



## IAPD Report

# Zhi Ying Guan

CRD# 7000349

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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

### Zhi Ying Guan (CRD# 7000349)

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 **03/30/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	EMERSON EQUITY LLC	CRD# 130032	12/18/2020
<b>IA</b>	EMERSON EQUITY LLC	CRD# 130032	12/18/2020

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **18** 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
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No information reported.

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	3



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

### Employment 1 of 1

Firm Name: **EMERSON EQUITY LLC**  
Main Address: 155 BOVET ROAD, SUITE 725  
SAN MATEO, CA 94402  
Firm ID#: 130032

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Representative	Approved	12/18/2020
<b>B</b>	Arizona	Agent	Approved	05/06/2021
<b>B</b>	California	Agent	Approved	12/18/2020
<b>IA</b>	California	Investment Adviser Representative	Approved	12/18/2020
<b>B</b>	Colorado	Agent	Approved	05/06/2021
<b>B</b>	Florida	Agent	Approved	04/27/2021
<b>B</b>	Georgia	Agent	Approved	04/27/2021
<b>B</b>	Hawaii	Agent	Approved	06/10/2021
<b>B</b>	Idaho	Agent	Approved	05/06/2021
<b>B</b>	Illinois	Agent	Approved	07/08/2025
<b>B</b>	Minnesota	Agent	Approved	02/10/2022
<b>B</b>	Nevada	Agent	Approved	11/26/2024
<b>B</b>	New Jersey	Agent	Approved	05/12/2022



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> New York	Agent	Approved	03/09/2021
<b>B</b> Oregon	Agent	Approved	05/05/2021
<b>B</b> South Carolina	Agent	Approved	03/09/2021
<b>B</b> Tennessee	Agent	Approved	06/03/2025
<b>B</b> Virginia	Agent	Approved	07/19/2021
<b>B</b> Washington	Agent	Approved	08/09/2023
<b>B</b> Wisconsin	Agent	Approved	06/05/2025

### Branch Office Locations

**EMERSON EQUITY LLC**  
1855 Hamilton Ave.  
Suite 201  
San Jose, CA 95125



## 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 1 state securities law exam.**

#### 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	12/17/2020
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General Securities Representative Examination (S7TO)	Series 7TO	09/06/2019
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#### State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	08/15/2020
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### 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:

No information reported.

### 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
07/2025 - Present	Potobox	Photobooth Rental	N	San Francisco, CA, United States
08/2020 - Present	EMERSON EQUITY LLC	FINANCIAL ADVISOR	Y	SAN MATEO, CA, United States
09/2018 - 08/2025	Sherer Group	Vice President	Y	Los Gatos, CA, United States
09/2017 - 09/2018	Sherwin Williams	Sales	N	Daly City, CA, United States
06/2017 - 09/2017	Aunt Fanny's	Sales	N	San Francisco, CA, United States
06/2016 - 09/2017	Unemployed	Unemployed	N	San Francisco, CA, United States
06/2014 - 06/2016	California Public Utilities commission	Financial Intern	N	San Francisco, 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.

- 1)- CEREUS INVESTMENTS-INVESTMENT RELATED, 1855 HAMILTON AVE., STE 101 SAN JOSE, CA 95125, ENTITY THROUGH WHICH SECURITIES RELATED ACTIVITIES ARE MARKETED, TAX AND CONSULTING SERVICES, CHIEF INVESTMENT OFFICER, ACTING AS CHIEF INVESTMENT OFFICER PROVIDING INVESTMENT CONSULTATIONS, 20 HRS MONTHLY, 20 HRS DURING SECURITIES TRADING HOURS, 09/2024
- 2) POTOBOX-NOT INVESTMENT RELATED, 3251 2TH AVE., SAN FRANCISCO, CA 94132, PHOTOBOOTH RENTAL, OWNER, OVERSEE OPERATIONS ON A WEEKLY BASES, 20 HRS MONTHLY, 5 HOURS DURING SECURITIES TRADING HOURS, 07/2025
- 3) POTOGLOW-NOT INVESTMENT RELATED, 1737 POST ST., SUITE 3-1, SAN FRANCISCO, CA 94115, COSMETIC RETAIL AND SELF SERVICE PHOTOBOOTH, OWNER, OWN AND MANAGE 2 RETAIL STORES RELATING TO THE ALE OF COSMETICS AND PHOTOBOOTH STUDIOS., 100 HRS MONTHLY, 60 HOURS MONTHLY DURING SECURITIES TRADING HOURS, 02/2026



## 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	3

### 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 3

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	EMERSON EQUITY LLC
<b>Allegations:</b>	Breach of contract, violation of securities laws and Regulation Best Interest
<b>Product Type:</b>	Real Estate Security
<b>Alleged Damages:</b>	\$50,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	in addition to the amount of the investment, claimant(s) are requesting costs, expenses, disbursements associated with the filing of claim, expert witness fees; such other relief the arbitration panel deems just and proper
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	26-00125
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	01/21/2026

### Customer Complaint Information

<b>Date Complaint Received:</b>	02/19/2026
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**Complaint Pending?** Yes

**Settlement Amount:**

**Individual Contribution Amount:**

**Disclosure 2 of 3**

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** EMERSON EQUITY LLC

**Allegations:** Breach of contract and warranties, promissory estoppel, consumer protection and deceptive trade practices act, violation of securities statutes, breach of fiduciary duty, claims under common law, vicarious liability, violation of Regulation Best Interest

**Product Type:** Real Estate Security

**Alleged Damages:** \$0.00

**Alleged Damages Amount Explanation (if amount not exact):** Claimants are seeking between \$500,000 and \$1,000,000, plus damages, attorney's fees and costs of proceedings.

**Arbitration Information**

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

**Docket/Case #:** 25-01785

**Date Notice/Process Served:** 08/27/2025

**Arbitration Pending?** Yes

**Disclosure 3 of 3**

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** EMERSON EQUITY LLC

**Allegations:** Breach of contract and warranties, promissory estoppel, violation of consumer protection and deceptive trade practices act, violations of securities statutes, breach of fiduciary duty, claims under common law, vicarious liability, violation of Regulation Best Interest

**Product Type:** Real Estate Security

**Alleged Damages:** \$0.00

**Alleged Damages Amount Explanation (if amount not exact):** SOC states the claim is for an aggregate between 1,000,000 and 5,000,000, including all direct and/or consequential damages and statutory and/or punitive damages, plus interests and costs, including attorney's fees, an amount which claimants reserve the right to amend at any time including hearings held on these matters, as follows: All sums lost in the accounts on any or all transactions made or not made; plus additionally, or alternatively, all lost opportunities incurred as a result of acts and/or omissions; rescission of any or all transactions as sought,



Statutory damages as provided by applicable laws, punitive damages in an amount that the panel shall deem appropriate; pre-award and pre-judgment interest on all sums invested from the date deposited until date of the award and/or judgment and until such sums are paid at the highest rate allowed by law, all cost of these proceedings and for recovery of damages incurred, including legal fees, including while on appeal, if any, and for collection.

### Arbitration Information

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

**Docket/Case #:** 25-01596

**Date Notice/Process Served:** 08/05/2025

**Arbitration Pending?** Yes



## End of Report

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