

### **BrokerCheck Report**

# **CHELSEA FINANCIAL SERVICES**

CRD# 47770

Section Title	Page(s)		
Report Summary	1		
Firm Profile	2 - 4		
Firm History	5		
Firm Operations	6 - 12		
Disclosure Events	13		



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 <u>investor alert</u> 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:
  - 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.

www.finra.org/brokercheck
User Guidance

#### **CHELSEA FINANCIAL SERVICES**

CRD# 47770

SEC# 8-51916

#### **Main Office Location**

242 MAIN STREET STATEN ISLAND, NY 10307 Regulated by FINRA Long Island Office

#### **Mailing Address**

242 MAIN STREET STATEN ISLAND, NY 10307

#### **Business Telephone Number**

718 967-8400

#### **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 New York on 05/05/1999. 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
- 51 U.S. states and territories

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

This firm conducts 11 types of businesses.

This firm is affiliated with 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:

Туре	Count	
Regulatory Event	4	

#### Firm Profile

This firm is classified as a corporation.

This firm was formed in New York on 05/05/1999.

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.

CHELSEA MORGAN SECURITIES, INC.

Doing business as CHELSEA FINANCIAL SERVICES

**CRD#** 47770

**SEC#** 8-51916

**Main Office Location** 

242 MAIN STREET STATEN ISLAND, NY 10307

Regulated by FINRA Long Island Office

#### **Mailing Address**

242 MAIN STREET STATEN ISLAND, NY 10307

#### **Business Telephone Number**

718 967-8400



#### 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): PISAPIA, JOHN THOMAS

2336216

Is this a domestic or foreign entity or an individual?

Individual

Position PRESIDENT

Position Start Date 05/1999

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):

SEBOLD, STEPHEN RAPHAEL

2453748

Is this a domestic or foreign entity or an individual?

Individual

Position

CHIEF COMPLIANCE OFFICER

**Position Start Date** 

09/2020

**Percentage of Ownership** 

Less than 5%

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

Yes

Is this a public reporting

No

company?

#### Firm Profile

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

# FINCA

#### **Indirect Owners**

No information reported.

#### **Firm History**

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

FINCA

No information reported.





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 51 U.S. states and territories.

Federal Regulator	Status	Date Effective
SEC	Approved	01/24/2000

#### **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	01/24/2000





U.S. States & Territories	Status	Date Effective
Alabama	Approved	02/26/2001
Alaska	Approved	05/23/2006
Arizona	Approved	05/17/2006
Arkansas	Approved	05/09/2006
California	Approved	11/14/2000
Colorado	Approved	02/01/2001
Connecticut	Approved	02/20/2001
Delaware	Approved	10/30/2008
District of Columbia	Approved	07/09/2019
Florida	Approved	10/19/2000
Georgia	Approved	11/13/2000
Hawaii	Approved	05/30/2006
Idaho	Approved	10/10/2000
Illinois	Approved	04/24/2001
Indiana	Approved	01/30/2001
Iowa	Approved	12/14/2000
Kansas	Approved	04/25/2006
Kentucky	Approved	01/09/2003
Louisiana	Approved	01/25/2001
Maine	Approved	11/16/2018
Maryland	Approved	01/19/2001
Massachusetts	Approved	11/21/2000
Michigan	Approved	12/13/2000
Minnesota	Approved	04/11/2001
Mississippi	Approved	01/16/2001
Missouri	Approved	05/24/2006
Nebraska	Approved	03/20/2001
Nevada	Approved	10/13/2000
New Hampshire	Approved	09/29/2003
New Jersey	Approved	03/13/2001
New Mexico	Approved	06/14/2007
New York	Approved	09/15/1999
North Carolina	Approved	11/09/2000

U.S. States & Territories	Status	Date Effective
North Dakota	Approved	05/24/2018
Ohio	Approved	01/14/2003
Oklahoma	Approved	11/16/2000
Oregon	Approved	02/06/2001
Pennsylvania	Approved	11/30/2000
Rhode Island	Approved	06/19/2019
South Carolina	Approved	02/05/2001
South Dakota	Approved	02/09/2012
Tennessee	Approved	01/02/2001
Texas	Approved	01/24/2001
Utah	Approved	03/07/2012
Vermont	Approved	07/22/2010
Virgin Islands	Approved	01/19/2010
Virginia	Approved	01/01/2001
Washington	Approved	01/11/2001
West Virginia	Approved	01/11/2001
Wisconsin	Approved	02/23/2001
Wyoming	Approved	01/20/2010

