO AWARD WAS GRANTED. COMPLAINT WAS FRIVOLOUS.

**Disclosure 5 of 7**

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL SECURITIES INC.  
**Allegations:** PURCHASE VARIOUS LINKED PARTNERSHIPS DURING 6/86 TO 6/88. I WAS THE BROKER AT THE TIME OF PURCHASE. NO DAMAGES ARE ALLEGED, BUT THE AMOUNT OF OUT-OF-POCKET LOSS IS



APPROX. \$86,327.

**Product Type:** Other

**Other Product Type(s):** PARTNERSHIP

**Alleged Damages:** \$86,327.00

### Customer Complaint Information

**Date Complaint Received:** 10/21/1993

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 01/11/1995

**Settlement Amount:** \$31,079.00

**Individual Contribution Amount:** \$0.00

### Broker Statement

SETTLEMENT HAS BEEN REACHED IN THE CLAIMS RESOLUTION PROCESS. SETTLEMENT IS APPROX. \$31,079. THIS MATTER RESULTED FROM THE UNPRECEDENTED, UNSOLICITED MAILING OF CLAIM FORMS BY PSI TO OVER 340,000 INVESTORS WHO PURCHASED LIMITED PARTNERSHIPS THROUGH PSI FROM H-80-01-1-01. AWARD WAS MADE ON SEC SETTLEMENT WITH PRUDENTIAL. ROBERT VENEZIA WAS NOT AT FAULT. ROBERT VENEZIA SOLD THE PRODUCT BASED ON FACTUAL MATERIAL PRESENTED TO HIM FROM PRUDENTIAL.

### Disclosure 6 of 7

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL SECURITIES INCORPORATED

**Allegations:** CUSTOMER COMPLAINED HE WAS ALLOWED TO INVEST \$145,000.00 IN 1987 IN UNSUITABLE VMS LIMITED PARTNERSHIPS.

**Product Type:** Direct Investment-DPP & LP Interests

**Alleged Damages:** \$145,000.00

### Customer Complaint Information

**Date Complaint Received:** 03/01/1987

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 04/22/1992

**Settlement Amount:** \$89,999.00

**Individual Contribution Amount:** \$0.00

### Arbitration Information

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** NASD



**Docket/Case #:** UNKNOWN

**Date Notice/Process Served:** 11/12/1991

**Arbitration Pending?** No

**Disposition:** Settled

**Disposition Date:** 04/22/1992

**Monetary Compensation Amount:** \$89,999.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** CLAIMED LOSS OF \$145,000.00 SETTLED FOR \$89,999.00. VMS LIMITED PARTNERSHIPS WERE SPONSORED BY PRUDENTIAL SECURITIES INC. AS THE REAL ESTATE MARKET DETERIORATED AND PROBLEMS DEVELOPED AT VMS, THE PARTNERSHIP VALUE ALSO DETERIORATED.AWARD WAS MADE BASED ON SEC SETTLEMENT WITH PRUDENTIAL SECURITIES. ROBERT VENEZIA WAS NOT AS FAULT, ROBERT VENEZIA SOLD THE PRODUCT BASED ON FACTUAL MATERIAL PRESENTED TO HIM FROM PRUDENTIAL SECURITIES.

**Disclosure 7 of 7**

**Reporting Source:** Regulator

**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL-BACHE SECURITIES INC.

**Allegations:** OMISSION OF FACTS, UNSUITABILITY

**Product Type:** Other

**Other Product Type(s):** LIMITED PARTNERSHIPS

**Alleged Damages:** \$100,000.00

**Arbitration Information**

**Arbitration/Reparation Claim filed with and Docket/Case No.:** [NASD - CASE #90-01168](#)

**Date Notice/Process Served:** 04/24/1990

**Arbitration Pending?** No

**Disposition:** Award

**Disposition Date:** 01/23/1991

**Disposition Detail:** RESPONDENT IS JOINTLY AND SEVERALLY LIABLE AND SHALL PAY TO CLAIMANT THE SUM OF \$48,100.00, INCLUDING INTEREST.

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** PRUDENTIAL SECURITIES

**Allegations:** FAILED TO DISCLOSE LIMITED PARTNERSHIP WAS UNSUITABLE FOR HER INVESTMENT OBJECTIVES - ALLEGED LOSSES



**Product Type:** \$100,000.  
Direct Investment-DPP & LP Interests

**Alleged Damages:** \$100,000.00

### Customer Complaint Information

**Date Complaint Received:** 04/24/1990

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 03/11/1991

**Settlement Amount:** \$48,100.00

**Individual Contribution Amount:** \$0.00

### Arbitration Information

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** NASD

**Docket/Case #:** UNKNOWN

**Date Notice/Process Served:** 04/24/1990

**Arbitration Pending?** No

**Disposition:** Award to Customer

**Disposition Date:** 03/11/1991

**Monetary Compensation Amount:** \$48,100.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** CLAIMANT WAS AWARDED \$48,100.00. AWARD WAS MADE BASED ON SEC SETTLEMENT WITH PRUDENTIAL SECURITIES. ROBERT VENEZIA WAS NOT AS FAULT, ROBERT VENEZIA SOLD THE LIMITED PARTNERSHIP BASED ON FACTUAL MATERIAL PRESENTED TO HIM FROM PRUDENTIAL.



## End of Report

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