

BrokerCheck Report

PETER GORDON ZIV

CRD# 1178100

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.

About BrokerCheck®

BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.



Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is registered with:

- 1 Self-Regulatory Organization
- 6 U.S. states and territories

This broker has passed:

- 4 Principal/Supervisory Exams
- 5 General Industry/Product Exams
- 1 State Securities Law Exam

Registration History

This broker was previously registered with the following securities firm(s):

No information reported.

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Regulatory Event	2

PETER G. ZIV

CRD# 1178100

Currently employed by and registered with the following Firm(s):

- B

ZIV INVESTMENT COMPANY
141 W. JACKSON BLVD
SUITE 2095
CHICAGO, IL 60604-2983
CRD# 4316
Registered with this firm since: 03/23/1992



Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This individual is currently registered with 1 SRO and is licensed in 6 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **ZIV INVESTMENT COMPANY**

Main Office Address: **141 W. JACKSON BLVD
SUITE # 2095
CHICAGO, IL 60604-2983**

Firm CRD#: **4316**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	03/23/1992
B	FINRA	Registered Options Principal	Approved	02/01/1994
B	FINRA	General Securities Principal	Approved	11/18/1999
B	FINRA	Municipal Securities Principal	Approved	07/01/2002
B	FINRA	Operations Professional	Approved	12/12/2011
B	FINRA	Securities Trader	Approved	01/04/2016
B	FINRA	Securities Trader Principal	Approved	10/18/2016
B	FINRA	Compliance Officer	Approved	10/01/2018

	U.S. State/ Territory	Category	Status	Date
B	California	Agent	Approved	03/04/2004
B	Illinois	Agent	Approved	04/22/1992
B	North Carolina	Agent	Approved	01/12/2024
B	Washington	Agent	Approved	12/21/2022
B	Wisconsin	Agent	Approved	01/10/2024

Broker Qualifications



Employment 1 of 1, continued

U.S. State/ Territory		Category	Status	Date
<div>B</div>	Wyoming	Agent	Approved	04/13/2020

Branch Office Locations

ZIV INVESTMENT COMPANY
141 W. JACKSON BLVD
SUITE # 2095
CHICAGO, IL 60604-2983

ZIV INVESTMENT COMPANY
141 W. JACKSON BLVD
SUITE 2095
CHICAGO, IL 60604-2983



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 4 principal/supervisory exams, 5 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
B Compliance Officer Examination	Series 14	01/02/2023
B Municipal Securities Principal Examination	Series 53	06/28/2002
B General Securities Principal Examination	Series 24	11/17/1999
B Registered Options Principal Examination	Series 4	01/31/1994

General Industry/Product Exams

Exam	Category	Date
B Securities Trader Exam	Series 57TO	01/02/2023
B Operations Professional Examination	Series 99TO	01/02/2023
B Securities Industry Essentials Examination	SIE	10/01/2018
B Limited Representative-Equity Trader Exam	Series 55	05/06/2003
B General Securities Representative Examination	Series 7	02/18/1992

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	04/20/1992

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.

Broker Qualifications



Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
No information reported.			

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
01/1992 - Present	ZIV INVESTMENT COMPANY	PRESIDENT, PRINCIPAL	Y	CHICAGO, IL, United States

Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious or fraternal and is recognized as tax exempt.

No information reported.

Disclosure Events



What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
 -
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
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4. **There are different statuses and dispositions for disclosure events:**
 - A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" event involves allegations that have not been proven or formally adjudicated.
 - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" event has been concluded and its resolution is not subject to change.
 - A final event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Regulatory Event	0	2	0



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Regulatory - Final

This type of disclosure event may involve (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of a broker's authority to act as an attorney, accountant, or federal contractor.