#### **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 11 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 broker

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

Non-exchange member arranging for transactions in listed securities by exchange member

Private placements of securities

#### **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: INSURANCE





#### **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: HILLTOP SECURITIES INC.

**CRD #**: 6220

Business Address: 1201 ELM STREET

SUITE 3500

DALLAS, TX 75270

**Effective Date:** 01/20/2016

**Description:** HILLTOP SECURITIES BECAME OUR NEW CLEARING FIRM AFTER A

MERGER WITH FIRST SOUTHWEST

#### **Industry Arrangements**



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

Name: HILLTOP SECURITIES INC.

**CRD #:** 6220

Business Address: 1201 ELM STREET

**SUITE 3500** 

DALLAS, TX 75270

**Effective Date:** 01/20/2016

**Description:** HILLTOP SECURITIES BECAME OUR NEW CLEARING FIRM AFTER A

MERGER WITH FIRST SOUTHWEST

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

Name: HILLTOP SECURITIES INC.

**CRD #:** 6220

Business Address: 1201 ELM STREET

**SUITE 3500** 

DALLAS, TX 75270

**Effective Date:** 01/20/2016

**Description:** HILLTOP SECURITIES BECAME OUR NEW CLEARING FIRM AFTER A

MERGER WITH FIRST SOUTHWEST

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

Name: HILLTOP SECURITIES INC.

**CRD #:** 6220

Business Address: 1201 ELM STREET

**SUITE 3500** 

DALLAS, TX 75270

**Effective Date:** 01/20/2016

**Description:** HILLTOP SECURITIES BECAME OUR NEW CLEARING FIRM AFTER A

MERGER WITH FIRST SOUTHWEST

**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.

#### **Organization Affiliates**

FINCA

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.

U.S. SECURITIES, INTL. CORP. is under common control with the firm.

**CRD #:** 11238

Business Address: 120 BROADWAY

**SUITE 1017** 

NEW YORK, NY 10271

**Effective Date:** 03/21/2022

Foreign Entity: No

Country:

Securities Activities: Yes

**Investment Advisory** 

No

Activities:

**Description:** COMMON OWNERSHIP

CHELSEA ADVISORY SERVICES, INC is under common control with the firm.

CRD #: 150791

Business Address: 242 MAIN STREET

STATEN ISLAND, NY 10307

**Effective Date:** 05/27/2009

Foreign Entity: No

Country:

Securities Activities: No

Investment Advisory Yes

Activities: Description:

BD & RIA ARE UNDER COMMON OWNERSHIP

# User Guidance

#### **Organization Affiliates (continued)**

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	4	0



#### **Disclosure Event Details**

What you should know about reported disclosure events:

- 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:
  - 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 4

Reporting Source: Firm

Current Status: Final



Allegations: INCOMPLETE APPLICATION.

Initiated By: STATE OF WISCONSIN OFFICE OF THE COMMISSIONER OR INSURANCE

Date Initiated: 10/06/2020

Docket/Case Number: 20-C43709

Principal Product Type: No Product

Other Product Type(s):

Principal Sanction(s)/Relief

Sought:

Other

Other Sanction(s)/Relief

Sought:

ENSURE ADEQUATE PROCEDURES IN PLACE

Resolution: Order

Resolution Date: 10/06/2020

Firm Statement ALTHOUGH THE FIRM PROPERLY ANSWERED THE INSURANCE

APPLICATION INQUIRY IN QUESTION, CERTAIN RESPONSIVE DOCUMENTS REGARDING PREVIOUSLY RESOLVED ADMINISTRATIVE MATTERS WERE UNINTENTIONALLY LEFT OUT OF THE CONTEMPORANEOUS PRODUCTION DUE TO CLERICAL OVERSIGHT AMID OPERATING REMOTELY DURING THE PANDEMIC. THIS ADMINISTRATIVE ACTION WAS ULTIMATELY RESOLVED BY WAY OF STIPULATION AND ORDER WITH THE LICENSE IN QUESTION

GRANTED.

