

BrokerCheck Report

J.W. COLE FINANCIAL, INC.

CRD# 124583

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Please be aware that fraudsters may link to BrokerCheck from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our [investor alert](#) on imposters.

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:

- o 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
- o 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.](http://www.finra.org)



J.W. COLE FINANCIAL, INC.

CRD# 124583

SEC# 8-65698

Main Office Location

4301 ANCHOR PLAZA PARKWAY
SUITE # 450
TAMPA, FL 33634
Regulated by FINRA Florida Office

Mailing Address

4301 ANCHOR PLAZA PARKWAY
SUITE # 450
TAMPA, FL 33634

Business Telephone Number

813-935-6776

Report Summary for this Firm

This report summary provides an overview of the brokerage firm. Additional information for this firm can be found in the detailed report.

Firm Profile

This firm is classified as a corporation.

This firm was formed in Florida on 10/14/2002.

Its fiscal year ends in December.

Firm History

Information relating to the brokerage firm's history such as other business names and successions (e.g., mergers, acquisitions) can be found in the detailed report.

Firm Operations

This firm is registered with:

- the SEC
- 1 Self-Regulatory Organization
- 52 U.S. states and territories

Is this brokerage firm currently suspended with any regulator? **No**

This firm conducts 15 types of businesses.

This firm is not affiliated with any financial or investment institutions.

This firm has referral or financial arrangements with other brokers or dealers.

Disclosure Events

Brokerage firms are required to disclose certain criminal matters, regulatory actions, civil judicial proceedings and financial matters in which the firm or one of its control affiliates has been involved.

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

The following types of disclosures have been reported:

Type	Count
Regulatory Event	1



Firm Profile

This firm is classified as a corporation.

This firm was formed in Florida on 10/14/2002.

Its fiscal year ends in December.

Firm Names and Locations

This section provides the brokerage firm's full legal name, "Doing Business As" name, business and mailing addresses, telephone number, and any alternate name by which the firm conducts business and where such name is used.

J.W. COLE FINANCIAL, INC.

Doing business as J.W. COLE FINANCIAL, INC.

CRD# 124583

SEC# 8-65698

Main Office Location

4301 ANCHOR PLAZA PARKWAY
SUITE # 450
TAMPA, FL 33634

Regulated by FINRA Florida Office

Mailing Address

4301 ANCHOR PLAZA PARKWAY
SUITE # 450
TAMPA, FL 33634

Business Telephone Number

813-935-6776



Firm Profile

This section provides information relating to all direct owners and executive officers of the brokerage firm.

Direct Owners and Executive Officers

Legal Name & CRD# (if any): WOOD, ROBERT JULIAN
3217809

Is this a domestic or foreign entity or an individual? Individual

Position PRESIDENT/VP/TREASURER/SECRETARYGP/CFO/ROSF

Position Start Date 10/2002

Percentage of Ownership 75% or more

Does this owner direct the management or policies of the firm? Yes

Is this a public reporting company? No

Legal Name & CRD# (if any): CARLSON, JOHN RICHARD
2156089

Is this a domestic or foreign entity or an individual? Individual

Position FINOP

Position Start Date 03/2011

Percentage of Ownership Less than 5%

Does this owner direct the management or policies of the firm? No

Is this a public reporting company? No

Legal Name & CRD# (if any): LOFGREN, KURT WALKER
3048472

Is this a domestic or foreign entity or an individual? Individual

Position CHIEF COMPLIANCE OFFICER

Firm Profile



Direct Owners and Executive Officers (continued)

Position Start Date 06/2020

Percentage of Ownership Less than 5%

Does this owner direct the management or policies of the firm? No

Is this a public reporting company? No

Legal Name & CRD# (if any): PACK, TODD JAMES

Is this a domestic or foreign entity or an individual? Individual

Position CHIEF OPERATIONS OFFICER

Position Start Date 05/2017

Percentage of Ownership Less than 5%

Does this owner direct the management or policies of the firm? No

Is this a public reporting company? No

Legal Name & CRD# (if any): ROBINSON, MELISSA MITA

4031031

Is this a domestic or foreign entity or an individual? Individual

Position VP OPERATIONS & SALES SUPPORT

Position Start Date 06/2012

Percentage of Ownership Less than 5%

Does this owner direct the management or policies of the firm? No

Is this a public reporting company? No

Legal Name & CRD# (if any): WEST, EUGENE

Firm Profile



Direct Owners and Executive Officers (continued)

