

**ITEM 1: COVER PAGE FOR
PART 2B OF FORM ADV:
BROCHURE SUPPLEMENT
DATED MARCH 12, 2012**

RAHUL SHAH

**PENINSULA WEALTH, LLC
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SAN FRANCISCO, CA 94107
TELEPHONE: (650) 477-2126**

This brochure supplement provides information about Rahul Shah that supplements our brochure. You should have received a copy of that brochure. Please contact Rahul Shah, Managing Member and Chief Compliance Officer, if you did not receive Peninsula Wealth LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Rahul Shah is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

We are required to disclose the following information about Rahul Shah:

Rahul Shah

Year of Birth: 1974

Formal Education after high school:

- University of Michigan, Ann Arbor Michigan, 1997; BS in Bio Psychology

Business Background (including an identification of the specific positions held for the preceding five years):

- Peninsula Wealth, LLC, Burlingame, CA: 02/10 to Present, Managing Member and Chief Compliance Officer
- Merrill Lynch, San Mateo, CA: 03/02-02/10, Vice President

Licenses:

- CFP® January 2007; CRPC®, January 2008

In February 2010, after 8 years with Merrill Lynch, Rahul Shah decided that it was time to take the client experience to the next level and Co-Founded Peninsula Wealth, LLC. As a Certified Financial Planner™, Rahul develops and implements the comprehensive Wealth Management strategies for High Net Worth Individuals and Families. During his tenure with Merrill Lynch, Rahul was a Vice President and Wealth Management Advisor to High Net Worth clients. He focused on Executives and veterans at both private and publicly held technology and biotech companies, many of whom made their wealth through their company stock. Prior to Merrill Lynch, Rahul was a financial analyst for Target, Inc. He was born and raised in Michigan and received his degree from the University of Michigan, Ann Arbor. Rahul lives in San Francisco, and enjoys spending his free time swimming, hiking, and taking his friends and family to Giants Baseball games.

We may list any professional designations held by Rahul Shah, we must provide you with a sufficient explanation of the minimum qualifications required for each designation to allow you to understand the value of the designation.

CFP®:

Mr. Shah has a professional designation, Certified Financial Planner. The CFP® is offered by The College for Financial Planning®. The CFP® certification process, administered by CFP Board, identifies to the public that those individuals who have been authorized to use the CFP® certification marks in the U.S. have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.

CFP® certificants must pass the comprehensive CFP® Certification Examination, pass CFP Board's Candidate Fitness Standards, agree to abide by CFP Board's Code of Ethics and Professional Responsibility which puts clients' interests first and comply with the Financial

Planning Practice Standards which spell out what clients should be able to reasonably expect from the financial planning engagement. These are just some of the reasons why the CFP® certification is becoming increasingly recognized.

In addition, the CFP® certification prepares you for a career-long commitment to meeting the ever-changing needs of your clients. As a CFP® professional, you become a coach and problem-solver, able to provide truly personalized services to clients and to maintain high levels of financial planning and professionalism. Finally, your expertise and credibility as a financial planner is instantly communicated with the CFP® marks - the financial planning certification most sought after by consumers and financial planners alike.

Initial Certification

To become certified, you are required to meet the following initial certification requirements (known as the four "Es"):

- Education

To take the CFP® Certification Examination, you will need to be knowledgeable in all of areas covered by the financial planning topic list. There are three ways to complete the educational requirement: CFP Board-Registered Programs, Challenge Status or Transcript Review. Candidates for certification must have a bachelor's degree (or higher), or its equivalent, in any discipline, from an accredited college or university in order to obtain CFP® certification. The bachelor's degree requirement is a condition of initial certification; it is not a requirement to be eligible to take the CFP® Certification Examination and does not have to occur before sitting for the exam.

- Examination

After you have successfully met the education requirement, you will be eligible to apply for the CFP® Certification Examination. The CFP® Certification Examination assesses your ability to apply your financial planning knowledge (based on the topic list), in an integrated format, to financial planning situations. Combined with the education and experience requirements, it assures the public that you have met a level of competency appropriate for professional practice.

