**BrokerCheck Report**

# KEYSTONE BROKERAGE, LLC

CRD# 17445



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.**



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.

**KEYSTONE BROKERAGE, LLC**

CRD# 17445

SEC# 8-35249

## Main Office Location

102 W. 4TH ST.
WILLIAMSPORT, PA 17701

## Mailing Address

102 W. 4TH ST.
WILLIAMSPORT, PA 17701

## Business Telephone Number

717-231-5740

# 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 limited liability company.

This firm was formed in Pennsylvania on 03/31/2000.

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 brokerage firm is no longer registered with FINRA or a national securities exchange.

## 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 |
|---|---|
| Bond | 1 |

## Registration Withdrawal Information

This section provides information relating to the date the brokerage firm ceased doing business and the firm's financial obligations to customers or other brokerage firms.

| | |
|---|---|
| **Date firm ceased business:** | 10/06/2000 |
| **Does this brokerage firm owe any money or securities to any customer or brokerage firm?** | No |

# Firm Profile

This firm is classified as a limited liability company.

This firm was formed in Pennsylvania on 03/31/2000.

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.

**KEYSTONE BROKERAGE, LLC**

**Doing business as KEYSTONE BROKERAGE, LLC**

**CRD#** 17445

**SEC#** 8-35249

**Main Office Location**

102 W. 4TH ST.
WILLIAMSPORT, PA 17701

**Mailing Address**

102 W. 4TH ST.
WILLIAMSPORT, PA 17701

**Business Telephone Number**

717-231-5740

# 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):** | KEYSTONE FINANCIAL BANK, NA |
| **Is this a domestic or foreign entity or an individual?** | Domestic Entity |
| **Position** | OWNER |
| **Position Start Date** | 12/1998 |
| **Percentage of Ownership** | 75% or more |
| **Does this owner direct the management or policies of the firm?** | Yes |
| **Is this a public reporting company?** | Yes |

| | |
|---|---|
| **Legal Name & CRD# (if any):** | BOGEL, WILLIAM HENRY<br>2656072 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | DIRECTOR |
| **Position Start Date** | 08/1995 |
| **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):** | CUNNION, WILLIAM RUSSELL<br>2127821 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | VICE PRESIDENT/COO/TREASURER/MUNICIPAL PRINCIPAL |
| **Position Start Date** | 12/1999 |

# Firm Profile

## Direct Owners and Executive Officers (continued)

| | |
|---|---|
| **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):** | DURICKO, MICHAEL WILLIAM<br>3120474 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | DIRECTOR |
| **Position Start Date** | 08/1998 |
| **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):** | HARPER, HARRY GEORGE<br>1197481 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | VP/CCO/SROP |
| **Position Start Date** | 12/1997 |
| **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):** | HOY, TIMOTHY ANDREW |

# Firm Profile

## Direct Owners and Executive Officers (continued)

| | |
|---|---|
| | 4132221 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | SECRETARY |
| **Position Start Date** | 01/2000 |
| **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):** | MARIANO, DAVID JAMES |
| | 1969964 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | CROP |
| **Position Start Date** | 01/2000 |
| **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):** | OCONNELL, THOMAS MICHAEL JR |
| | 2656074 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | DIRECTOR |
| **Position Start Date** | 08/1995 |
| **Percentage of Ownership** | Less than 5% |

# Firm Profile

## Direct Owners and Executive Officers (continued)

| | |
|---|---|
| **Does this owner direct the management or policies of the firm?** | No |
| **Is this a public reporting company?** | No |

| | |
|---|---|
| **Legal Name & CRD# (if any):** | PLUMLEY, LAURA CIANCIULLI<br>2987294 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | ASSISTANT SECRETARY |
| **Position Start Date** | 05/1997 |
| **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):** | PULASKI, MARK L.<br>4132212 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | DIRECTOR |
| **Position Start Date** | 01/2000 |
| **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):** | RICHARDS, TODD EDWARD<br>1003010 |