Disclosure 1 of 2

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Other: N/A
Date Initiated:	09/26/2017
Docket/Case Number:	2014039231701
Employing firm when activity occurred which led to the regulatory action:	Ziv Investment Company
Product Type:	No Product
Allegations:	Without admitting or denying the findings, Ziv consented to the sanctions and to the entry of findings that he, as his member firm's president and chief compliance officer (CCO), failed to establish, maintain and enforce adequate WSPs, and failed to establish an adequate supervisory system, related to the review, and documentation of the review, of daily transactions and customer orders. The findings stated that the firm's WSPs failed to make clear the records it would utilize to perform principal reviews of daily transactions, the identity of the registered principals designated to conduct daily supervisory reviews and approvals, and the process to be used to memorialize the review and approvals. Under the firm's WSPs, Ziv was responsible for establishing, maintaining and enforcing the firm's system of supervisory controls, policies and procedures to achieve compliance



with the federal securities laws and FINRA rules. In addition to the ambiguous WSPs, different principals at the firm had different understandings as to the identity of the specific registered principal responsible for the daily review of transactions and as to how they would conduct and document their reviews. The various principals and operations personnel at the firm also had conflicting understandings and practices regarding the procedures to accept customer orders, and the exact information required on order tickets. The firm only documented the identity of the representative who was assigned to the account, but not the representative who accepted the orders from the customer, which in many cases was different from the person assigned to the account. In addition, the trade tickets did not evidence principal review. Ziv, the firm's designated registered options principal (ROP), delegated the review and approval of options transactions executed by him to a person who was not a registered options principal, even though the firm had another ROP. The findings also stated that Ziv failed to provide documentation that he, or a qualified designee, performed a review and approved 23 discretionary accounts in writing prior to discretionary orders being executed on the accounts' behalf. The findings also included that Ziv could not demonstrate a reasonable branch office inspection of the firm's branch office. Ziv failed to maintain an inspection memorandum for the firm's branch office and failed to evidence the testing and verification of the branch's safeguarding of customer funds and securities, maintenance of books and records, supervision of customer accounts, customer transmittal of funds, and validation of certain customer information.

Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	09/26/2017
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?	No



(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?

(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or



(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

Sanction 1 of 1

Sanction Type: Suspension

Capacities Affected: A principal capacity

Duration: 15 business days

Start Date: 10/16/2017

End Date: 11/03/2017

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$10,000.00

Portion Levied against individual: \$10,000.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 10/20/2017

Was any portion of penalty waived? No

Amount Waived:



Reporting Source:	Broker
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
Date Initiated:	09/26/2017
Docket/Case Number:	2014039231701
Employing firm when activity occurred which led to the regulatory action:	Ziv Investment Company
Product Type:	No Product
Allegations:	From July 16, 2012 to October 19, 2014 the firm, through Ziv, failed to establish and maintain reasonable WSPs relating to record keeping practices, the 2011 branch office inspection, principal review and approvals of trade activity, and order errors.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	09/26/2017
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	Supervision
Duration:	15 business days
Start Date:	10/16/2017
End Date:	11/06/2017

**Monetary Sanction 1 of 1****Monetary Related Sanction:** Civil and Administrative Penalty(ies)/Fine(s)**Total Amount:** \$85,000.00**Portion Levied against individual:** \$10,000.00**Payment Plan:** Paid in Full**Is Payment Plan Current:** Yes**Date Paid by individual:** 10/12/2017**Was any portion of penalty waived?** No**Amount Waived:****Disclosure 2 of 2****Reporting Source:** Regulator**Regulatory Action Initiated By:** FINRA**Sanction(s) Sought:** Other: N/A**Date Initiated:** 10/08/2013**Docket/Case Number:** [2012032321401](#)**Employing firm when activity occurred which led to the regulatory action:** ZIV INVESTMENT COMPANY**Product Type:** Other: UNSPECIFIED SECURITIES

Allegations: FINRA RULE 2010: ZIV AND HIS MEMBER FIRM USED FULLY PAID FOR CUSTOMER SECURITIES TO FACILITATE SHORT SALE TRANSACTIONS IN BOTH ZIV'S ACCOUNT AND THE FIRM'S PROPRIETARY ACCOUNT. ZIV, WHO IS THE FIRM'S PRESIDENT, ENTERED SHORT SALE TRADES IN HIS ACCOUNT, AND THE FIRM USED FULLY PAID FOR CUSTOMER SECURITIES TO MAKE DELIVERY. ADDITIONALLY, ZIV ENTERED SHORT SALE TRADES IN THE FIRM'S ACCOUNT, AND THE FIRM AGAIN USED FULLY PAID FOR CUSTOMER SECURITIES TO MAKE DELIVERY.