Disclosure 2 of 4

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 ESTABLISH AND MAINTAIN A SUPERVISORY SYSTEM, AND FAILED TO ESTABLISH, MAINTAIN, AND ENFORCE WSPS, THAT WERE REASONABLY DESIGNED TO ACHIEVE COMPLIANCE WITH FINRA'S SUITABILITY RULE AS IT PERTAINS TO EXCESSIVE TRADING. THE FINDINGS STATED THAT THE FIRM'S WSPS PROVIDED CONFUSING AND CONTRADICTORY GUIDANCE REGARDING HOW TO ASSESS WHETHER TRADING MAY BE EXCESSIVE AND FAILED TO PROVIDE ANY GUIDANCE TO SUPERVISORS REGARDING HOW THEY SHOULD MONITOR FOR POTENTIALLY EXCESSIVE TRADING, WHETHER IT BE THROUGH THE USE OF AUTOMATED EXCEPTION

REPORTS, REVIEW OF DAILY TRADE BLOTTERS, OR OTHERWISE. VETRANO, THE FIRM'S DESIGNATED SUPERVISORY PRINCIPAL,



PERFORMED THE REVIEWS OF THE DAILY TRADE BLOTTER AND THE MONTHLY EXCEPTION REPORT. HOWEVER. NEITHER THE TRADE BLOTTER NOR THE EXCEPTION REPORT INCLUDED ANY INDICATORS OF EXCESSIVE TRADING, SUCH AS TURNOVER OR COST-TO-EQUITY RATIOS, LEAVING VETRANO TO PERFORM CALCULATIONS MANUALLY. MOREOVER, THE FIRM ALSO FAILED TO PROVIDE GUIDANCE TO SUPERVISORS, EITHER IN ITS WSPS OR OTHERWISE, REGARDING THE STEPS THAT THEY SHOULD TAKE IF THEY DETECTED POTENTIALLY EXCESSIVE TRADING. AS A RESULT, IN PRACTICE, WHEN VETRANO IDENTIFIED TRADING THAT HE THOUGHT MIGHT BE EXCESSIVE, HE FAILED TO TAKE REASONABLE STEPS TO INVESTIGATE. THE FINDINGS ALSO STATED THAT THE FIRM AND VETRANO FAILED TO REASONABLY SUPERVISE A FORMER REGISTERED REPRESENTATIVE WHO, WHILE REGISTERED THROUGH THE FIRM, RECOMMENDED UNSUITABLE AND EXCESSIVE TRADING IN THREE CUSTOMERS' ACCOUNTS. VETRANO OBSERVED MULTIPLE RED FLAGS INDICATING THAT THE REPRESENTATIVE WAS RECOMMENDING EXCESSIVE AND UNSUITABLE TRADING IN THE CUSTOMERS' ACCOUNTS. BUT HE FAILED TO REASONABLY RESPOND TO THESE RED FLAGS. AFTER THE CUSTOMERS' ACCOUNTS APPEARED ON THE FIRM'S MONTHLY EXCEPTION REPORT. VETRANO PERFORMED MANUAL COST-TO-EQUITY CALCULATIONS FOR EACH ACCOUNT. VETRANO'S CALCULATIONS REVEALED COST-TO-EQUITY RATIOS RANGING FROM 27% TO 94.7%. IN RESPONSE, VETRANO SENT ACTIVE ACCOUNT LETTERS TO THE AFFECTED CUSTOMERS, BUT THE LETTERS DID NOT PROVIDE THE CUSTOMERS WITH ANY INFORMATION ABOUT THE LEVEL OF TRADING IN, OR THE AMOUNT OF COMMISSIONS CHARGED TO, THEIR ACCOUNTS. VETRANO ALSO INSTITUTED A PER-TRADE CAP ON THE COMMISSIONS THAT COULD BE CHARGED IN EACH OF THE ACCOUNTS. HOWEVER, THE PER-TRADE CAP ON COMMISSIONS OFTEN EXACERBATED THE EXCESSIVE TRADING IN THE AFFECTED ACCOUNTS BECAUSE IT CAUSED THE REPRESENTATIVE TO INCREASE THE NUMBER OF TRADES IN THE ACCOUNTS TO OVERCOME THE PER-TRADE COMMISSION CAP. IN ALL, AS A RESULT OF THE REPRESENTATIVE'S RECOMMENDATIONS OF EXCESSIVE AND UNSUITABLE TRANSACTIONS, THE REPRESENTATIVE'S THREE CUSTOMERS COLLECTIVELY PAID APPROXIMATELY \$68.899 IN COMMISSIONS, AND THEIR ACCOUNTS COLLECTIVELY EXPERIENCED LOSSES OF APPROXIMATELY \$34,515.

