

This brochure supplement provides information about Keith James Ponthieux that supplements the Pacific Equity, LLC brochure. You should have received a copy of that brochure. Please contact Keith James Ponthieux if you did not receive Pacific Equity, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Keith James Ponthieux is also available on the SEC's website at www.adviserinfo.sec.gov.

Pacific Equity, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Keith James Ponthieux

Personal CRD Number: 1890071

Investment Adviser Representative

Pacific Equity, LLC
499/197 Raja City Village
Moo2 Sila Subdistrict, Mueang District
Khon Kaen, Thailand 40000

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Vallejo, CA 94591

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keith.ria.pe@protonmail.com

UPDATED: January 2024

Item 2: Educational Background and Business Experience

Name: Keith James Ponthieux **Born:** 1952

Educational Background and Professional Designations:

Education:

Keith James Ponthieux has not received any higher education degrees after high school.

Business Background:

12/2015 - Present	Director Pacific Equity, LLC
05/2013 – 08/2022	Teacher Norcal Financial Education
01/2004 – 08/2022	Director Asset Preservation and Associated Ins. Services, LLC

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Keith James Ponthieux has no other outside business activities to report.

All material conflicts of interest under California Code of Regulations Section 260.238(k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

Item 5: Additional Compensation

Keith James Ponthieux does not receive any economic benefit from any person, company, or organization, other than Pacific Equity, LLC in exchange for providing clients advisory services through Pacific Equity, LLC.

Pacific Equity, LLC will utilize Synergy Financial Management, LLC for third-party asset management services for a fee of 0.5% - 1.00%.

Item 6: Supervision

As the Chief Compliance Officer of Pacific Equity, LLC, Keith James Ponthieux supervises all activities of the firm. Keith James Ponthieux's contact information is on the cover page of this disclosure document. Keith James Ponthieux adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

Item 7: Requirements For State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

- A. Keith James Ponthieux has NOT been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
- B. Keith James Ponthieux has NEVER been the subject of a bankruptcy petition. Keith Ponthieux was subject of an administrative lien in 02/2013 for the amount of \$9,648.33 payable to CA Franchise Tax Board. The lien remains outstanding.