# Firm Profile

## Direct Owners and Executive Officers (continued)

| | |
|---|---|
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | PRESIDENT / CEO / DIRECTOR |
| **Position Start Date** | 12/1999 |
| **Percentage of Ownership** | Less than 5% |
| **Does this owner direct the management or policies of the firm?** | Yes |
| **Is this a public reporting company?** | No |

| | |
|---|---|
| **Legal Name & CRD# (if any):** | WALTMAN, HEIDI JANE<br>1778365 |
| **Is this a domestic or foreign entity or an individual?** | Individual |
| **Position** | VICE PRESIDENT |
| **Position Start Date** | 12/1998 |
| **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

| | |
|---|---|
| **Legal Name & CRD# (if any):** | KEYSTONE FINANCIAL, INC. |
| **Is this a domestic or foreign entity or an individual?** | Domestic Entity |
| **Company through which indirect ownership is established** | KEYSTONE FINANCIAL BANK, NA |
| **Relationship to Direct Owner** | OWNER |
| **Relationship Established** | 12/1998 |
| **Percentage of Ownership** | 75% or more |
| **Does this owner direct the management or policies of the firm?** | Yes |
| **Is this a public reporting company?** | Yes |

## Firm History

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

| | |
|---|---|
| **This firm was previously:** | KEYSTONE BROKERAGE, INC. |
| **Date of Succession:** | 03/31/2000 |
| **Predecessor CRD#:** | 17445 |
| **Predecessor SEC#:** | 8-35249 |
| **Description** | KEYSTONE BROKERAGE, INC. WAS CHANGED TO A LIMITED LIBILITY COMPANY AS OF MARCH 31, 2000. THE LLC IS TAKING OVER THE ENTIRE CORPORATION AND WILL CONTINUE BUSINESS UNCHANGED. THERE IS NO CHANGE IN OWNERSHIP, MANAGEMENT OR CONTROL. |

# 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 no longer registered.**

**The firm's registration was from 04/15/1986 to 10/24/2000.**

# 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 9 types of businesses.**

| Types of Business |
|---|
| Broker or dealer retailing corporate equity securities over-the-counter |
| Broker or dealer selling corporate debt securities |
| Mutual fund retailer |
| U S. government securities broker |
| Municipal securities broker |
| Broker or dealer selling variable life insurance or annuities |
| Put and call broker or dealer or option writer |
| Investment advisory services |
| Non-exchange member arranging for transactions in listed securities by exchange member |

### Other Types of Business

This firm does not effect transactions in commodities, commodity futures, or commodity options.
This firm does engage in other non-securities business.

Non-Securities Business Description: 13B- KEYSTONE BROKERAGE IS LICENSED WITH THE STATES OF PENNSYLVANIA AND MARYLAND INSURANCE DEPARTMENTS AS A LICENSED INSURANCE AGENCY FOR THE PURPOSE OF ENGAGING IN THE DIRECT SALE OF FIXED AND VARIABLE ANNUITIES.

# 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:** | CORELINK FINANCIAL |
| **Business Address:** | SUITE 500<br>1855 GATEWAY BOULEBARD<br>CONCORD, CA  94520 |
| **Effective Date:** | 07/01/1997 |
| **Description:** | TO CLEAR TRANSACTIONS RELATED TO ITS INVESTMENT ADVISORY SERVICES. |
| **Name:** | NATIONAL FINANCIAL SERVICES CORPORATION |
| **Business Address:** | 82 DEVONSHIRE STREET<br>BOSTON, MA  02109 |
| **Effective Date:** | 11/09/1988 |
| **Description:** | TO CLEAR GENERAL SECURITIES TRANSACTIONS. |