2059974

Is this a domestic or foreign entity or an individual? Individual

Position DESIGNATED MUNICIPAL PRINCIPAL

Position Start Date 01/2021

Percentage of Ownership Less than 5%

Does this owner direct the management or policies of the firm? No

Is this a public reporting company? No

Firm Profile

This section provides information relating to any indirect owners of the brokerage firm.



Indirect Owners

No information reported.

Firm History

This section provides information relating to any successions (e.g., mergers, acquisitions) involving the firm.

No information reported.





Firm Operations

Registrations

This section provides information about the regulators (Securities and Exchange Commission (SEC), self-regulatory organizations (SROs), and U.S. states and territories) with which the brokerage firm is currently registered and licensed, the date the license became effective, and certain information about the firm's SEC registration.

This firm is currently registered with the SEC, 1 SRO and 52 U.S. states and territories.

Federal Regulator	Status	Date Effective
SEC	Approved	04/30/2003

SEC Registration Questions

This firm is registered with the SEC as:

A broker-dealer: Yes

A broker-dealer and government securities broker or dealer: Yes

A government securities broker or dealer only: No

This firm has ceased activity as a government securities broker or dealer: No

Self-Regulatory Organization	Status	Date Effective
FINRA	Approved	04/30/2003



Firm Operations

Registrations (continued)

U.S. States & Territories	Status	Date Effective
Alabama	Approved	04/05/2004
Alaska	Approved	07/12/2006
Arizona	Approved	08/25/2003
Arkansas	Approved	08/27/2003
California	Approved	08/15/2003
Colorado	Approved	08/20/2003
Connecticut	Approved	02/18/2005
Delaware	Approved	05/12/2006
District of Columbia	Approved	02/02/2006
Florida	Approved	05/02/2003
Georgia	Approved	08/26/2003
Hawaii	Approved	04/03/2006
Idaho	Approved	04/05/2005
Illinois	Approved	09/08/2003
Indiana	Approved	09/08/2003
Iowa	Approved	01/26/2006
Kansas	Approved	06/30/2006
Kentucky	Approved	02/02/2004
Louisiana	Approved	09/11/2003
Maine	Approved	11/04/2005
Maryland	Approved	08/26/2003
Massachusetts	Approved	05/23/2005
Michigan	Approved	09/05/2003
Minnesota	Approved	05/16/2005
Mississippi	Approved	01/19/2006
Missouri	Approved	11/23/2005
Montana	Approved	04/20/2005
Nebraska	Approved	05/24/2006
Nevada	Approved	08/19/2003
New Hampshire	Approved	02/21/2006
New Jersey	Approved	11/29/2005
New Mexico	Approved	09/11/2003
New York	Approved	08/26/2003

U.S. States & Territories	Status	Date Effective
North Carolina	Approved	08/26/2003
North Dakota	Approved	01/19/2011
Ohio	Approved	09/02/2003
Oklahoma	Approved	08/15/2003
Oregon	Approved	09/24/2003
Pennsylvania	Approved	08/25/2003
Rhode Island	Approved	06/20/2006
South Carolina	Approved	11/05/2003
South Dakota	Approved	03/26/2008
Tennessee	Approved	05/26/2004
Texas	Approved	08/26/2003
Utah	Approved	06/15/2006
Vermont	Approved	09/19/2008
Virgin Islands	Approved	07/22/2016
Virginia	Approved	08/18/2003
Washington	Approved	08/15/2003
West Virginia	Approved	07/20/2005
Wisconsin	Approved	08/28/2003
Wyoming	Approved	08/29/2003



Firm Operations

Types of Business

This section provides the types of business, including non-securities business, the brokerage firm is engaged in or expects to be engaged in.

This firm currently conducts 15 types of businesses.

