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**ITEM 1: COVER PAGE FOR PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT**

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**DATED: JANUARY 28, 2013**

**RAHUL N. SHAH**

**PENINSULA WEALTH, LLC  
350 TOWNSEND STREET, SUITE 411  
SAN FRANCISCO, CA 94107  
TELEPHONE: (650) 477-2126**

**This brochure supplement provides information about Rahul Shah that supplements our ADV Part 2A 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](http://www.adviserinfo.sec.gov) by searching CRD#: 152436.**

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## ITEM 2. EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

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### **Rahul N. Shah**

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 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.

**Year of Birth:** 1974

**Educational Background:** 1997; University of Michigan, Ann Arbor Michigan; B.S. in Biopsychology

**Business Background:**

- 02/2010 - Present: Peninsula Wealth, LLC: Managing Member and Chief Compliance Officer
- 03/2002 - 02/2010: Merrill Lynch: Vice President
- 08/2008 – 08/2008: Wachovia Securities Financial Network LLC: Managing Director

**Professional Designations:**

Certified Financial Planner (CFP®) – Candidates must pass a CFP-board registered program or hold one of seven advanced degrees, designations or professional licenses and pass the CFP exam. Current prerequisites include a bachelor's degree (or higher) from an accredited college or university and three years of full-time personal financial planning experience. Thirty hours of continuing education must be completed every two years. Areas of study include insurance and estate planning, employee benefit and tax planning, as well as investment and retirement planning. CFP practitioners are also subject to strict adherence to the CFP Board's Financial Planning Practice Standards and Professional Code of Ethics and Responsibility.

Chartered Retirement Planning Counselor (CRPC®) – A professional designation awarded by the College for Financial Planning to individuals who complete a study program and pass a final multiple-choice examination. Successful applicants earn the right to use the CRPC designation with their names for two years, which can improve job opportunities, professional reputation and pay. Every two years, CRPC professionals must complete 16 hours of continuing education and pay a small fee to continue using the designation. The CRPC program is developed with a focus on client-centered problem solving. Applicants gain in-depth knowledge of individuals' needs both before and after retirement. The study program to become a CRPC covers the entire retirement planning process, including meeting multiple financial objectives, sources of retirement income, personal savings, employer-sponsored retirement plans, income taxes, retirement cash flow, asset management, estate planning and more.

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### ITEM 3. DISCIPLINARY INFORMATION

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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.

Mr. Shah does not have disciplinary events to disclose.

**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.

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### ITEM 4. OTHER BUSINESS ACTIVITIES

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- 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.

Mr. Shah does not participate in any outside investment-related business or occupation. All investment-related business is done through Peninsula Wealth LLC.

- 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.

Mr. Shah does not participate in any outside business that is considered substantial to disclose.

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## **ITEM 5.      ADDITIONAL COMPENSATION**

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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.

Mr. Shah does not receive any additional compensation nor economic benefits for advisory services provided to Peninsula Wealth LLC' clients.

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## **ITEM 6.      SUPERVISION**

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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, Managing Member and Co-Founder of Peninsula Wealth LLC, 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.