# Firm Operations

## Industry Arrangements

**This firm does have books or records maintained by a third party.**

| | |
|---|---|
| **Name:** | CORELINK FINANCIAL |
| **Business Address:** | SUITE 500<br>1855 GATEWAY BOULEVARD<br>CONCORD, CA 94520 |
| **Effective Date:** | 07/11/1997 |
| **Description:** | CORELINK FINANCIAL IS USED TO CLEAR TRANSACTIONS RELATED TO ITS INVESTMENT ADVISORY SERVICES. CERTAIN RECORDS REQUIRED TO BE MAINTAINED BY THE FIRM ARE MAINTAINED BY THE CLEARING AGENGY. |
| **Name:** | NATIONAL FINANCIAL SERVICES CORPORATION |
| **Business Address:** | 82 DEVONSHIRE STREET<br>BOSTON, MA 02109 |
| **Effective Date:** | 11/09/1988 |
| **Description:** | NATIONAL FINANCIAL SERVICES CORPORATION IS USED TO CLEAR GENERAL SECURITIES TRANSACTIONS. CERTAIN RECORDS REQUIRED TO BE MAINTAINED BY THE FIRM ARE MAINTAINED BY THE CLEARING AGENCY. |

**This firm does not have accounts, funds, or securities maintained by a third party.**

**This firm does not have customer accounts, funds, or securities maintained by a third party.**

### 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, 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.**

**MARTINDALE ANDRES & COMPANY, INC. is under common control with the firm.**

| | |
|---|---|
| **Business Address:** | 200 FALL FOURS CORPORATE CENTER<br>SUITE 200<br>WEST CONSHOHOCKEN, PA 19428 |
| **Effective Date:** | 12/04/1997 |
| **Foreign Entity:** | No |
| **Country:** | |
| **Securities Activities:** | No |
| **Investment Advisory Activities:** | Yes |
| **Description:** | KEYSTONE BROKERAGE, INC.,IS A SUBSIDIARY OF KEYSTONE FINANCIAL BANK, NA, WHICH IN TURN, IS OWNED BY KEYSTONE FINANCIAL INC. MARTINDALE ANDRES & CO.,INC., 200 FALLS FOUR CORPORATE CENTER, SUITE 200, CONSHOHOCKEN, PA 19428 IS A REGISTERED INVESTMENT ADVISOR AND A WHOLLY-OWNED SUBSIDIARY OF KEYSTONE FINANCIAL, INC. |

**This firm is 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**

**KEYSTONE FINANCIAL, INC. is a Bank Holding Company and controls the firm.**

 

# Firm Operations

## Organization Affiliates (continued)

| | |
|---|---|
| **Business Address:** | FRONT & MARKET STREETS<br>HARRISBURG, PA 19101 |
| **Effective Date:** | 01/01/1989 |
| **Description:** | KEYSTONE BROKERAGE, INC., IS 100% OWNED BY KEYSTONE FINANCIAL BANK, NA, WHICH IN TURN IS 100% OWNED BY KEYSTONE FINANCIAL, INC. |

# 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 |
|---|---|---|---|
| Bond | N/A | 1 | N/A |

 

# 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:**
   - 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:**
   - 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:**
   - 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 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.**

## Civil Bond

This type of disclosure event involves a civil bond for the brokerage firm that has been denied, paid, or revoked by a bonding company.

**Disclosure 1 of 1**

| | |
|---|---|
| **Reporting Source:** | Firm |
| **Policy Holder:** | KEYSTONE BROKERAGE, INC. |
| **Bonding Company Name:** | NATIONAL UNION FIRE INSURANCE COMPANY |
| **Disposition:** | Payout |

| | |
|---|---|
| **Disposition Date:** | 01/27/1998 |
| **Payout Details:** | PAYOUT IN THE AMOUNT OF $100,000.00 ON JANUARY 27, 1998. |
| **Firm Statement** | THROUGH AN INTERNAL INVESTIGATION CONDUCTED IN DECEMBER, 1996,KEYSTONE BROKERAGE UNCOVERED FRAUDULENT ACTIVITY RELATED TO IT'S BROKER-DEALER BUSINESS, CONDUCTED BY FORMER AGENT, DEBORAH LEONARD(CRD# 1481364). |

# End of Report

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