- Experience

Because CFP® certification indicates to the public your ability to provide financial planning without supervision, CFP Board requires you to have experience in the financial planning process. Three years of full-time relevant personal financial planning experience is required.

- Ethics

When you have completed the education, examination and experience components of the CFP® certification process, you will be directed to complete the CFP® Certification Application asking you to disclose whether you have been a party (or involved) in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry. CFP® certification also requires you to agree to adhere to CFP Board's Code of Ethics and Professional Responsibility, Rules of Conduct and Financial Planning Practice Standards, and acknowledge CFP Board's right to enforce them through its Disciplinary Rules and Procedures.

Applicants for CFP® certification are required to pass CFP Board's [Candidate Fitness Standards](#), which describe conduct that: 1) is unacceptable and will always bar an individual from becoming certified; and 2) is presumed to be unacceptable and will bar an individual from becoming

certified unless the individual successfully petitions CFP Board's Disciplinary and Ethics Commission for reconsideration.

Certification Renewal

Once you have been authorized to use the CFP® marks, you must meet CFP Board's renewal standards to continue to use them. Your CFP® certification must be renewed every two years at the end of your renewal month in an odd or even year (based on your birth date.) In order to position you in the correct period, your initial continuing education (CE) requirement and renewal fee are prorated.

The renewal requirements are 1) certification application, 2) \$360 certification fee (non-refundable), and 3) 30 hours of CE. The CE requirement includes 28 hours in the accepted financial planning topics and two hours from a pre-approved program on CFP Board's Code of Ethics and Professional Responsibility or Financial Planning Practice Standards.

Chartered Retirement Planning Counselor (CRPC)

Mr. Shah has a professional designation, Chartered Retirement Planning Counselor (CRPC). The CRPC is offered by The College for Financial Planning®. The CRPC Program focuses on the pre- and post-retirement needs of individuals, allowing you to transform the retirement planning process into a positive experience. Enrollment in the program allows you to study a variety of principles in the retirement planning field. The program guides you through the retirement process from start to finish, addressing issues such as estate planning and asset management. The College for Financial Planning® awards the Chartered Retirement Planning CounselorSM and CRPC® designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of

Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Students must sign and return the Code of Ethics forms within six months of passing the final exam. Failure to complete and submit the forms within this time frame may result in termination of the individual's candidacy. If an individual wishes to apply for authorization to use the Marks in the future, he or she may be required to fulfill the initial designation requirements in place at the time of passing the exam.

Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.

Continued use of the CRPC® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPC® designation by:

- completing 16 hours of continuing education;

- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee of \$75.
- Detailed renewal requirements for the College for Financial Planning's professional designation programs can be found on www.cffpalum.org/renewal.

The following topics were covered under the program:

- The Retirement Planning Process & Meeting Multiple Financial Objectives
- Sources of Retirement Income
- Personal Savings: Investing for Retirement
- Employer-Sponsored Plans
- Individual Deferred Compensation
- Planning for Incapacity, Disability & Long-Term Care
- When to Retire
- Retirement Plan Distributions
- Asset Management & Investment Strategy During Retirement
- Income Taxes & the Retiree
- Estate Planning

Item 3 Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Rahul Shah, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regards.

Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Rahul Shah to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Rahul Shah to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

Item 4 Other Business Activities

A. If Rahul Shah is actively engaged in any investment-related business or occupation, including if Rahul Shah is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Rahul Shah’s other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

We have nothing to disclose in this regard.

2. If Rahul Shah receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service (“trail”) fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Rahul Shah receives. We must explain that this practice gives Rahul Shah an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

B. If Rahul Shah is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Rahul Shah’s income or involve a substantial amount of Rahul Shah’s time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Rahul Shah’s time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard

Item 5 Additional Compensation

If someone who is not a client provides an economic benefit to Rahul Shah for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Rahul Shah’s regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regards.

Item 6 Supervision

We are required to explain how we supervise Rahul Shah, including how we monitor the advice Rahul Shah provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Rahul Shah's advisory activities on behalf of our firm.

Ms. Tejal Shah is the Managing Member of Peninsula Wealth, LLC and as such supervises and monitors Mr. Rahul Shah's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Shah if you have any questions about Mr. Shah's brochure supplement at (650) 477-2126.