Types of Business

- Broker or dealer retailing corporate equity securities over-the-counter
- Broker or dealer selling corporate debt securities
- Underwriter or selling group participant (corporate securities other than mutual funds)
- Mutual fund retailer
- U S. government securities dealer
- U S. government securities broker
- Municipal securities dealer
- Municipal securities broker
- Broker or dealer selling variable life insurance or annuities
- Solicitor of time deposits in a financial institution
- Put and call broker or dealer or option writer
- Broker or dealer selling tax shelters or limited partnerships in primary distributions
- Non-exchange member arranging for transactions in listed securities by exchange member
- Private placements of securities
- Broker or dealer involved in a networking, kiosk or similar arrangement with a: bank, savings bank or association, or credit union



Firm Operations

Clearing Arrangements

This firm does not hold or maintain funds or securities or provide clearing services for other broker-dealer(s).

Introducing Arrangements

This firm does refer or introduce customers to other brokers and dealers.

Name: NATIONAL FINANCIAL SERVICES LLC

CRD #: 13041

Business Address: 82 DEVONSHIRE STREET
BOSTON, MA 02109

Effective Date: 09/05/2003

Description: APPLICANT WILL INTRODUCE CUTOMER ACCOUNTS AND TRANSACTIONS ON A FULLY DISCLOSED BASIS TO NATIONAL FINANCIAL SERVICES, LLC. NATIONAL FINANCIAL WILL PERFORM SERVICES CUSTOMARILY PERFORMED BY A CLEARING BROKER DEALER, INCLUDING CARRYING CUSTOMER ACCOUNTS, HANDLING CUSTOMER FUNDS AND SECURITIES, EXECUTING TRANSACTIONS, PREPARING CUSTOMER CONFIRMATIONS AND STATEMENTS.

Firm Operations**Industry Arrangements****This firm does have books or records maintained by a third party.**

Name: NATIONAL FINANCIAL SERVICES LLC

CRD #: 13041

Business Address: 82 DEVONSHIRE STREET
BOSTON, MA 02109

Effective Date: 09/05/2003

Description: APPLICANT WILL INTRODUCE CUTOMER ACCOUNTS AND TRANSACTIONS ON A FULLY DISCLOSED BASIS TO NATIONAL FINANCIAL SERVICES, LLC. NATIONAL FINANCIAL WILL PERFORM SERVICES CUSTOMARILY PERFORMED BY A CLEARING BROKER DEALER, INCLUDING CARRYING CUSTOMER ACCOUNTS, HANDLING CUSTOMER FUNDS AND SECURITIES, EXECUTING TRANSACTIONS, PREPARING CUSTOMER CONFIRMATIONS AND STATEMENTS.

This firm does have accounts, funds, or securities maintained by a third party.

Name: NATIONAL FINANCIAL SERVICES LLC

CRD #: 13041

Business Address: 82 DEVONSHIRE STREET
BOSTON, MA 02109

Effective Date: 09/05/2003

Description: APPLICANT WILL INTRODUCE CUTOMER ACCOUNTS AND TRANSACTIONS ON A FULLY DISCLOSED BASIS TO NATIONAL FINANCIAL SERVICES, LLC. NATIONAL FINANCIAL WILL PERFORM SERVICES CUSTOMARILY PERFORMED BY A CLEARING BROKER DEALER, INCLUDING CARRYING CUSTOMER ACCOUNTS, HANDLING CUSTOMER FUNDS AND SECURITIES, EXECUTING TRANSACTIONS, PREPARING CUSTOMER CONFIRMATIONS AND STATEMENTS.

This firm does have customer accounts, funds, or securities maintained by a third party.

Name: NATIONAL FINANCIAL SERVICES LLC

CRD #: 13041

Business Address: 82 DEVONSHIRE STREET
BOSTON, MA 02109

Effective Date: 09/05/2003

Description: APPLICANT WILL INTRODUCE CUTOMER ACCOUNTS AND

Firm Operations



Industry Arrangements (continued)

TRANSACTIONS ON A FULLY DISCLOSED BASIS TO NATIONAL FINANCIAL SERVICES, LLC. NATIONAL FINANCIAL WILL PERFORM SERVICES CUSTOMARILY PERFORMED BY A CLEARING BROKER DEALER, INCLUDING CARRYING CUSTOMER ACCOUNTS, HANDLING CUSTOMER FUNDS AND SECURITIES, EXECUTING TRANSACTIONS, PREPARING CUSTOMER CONFIRMATIONS AND STATEMENTS.

