



IAPD Report

Brian Paul Colla

CRD# 5752955

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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

Brian Paul Colla (CRD# 5752955)

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 **11/18/2024**.

CURRENT EMPLOYERS

| | Firm | CRD# | Registered Since |
|----|-----------------------------|-------------|------------------|
| IA | PALO SECO WEALTH MANAGEMENT | CRD# 333631 | 01/28/2025 |

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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 | AMERIPRISE FINANCIAL SERVICES, LLC | 6363 | DIAMOND BAR, CA | 05/06/2024 - 11/15/2024 |
| B | AMERIPRISE FINANCIAL SERVICES, LLC | 6363 | DIAMOND BAR, CA | 05/03/2024 - 11/15/2024 |
| IA | PLANNED FINANCIAL FREEDOM | 309144 | CORONA, CA | 04/14/2022 - 05/23/2024 |

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 |
|-----------|-------|
| Financial | 1 |



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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PALO SECO WEALTH MANAGEMENT**
Main Address: CORONA, CA
Firm ID#: 333631

| Regulator | Registration | Status | Date |
|----------------------|-----------------------------------|----------|------------|
| IA California | Investment Adviser Representative | Approved | 01/28/2025 |

Branch Office Locations

PALO SECO WEALTH MANAGEMENT
CORONA, 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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

| Exam | Category | Date |
|------|----------|------|
|------|----------|------|

No information reported.

General Industry/Product Exams

| Exam | Category | Date |
|------|----------|------|
|------|----------|------|

| | | |
|---|------------|------------|
| B General Securities Representative Examination (S7TO) | Series 7TO | 06/15/2023 |
|---|------------|------------|

| | | |
|---|-----|------------|
| B Securities Industry Essentials Examination (SIE) | SIE | 10/01/2018 |
|---|-----|------------|

| | | |
|---|----------|------------|
| B General Securities Representative Examination (S7) | Series 7 | 12/27/2017 |
|---|----------|------------|

State Securities Law Exams

| Exam | Category | Date |
|------|----------|------|
|------|----------|------|

| | | |
|---|-----------|------------|
| B Uniform Securities Agent State Law Examination (S63) | Series 63 | 04/24/2024 |
|---|-----------|------------|

| | | |
|---|-----------|------------|
| IA B Uniform Combined State Law Examination (S66) | Series 66 | 11/20/2017 |
|---|-----------|------------|

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 | 05/06/2024 - 11/15/2024 | AMERIPRISE FINANCIAL SERVICES, LLC | CRD# 6363 | DIAMOND BAR, CA |
| B | 05/03/2024 - 11/15/2024 | AMERIPRISE FINANCIAL SERVICES, LLC | CRD# 6363 | DIAMOND BAR, CA |
| IA | 04/14/2022 - 05/23/2024 | PLANNED FINANCIAL FREEDOM | CRD# 309144 | CORONA, CA |
| B | 04/23/2019 - 04/03/2020 | CITIGROUP GLOBAL MARKETS INC. | CRD# 7059 | NORCO, CA |
| IA | 04/23/2019 - 04/03/2020 | CITIGROUP GLOBAL MARKETS INC. | CRD# 7059 | NORCO, CA |
| B | 02/15/2019 - 04/18/2019 | EDWARD JONES | CRD# 250 | WILDOMAR, CA |
| IA | 02/15/2019 - 04/18/2019 | EDWARD JONES | CRD# 250 | WILDOMAR, CA |
| IA | 05/18/2018 - 02/11/2019 | PRUDENTIAL FINANCIAL PLANNING SERVICES | CRD# 5685 | ONTARIO, CA |
| B | 03/14/2018 - 02/11/2019 | PRUCO SECURITIES, LLC. | CRD# 5685 | ONTARIO, CA |
| B | 01/02/2018 - 02/22/2018 | CROWN CAPITAL SECURITIES, L.P. | CRD# 6312 | ORANGE, CA |
| IA | 12/08/2011 - 12/10/2012 | JOSEPH DANIEL INVESTMENTS | CRD# 158558 | CORONA, CA |
| B | 12/17/2010 - 01/07/2011 | KMS FINANCIAL SERVICES, INC. | CRD# 3866 | SEATTLE, WA |

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 |
|-------------------|------------------------------------|---------------------------------|--------------------|-------------------------------------|
| 11/2024 - Present | Palo Seco Wealth Management | Wealth Manager | Y | Corona, CA, United States |
| 05/2024 - 11/2024 | AMERIPRISE FINANCIAL SERVICES, LLC | Registered Rep | Y | Diamond Bar, CA, United States |
| 03/2022 - 04/2024 | Planned Financial Freedom | Financial Planner | Y | Corona, CA, United States |
| 04/2020 - 04/2024 | California Bank and Trust | Mortgage Loan Officer Banker | N | Rancho Cucamonga, CA, United States |



Registration & Employment History

EMPLOYMENT HISTORY

| Employment Dates | Employer Name | Position | Investment Related | Employer Location |
|-------------------|---|---------------------------|--------------------|--------------------------------|
| 04/2019 - 04/2020 | CITIGROUP | Financial Advisor | Y | Riverside, CA, United States |
| 02/2019 - 04/2019 | Edward Jones | Financial Advisor | Y | St.Louis, MO, United States |
| 03/2018 - 01/2019 | The Prudential Insurance Company of America | Financial Professional | N | ONTARIO, CA, United States |
| 02/2018 - 01/2019 | Pruco Securities, LLC | Registered Representative | Y | ONTARIO, CA, United States |
| 12/2017 - 02/2018 | US BANK HOME MORTGAGE | LOAN OFFICER | Y | RIVERSIDE, CA, United States |
| 08/2017 - 02/2018 | CROWN CAPITAL SECURITIES, LP | REGISTERED REPRESENTATIVE | Y | ORANGE, CA, United States |
| 06/2016 - 06/2017 | CITIBANK | Sales OFFICER | N | CHINO HILLS, CA, United States |
| 02/2016 - 06/2016 | FREEDOM MORTGAGE | MANAGER | N | RIVERSIDE, 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.

Real Estate and Mortgage Loan Broker. Non investment related. Address is 2648 Coldsprings Ln., Corona, CA 92882. Position: Real Estate and Mortgage Loan Broker. Position and Title: Broker/Owner. Start Date: November 2024. I devote approximate 5 hrs per week to the business. None of those hours occur during securities trading hours. Duties are brokering the sale or purchase of a home and brokering a home loan.



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 |
|------|-------|
|------|-------|

| | |
|-----------|---|
| Financial | 1 |
|-----------|---|

Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

| | |
|---|--------------------------------|
| Reporting Source: | Individual |
| Action Type: | Bankruptcy |
| Bankruptcy: | Chapter 7 |
| Action Date: | 04/03/2024 |
| Organization Investment-Related? | |
| Type of Court: | Federal Court |
| Name of Court: | United States Bankruptcy Court |
| Location of Court: | Riverside, California |
| Docket/Case #: | 6:24-BK-11759 |
| Action Pending? | No |
| Disposition: | Discharged |
| Disposition Date: | 07/16/2024 |



End of Report

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