

This brochure supplement provides information about Peter Coe Verbica that supplements the Silicon Private Wealth, LLC brochure. You should have received a copy of that brochure. Please contact Peter Coe Verbica if you did not receive Silicon Private Wealth, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Peter Coe Verbica is also available on the SEC's website at www.adviserinfo.sec.gov.

Silicon Private Wealth, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Peter Coe Verbica

Personal CRD Number: 1225961

Investment Adviser Representative

Silicon Private Wealth, LLC
48883 Crown Ridge Common
Fremont, CA 94539
(408)-645-6701
peter@siliconprivatewealth.com

UPDATED: 04/15/2021

Item 2: Educational Background and Business Experience

Name: Peter Coe Verbica

Born: 1961

Educational Background and Professional Designations:

Education:

Juris Doctorate Law, Santa Clara University School of Law - 1999

Master of Science Real Estate Development, Massachusetts Institute of Technology - 1992

Bachelor of Arts English, Santa Clara University - 1983

Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i. Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background:

08/2020 - Present	Investment Adviser Representative Silicon Private Wealth, LLC
08/2020 - Present	Managing Director Viant Capital LLC (a subsidiary of Viant Group)
01/2005 - Present	Manager P & K Verbica Family LLC
02/2020 – 01/2021	Manager All-American Cowboy Management Funds LLC
07/2012 - 02/2020	Financial Advisor Bank of America, N.A.
02/2012 - 02/2020	Senior Financial Advisor, Asst. VP Merrill, a Bank of America Company
01/2015 - 12/2019	Adjunct Professor - Economics Department San Jose State University
07/1989 - 12/2019	President The Coe Corp.
08/2006 - 02/2012	Broker Associate David Lyng & Associates

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

Peter Coe Verbica is a real estate broker or dealer. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Silicon Private Wealth, LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Silicon Private Wealth, LLC in their capacity as a real estate dealer or broker.

Peter Coe Verbica is a managing director at Viant Capital LLC, a subsidiary of Viant Group, which provides investment bank services. From time to time, he may offer clients advice or products from this activity. Silicon Private Wealth, LLC always acts in the best interest of the client. Clients are in no way required to utilize the services of any representative of Silicon Private Wealth, LLC in their outside capacities.

Peter Coe Verbica is a majority owner in P & K Verbica Family, LLC, which owns an interest in real estate in the southeastern U.S. From time to time, he will offer clients advice or products from this activity. Silicon Private Wealth, LLC always acts in the best interest of the client. Clients are in no way required to utilize the services of any representative of Silicon Private Wealth, LLC in their outside capacities.

Peter Coe Verbica is an investor and consultant with Memoria, Inc. a software company that provides video conferencing services over the internet. From time to time, he will offer clients advice or products from this activity. Silicon Private Wealth, LLC always acts in the best interest of the client. Clients are in no way required to utilize the services of any representative of Silicon Private Wealth, LLC in their outside capacities.

Peter Coe Verbica is a licensed insurance agent. From time to time, he may offer clients advice or products from those activities. Clients should be aware that these services pay a commission or

other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. SPWL always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients always have the right to decide whether or not to utilize the services of any SPWL representative in such individual's outside capacities.

Item 5: Additional Compensation

Peter Coe Verbica does not receive any economic benefit from any person, company, or organization, other than Silicon Private Wealth, LLC in exchange for providing clients advisory services through Silicon Private Wealth, LLC.

Item 6: Supervision

As a representative of Silicon Private Wealth, LLC, Peter Coe Verbica is supervised by Calum John Cunningham, the firm's Chief Compliance Officer. Calum John Cunningham is responsible for ensuring that Peter Coe Verbica adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Calum John Cunningham is (408) 645-6791.

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. Peter Coe Verbica 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. Peter Coe Verbica has not been the subject of a bankruptcy petition.