Control Persons/Financing

This firm does not have individuals who control its management or policies through agreement.

This firm does not have individuals who wholly or partly finance the firm's business.



Firm Operations

Organization Affiliates

This section provides information on control relationships the firm has with other firms in the securities, investment advisory, or banking business.

This firm is not, directly or indirectly:

- in control of
 - controlled by
 - or under common control with
- the following partnerships, corporations, or other organizations engaged in the securities or investment advisory business.

This firm is not directly or indirectly, controlled by the following:

- bank holding company
- national bank
- state member bank of the Federal Reserve System
- state non-member bank
- savings bank or association
- credit union
- or foreign bank



Disclosure Events

All firms registered to sell securities or provide investment advice are required to disclose regulatory actions, criminal or civil judicial proceedings, and certain financial matters in which the firm or one of its control affiliates has been involved. For your convenience, below is a matrix of the number and status of disclosure events involving this brokerage firm or one of its control affiliates. Further information regarding these events can be found in the subsequent pages of this report.

	Pending	Final	On Appeal
Regulatory Event	0	1	0



Disclosure Event Details

What you should know about reported disclosure events:

1. **BrokerCheck provides details for any disclosure event that was reported in CRD. It also includes summary information regarding FINRA arbitration awards in cases where the brokerage firm was named as a respondent.**
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - o A law enforcement agency must file formal charges before a brokerage firm is required to disclose a particular criminal event.
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o Disclosure events for this brokerage firm were reported by the firm and/or regulators. When the firm and a regulator report information for the same event, both 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.
4. **There are different statuses and dispositions for disclosure events:**
 - o 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.
 - o 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 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.
5. **You may wish to contact the brokerage firm to obtain further information regarding any of the disclosure events contained in this BrokerCheck report.**

Regulatory - Final

This type of disclosure event involves (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the U.S. Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of the authority of a brokerage firm or its control affiliate to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source: Regulator
Current Status: Final



Allegations: WITHOUT ADMITTING OR DENYING THE FINDINGS, THE FIRM CONSENTED TO THE SANCTIONS AND TO THE ENTRY OF FINDINGS THAT IT FAILED TO REASONABLY SUPERVISE REPRESENTATIVES' RECOMMENDATIONS OF AN ALTERNATIVE MUTUAL FUND. THE FINDINGS STATED THAT THE FIRM PERMITTED THE SALE OF THE FUND ON ITS PLATFORM WITHOUT CONDUCTING REASONABLE DUE DILIGENCE AND WITHOUT A SUFFICIENT UNDERSTANDING OF ITS RISKS AND FEATURES, INCLUDING THE FACT THAT THE FUND PURSUED A RISKY STRATEGY THAT RELIED, IN PART, ON PURCHASING UNCOVERED OPTIONS. THE FIRM ALSO LACKED A REASONABLE SUPERVISORY SYSTEM TO REVIEW REPRESENTATIVES' FUND RECOMMENDATIONS. THE FIRM DID NOT PROVIDE ANY GUIDANCE OR TRAINING TO REPRESENTATIVES REGARDING THE RISKS AND FEATURES OF ALTERNATIVE MUTUAL FUNDS AND DID NOT HAVE WRITTEN SUPERVISORY PROCEDURES (WSPS) ADVISING FIRM PRINCIPALS HOW TO SUPERVISE RECOMMENDATIONS OF ALTERNATIVE MUTUAL FUNDS. IN ADDITION, THE FIRM FAILED TO CONSIDER WHETHER THE RULES OF ITS ELECTRONIC TRADE REVIEW SYSTEM PERTAINING TO TRADITIONAL MUTUAL FUNDS WERE REASONABLE FOR USE IN REVIEWING ALTERNATIVE MUTUAL FUNDS THAT UTILIZE A MORE COMPLEX STRATEGY, SUCH AS THE FUND, OR WHETHER IT MAY HAVE BEEN NECESSARY TO TAILOR THE TOOL'S RULES TO ADDRESS PARTICULAR RISKS AND CHARACTERISTICS OF ALTERNATIVE MUTUAL FUNDS, INCLUDING THE FUND. AS A RESULT, THE FIRM'S FUND TRANSACTIONS WERE GENERALLY NOT IDENTIFIED FOR ADDITIONAL SUITABILITY REVIEW, EVEN FOR CUSTOMERS WITH MODERATELY CONSERVATIVE RISK TOLERANCES. THE FIRM'S REPRESENTATIVES SOLD APPROXIMATELY \$1 MILLION IN THE FUND TO CUSTOMERS. THE FUND'S VALUE DROPPED 80 PERCENT DURING AN EXTREME VOLATILITY EVENT AND THE FUND ULTIMATELY LIQUIDATED AND CLOSED, RESULTING IN THOUSANDS OF DOLLARS IN LOSSES FOR THE FIRM'S CUSTOMERS.

