



IAPD Report

Peter Coe Verbica

CRD# 1225961

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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

Peter Coe Verbica (CRD# 1225961)

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 **04/25/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	SILICON PRIVATE WEALTH, LLC	CRD# 284145	08/10/2020

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
B	VIAN T CAPITAL LLC	46948	SAN FRANCISCO, CA	08/04/2020 - 02/13/2024
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN JOSE, CA	05/18/2012 - 02/04/2020
B	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	SAN JOSE, CA	04/19/2012 - 02/04/2020

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? **No**



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: **SILICON PRIVATE WEALTH, LLC**
Main Address: **FREMONT, CA**
Firm ID#: **284145**

	Regulator	Registration	Status	Date
IA	California	Investment Adviser Representative	Approved	08/10/2020
IA	Texas	Investment Adviser Representative	Approved	05/26/2022

Branch Office Locations

SILICON PRIVATE WEALTH, LLC
FREMONT, 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 0 principal/supervisory exams, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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General Securities Representative Examination (S7)	Series 7	04/18/2012
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State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	05/17/2012
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Uniform Securities Agent State Law Examination (S63)	Series 63	10/13/1997
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PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	08/04/2020 - 02/13/2024	VIANT CAPITAL LLC	CRD# 46948	SAN FRANCISCO, CA
IA	05/18/2012 - 02/04/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SAN JOSE, CA
B	04/19/2012 - 02/04/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	SAN JOSE, CA
B	03/13/2000 - 03/17/2000	ADVANTAGE CAPITAL CORPORATION	CRD# 146	ATLANTA, GA
B	10/01/1997 - 03/11/1998	BANCAMERICA ROBERTSON STEPHENS	CRD# 17977	SAN FRANCISCO, CA
B	05/20/1988 - 03/29/1989	SHEARSON LEHMAN HUTTON INC.	CRD# 7506	NEW YORK, NY
B	01/25/1984 - 06/11/1988	DEAN WITTER REYNOLDS INC.	CRD# 7556	

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
08/2020 - Present	SILICON PRIVATE WEALTH, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	FREMONT, CA, United States
01/2020 - Present	Memoria, Inc.	Consultant	N	Redwood City, CA, United States
01/2005 - Present	P & K VERBICA FAMILY LLC	MANAGER	Y	FELTON, CA, United States
08/2020 - 11/2023	VIANT CAPITAL, LLC	MANAGING DIRECTOR	Y	SAN FRANCISCO, CA, United States
02/2020 - 01/2021	ALL AMERICAN COWBOY FUNDS MANAGEMENT, LLC	MANAGER	N	CAMPBELL, CA, United States
07/2012 - 02/2020	BANK OF AMERICA, N.A.	FINANCIAL ADVISOR	Y	SAN JOSE, CA, United States
02/2012 - 02/2020	MERRILL, A BANK OF AMERICA COMPANY	SENIOR FINANCIAL ADVISOR, ASST. VP	Y	SAN JOSE, CA, United States
01/2015 - 12/2019	San Jose State University	Adjunct Professor - Economics Department	N	San Jose, CA, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/1989 - 12/2019	THE COE CORP	PRESIDENT - PRESIDENT	N	SAN JOSE, 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.

- Licensed California Real Estate broker.
- Manager and Founder of P & K Verbica Family LLC, which owns multiple rental properties. Private family LLC; do not charge any management fees for operation thereof.
- Silicon Private Wealth LLC; San Francisco, CA; Registered Investment Advisory Firm; Managing Director; Investment-Related Business
- Consultant; Memoria, Inc.; Investment Related; No; Location: 3370 NE 190 St., #808, Hidden Bay, Aventura, FL 33180; Description of the business: Information Technology; Responsibilities Duties: Review potential strategic relationships, platform and product development.; Start date with business: 2020-09-17; Hours devoted to business during trading hours: 2; Hours devoted to business outside trading hours: 2; Percentage of total yearly compensation expected to be derived from the business: .5;
- Author of various publications
- Guide Rock Ltd; Partner; Owns ranch in WY; Recreational
- SPYRA BEAUTY, INC.; FOUNDER, ADVISOR; INVESTMENT RELATED: NO; 2550 HANOVER ST. C/O PILLSBURY PALO ALTO CA 94304 USA; BEAUTY AND COSMETIC APPLICATION FOR SMART PHONES AND PERSONAL COMPUTERS.; BUSINESS PROCESS AND MARKETING ADVICE. ; 2022-08-10; HOURS PER MONTH DEVOTED TO BUSINESS DURING TRADING HOURS: 0;HOURS PER MONTH DEVOTED TO BUSINESS OUTSIDE TRADING HOURS: 5; PERCENTAGE OF TOTAL YEARLY COMPENSATION EXPECTED TO BE DERIVED FROM THE BUSINESS: 0;
- SWIREPAY INC.; INVESTOR; INVESTMENT RELATED: NO; 1900 LAFAYETTE STREET, SUITE 200 SANTA CLARA CA 95050 USA; PETER COE VERBICA IS A FOUNDING INVESTOR IN THE COMPANY THROUGH A SAFE. HIS INVESTMENT IS LESS THAN 5% OF THE COMPANY.; 2022-09-20; HOURS PER MONTH DEVOTED TO BUSINESS DURING TRADING HOURS: 0;HOURS PER MONTH DEVOTED TO BUSINESS OUTSIDE TRADING HOURS: 0;PERCENTAGE OF TOTAL YEARLY COMPENSATION EXPECTED TO BE DERIVED FROM THE BUSINESS: 0;
- San Jose Symphony Foundation; not-for-profit; San Jose, CA; Board Member; not investment-related; 0 hours per month spent.
- Santa Cruz County Republican Central Committee; Political organization; Santa Cruz, CA; Chairman; not investment-related; 0 hours per month spent.
- Candidate for US Congress, CD19; Not Investment Related; 160 Lakeview Drive Felton CA 95018; Responsibilities Duties: Running for office for US Congress, CD 19.; Start date with business: 2025-04-20; Hours per month devoted to business during trading hours: 5; Hours per month devoted to



Registration & Employment History



OTHER BUSINESS ACTIVITIES

business outside trading hours: 15; Percentage of total yearly compensation expected to be derived from the business: 0;
Website address for the organization: www.peterverbica.com.



End of Report

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