Current Status: Final



Resolution: Acceptance, Waiver & Consent(AWC)

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct? No

Resolution Date: 10/08/2013

Sanctions Ordered: Civil and Administrative Penalty(ies)/Fine(s)
Suspension
Undertaking

If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise? No

(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?



(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or

(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

Sanction 1 of 1

Sanction Type:	Suspension
Capacities Affected:	ANY CAPACITY
Duration:	10 BUSINESS DAYS
Start Date:	11/04/2013
End Date:	11/15/2013

**Monetary Sanction 1 of 1****Monetary Related Sanction:** Civil and Administrative Penalty(ies)/Fine(s)**Total Amount:** \$10,000.00**Portion Levied against individual:** \$10,000.00**Payment Plan:****Is Payment Plan Current:****Date Paid by individual:****Was any portion of penalty waived?** No**Amount Waived:****Regulator Statement**

WITHOUT ADMITTING OR DENYING THE FINDINGS, ZIV CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE HE IS FINED \$10,000, JOINT AND SEVERAL, SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR 10 BUSINESS DAYS, AND UNDERTAKES TO REGISTER FOR, WITHIN 60 DAYS OF THE DATE OF ISSUANCE OF THIS AWC, THREE HOURS OF TRAINING CONCERNING THE CUSTOMER PROTECTION RULE, IN A PROGRAM NOT UNACCEPTABLE TO FINRA. ZIV SHALL PROVIDE FINRA WITH EVIDENCE OF THE REGISTRATION WITHIN 10 DAYS OF REGISTRATION. ADDITIONALLY, ZIV SHALL ATTEND AND COMPLETE SUCH TRAINING WITHIN SIX MONTHS OF THE ISSUANCE OF THIS AWC, AND SHALL PROVIDE FINRA WITH EVIDENCE THAT HE COMPLETED SUCH TRAINING WITHIN 10 DAYS OF COMPLETION OF THE TRAINING PROGRAM. THE SUSPENSION IS IN EFFECT NOVEMBER 4, 2013 THROUGH NOVEMBER 15, 2013.

Reporting Source: Broker**Regulatory Action Initiated By:** FINRA**Sanction(s) Sought:** Civil and Administrative Penalty(ies)/Fine(s)
Suspension
Undertaking**Date Initiated:** 09/27/2013**Docket/Case Number:** [2012032321401](#)



Employing firm when activity occurred which led to the regulatory action:	ZIV INVESTMENT COMPANY
Product Type:	Equity Listed (Common & Preferred Stock)
Allegations:	FINRA ALLEGED THAT THE FIRM, THROUGH MR. ZIV, ENTERED INTO SHORT SALE TRADES IN VIOLATION OF RULE 15C3-3(B)(1) OF THE SECURITIES EXCHANGE ACT, FAILED TO COMPLY WITH LOCATE AND RECORDKEEPING OF REGULATION SHO, FAILED TO ACCURATELY COMPUTE THE RESERVE FORMULA, AND FAILED TO ESTABLISH ADEQUATE SUPERVISORY PROCEDURES
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	10/08/2013
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension Undertaking Other: THE FIRM CONSENTED TO A CENSURE AND FINED \$30,000 OF WHICH \$10,000 WAS JOINT AND SEVERAL WITH PETER ZIV.
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	ALL CAPACITIES
Duration:	10 DAYS
Start Date:	11/04/2013
End Date:	11/15/2013
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$30,000.00



Portion Levied against individual: \$10,000.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual: 10/25/2013

Was any portion of penalty waived? No

Amount Waived:

Broker Statement THE FIRM ENTERED INTO AN ACCEPTANCE, WAIVER AND CONSENT TO SETTLE THE MATTER.

End of Report



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