Initiated By: FINRA
Date Initiated: 03/29/2021
Docket/Case Number: [2019061764801](#)
Principal Product Type: Mutual Fund(s)
Other Product Type(s):
Principal Sanction(s)/Relief Sought:
Other Sanction(s)/Relief Sought:
Resolution: Acceptance, Waiver & Consent(AWC)



Resolution Date: 03/29/2021

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

Sanctions Ordered: Censure
Monetary/Fine \$50,000.00
Disgorgement/Restitution

Other Sanctions Ordered: PLUS INTEREST; CERTIFICATION

Sanction Details: THE FIRM WAS CENSURED, FINED \$50,000, ORDERED TO PAY \$163,527, PLUS INTEREST, IN RESTITUTION TO CUSTOMERS AND ORDERED TO CERTIFY TO FINRA THAT IT HAS ESTABLISHED AND IMPLEMENTED POLICIES, PROCEDURES, AND INTERNAL CONTROLS REASONABLY DESIGNED TO ADDRESS AND REMEDIATE THE ISSUES IDENTIFIED IN THE AWC WITHIN 90 DAYS. FINE PAID IN FULL ON APRIL 7, 2021.

Reporting Source: Firm

Current Status: Final

Allegations: FINRA ALLEGED THAT THE FIRM DID NOT HAVE A REASONABLY DESIGNED SYSTEM WITH RESPECT TO THE RECOMMENDATION OF ALTERNATIVE MUTUAL FUNDS.

Initiated By: FINRA

Date Initiated: 03/18/2021

Docket/Case Number: [2019061764801](#)

Principal Product Type: Mutual Fund(s)

Other Product Type(s): ALTERNATIVE MUTUAL FUNDS

Principal Sanction(s)/Relief Sought:

Other Sanction(s)/Relief Sought:

Resolution: Acceptance, Waiver & Consent(AWC)

Resolution Date: 03/18/2021

Sanctions Ordered: Censure



Monetary/Fine \$50,000.00
Disgorgement/Restitution

Other Sanctions Ordered:

CERTIFICATION SIGNED BY OFFICER AND REGISTERED PRINCIPAL OF THE FIRM THAT, AS OF THE DATE OF THE CERTIFICATION, J.W. COLE HAS ESTABLISHED AND IMPLEMENTED POLICIES, PROCEDURES, AND INTERNAL CONTROLS REASONABLY DESIGNED TO ADDRESS AND REMEDIATE THE ISSUES IDENTIFIED IN THIS AWC.

Sanction Details:

THE FINE WAS PAID IN FULL ON APRIL 8, 2021. THE FIRM IS IN THE PROCESS OF MAKING THE RESTITUTION PAYMENTS, IN FULL, WITHIN THE TIME FRAME SET FORTH IN THE AWC.

Firm Statement

WITHOUT ADMITTING OR DENYING THE FINDINGS IN THE AWC, THE FIRM CONSENTED TO THE ENTRY OF THOSE FINDINGS AND THE SANCTIONS DESCRIBED ABOVE.

End of Report



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