UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 106046 / August 6, 2026

INVESTMENT ADVISERS ACT OF 1940
Release No. 6988 / August 6, 2026

ADMINISTRATIVE PROCEEDING
File No. 3-22671

In the Matter of **JOHN PICCARRETO,** **Respondent.**	**ORDER INSTITUTING ADMINISTRATIVE PROCEEDINGS PURSUANT TO SECTION 15(b) OF THE SECURITIES EXCHANGE ACT OF 1934 AND SECTION 203(f) OF THE INVESTMENT ADVISERS ACT OF 1940, MAKING FINDINGS, AND IMPOSING REMEDIAL SANCTIONS**

I.

The Securities and Exchange Commission ("Commission") deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 ("Exchange Act") and Section 203(f) of the Investment Advisers Act of 1940 ("Advisers Act") against John Piccarreto ("Respondent").

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the "Offer") which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, Respondent admits the Commission's jurisdiction over him and the subject matter of these proceedings, and the findings contained in paragraphs III.2 and III.4 below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934 and Section 203(f) of the Investment Advisers Act of 1940, Making Findings, and Imposing Remedial Sanctions ("Order"), as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds that:

1. Piccarreto, 43 years old, is a resident of Rochester, New York. From January 2014 to July 2015, Piccarreto was associated with First American Securities, Inc., a dually registered broker-dealer and investment adviser. In addition, from at least 2012 to June 2017, Piccarreto acted as an investment adviser by providing investment advice to others for compensation.

2. On June 21, 2024, a final judgment was entered by consent against Piccarreto, permanently enjoining him from future violations of Section 17(a) of the Securities Act of 1933 ("Securities Act"), Section 10(b) of the Exchange Act and Rule 10b-5 thereunder, and Sections 206(1) and 206(2) of the Advisers Act, in the civil action entitled Securities and Exchange Commission v. Perry Santillo, et al., 1:18-CV-5491, in the United States District Court for the Southern District of New York.

3. The Commission's complaint alleged that from at least 2012 to 2017, Piccarreto participated in a fraudulent Ponzi scheme that defrauded hundreds of investors through the sales of securities in a number of issuers that purported to conduct legitimate business, but whose operations were apparently limited or non-existent. Piccarreto offered and sold securities in these issuers to at least eight investors and also provided investment advice to those same investors and to potential investors. Piccarreto told investors that their funds would be invested in the issuers, but instead, among other things, Piccarreto, along with others involved in the scheme, enriched himself by misappropriating investor funds.

4. On April 28, 2021, Respondent pled guilty to one count of conspiracy to commit mail fraud in violation of Title 18 United States Code Section 1349, and one count for making and subscribing a false tax return in violation of Title 26 United States Code Section 7206(1), before the United States District Court for the Western District of New York, in United States v. John Piccarreto Jr., 21-cr-6039. On November 15, 2021, a judgment in the criminal case was entered against Respondent. He was sentenced to a combined prison term of 84 months followed by three years of supervised release, and was ordered to make restitution in the amount of $19,842,613, jointly and severally with two co-defendants ("Co-defendants").

5. In connection with the plea in the criminal case, Piccarreto admitted that:

   (a) Piccarreto participated with others in a Ponzi scheme from January 2017 to June 2018, during which approximately 400 investors were defrauded out of approximately $18,081,556;

   (b) In connection with the Ponzi scheme, Piccarreto solicited and defrauded at least eight investors out of approximately $598,695;

   (c) The Ponzi scheme involved the sale of fraudulent promissory notes issued in the name of issuers all of which had little to no substantial legitimate business activities. Piccarreto solicited investors in four of these issuers and lied to them by falsely telling them that their investments in these issuers, which were controlled by his Co-defendants, were safe and secure.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Piccarreto's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, and Section 203(f) of the Advisers Act, that Respondent Piccarreto be, and hereby is barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and

Pursuant to Section 15(b)(6) of the Exchange Act, Respondent Piccarreto be, and hereby is barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, compliance with the Commission's order and payment of any or all of the following: (a) any disgorgement or civil penalties ordered by a Court against the Respondent in any action brought by the Commission; (b) any disgorgement amounts ordered against the Respondent for which the Commission waived payment; (c) any arbitration award related to the conduct that served as the basis for the Commission order; (d) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (e) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Vanessa A. Countryman
Secretary