Initiated By: FINRA

**Date Initiated:** 12/04/2019

**Docket/Case Number:** 2018059111001

**Principal Product Type:** 

No Product

Other Product Type(s):



Principal Sanction(s)/Relief

Sought:

Other Sanction(s)/Relief

Sought:

**Resolution:** Acceptance, Waiver & Consent(AWC)

Resolution Date: 12/04/2019

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 \$15,000.00 Disgorgement/Restitution

Other Sanctions Ordered:

INTEREST; UNDERTAKING

**Sanction Details:** 

THE FIRM WAS CENSURED, FINED \$15,000, ORDERED TO PAY \$68,899, PLUS INTEREST, IN RESTITUTION TO CUSTOMERS AND REQUIRED TO REVIEW AND REVISE, AS NECESSARY, ITS SUPERVISORY SYSTEM AND WSPS, REGARDING SUPERVISION OF EXCESSIVE TRADING. FINRA IMPOSED A REDUCED FINE AGAINST THE FIRM AFTER IT CONSIDERED, AMONG OTHER THINGS, THE FIRM'S REVENUES AND FINANCIAL

RESOURCES, AS WELL AS ITS AGREEMENT TO PAY FULL RESTITUTION TO

THE AFFECTED CUSTOMERS. FINE PAID IN FULL ON JULY 20, 2021.

Reporting Source: Firm

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 ESTABLISH AND MAINTAIN A SUPERVISORY SYSTEM, AND FAILED TO ESTABLISH, MAINTAIN, AND ENFORCE WSPS, THAT WERE REASONABLY DESIGNED TO ACHIEVE COMPLIANCE WITH FINRA'S SUITABILITY RULE AS IT PERTAINS TO EXCESSIVE TRADING. THE FINDINGS STATED THAT THE FIRM'S WSPS PROVIDED CONFUSING AND CONTRADICTORY GUIDANCE REGARDING HOW TO ASSESS WHETHER TRADING MAY BE EXCESSIVE AND FAILED TO PROVIDE ANY GUIDANCE TO SUPERVISORS REGARDING HOW THEY SHOULD MONITOR FOR POTENTIALLY EXCESSIVE TRADING, WHETHER IT BE THROUGH THE USE OF AUTOMATED EXCEPTION

REPORTS, REVIEW OF DAILY TRADE BLOTTERS, OR OTHERWISE.



VETRANO, THE FIRM'S DESIGNATED SUPERVISORY PRINCIPAL, PERFORMED THE REVIEWS OF THE DAILY TRADE BLOTTER AND THE MONTHLY EXCEPTION REPORT. HOWEVER, NEITHER THE TRADE BLOTTER NOR THE EXCEPTION REPORT INCLUDED ANY INDICATORS OF EXCESSIVE TRADING, SUCH AS TURNOVER OR COST-TO-EQUITY RATIOS, LEAVING VETRANO TO PERFORM CALCULATIONS MANUALLY. MOREOVER, THE FIRM ALSO FAILED TO PROVIDE GUIDANCE TO SUPERVISORS, EITHER IN ITS WSPS OR OTHERWISE, REGARDING THE STEPS THAT THEY SHOULD TAKE IF THEY DETECTED POTENTIALLY EXCESSIVE TRADING. AS A RESULT, IN PRACTICE, WHEN VETRANO IDENTIFIED TRADING THAT HE THOUGHT MIGHT BE EXCESSIVE. HE FAILED TO TAKE REASONABLE STEPS TO INVESTIGATE. THE FINDINGS ALSO STATED THAT THE FIRM AND VETRANO FAILED TO REASONABLY SUPERVISE A FORMER REGISTERED REPRESENTATIVE WHO, WHILE REGISTERED THROUGH THE FIRM, RECOMMENDED UNSUITABLE AND EXCESSIVE TRADING IN THREE CUSTOMERS' ACCOUNTS. VETRANO OBSERVED MULTIPLE RED FLAGS INDICATING THAT THE REPRESENTATIVE WAS RECOMMENDING EXCESSIVE AND UNSUITABLE TRADING IN THE CUSTOMERS' ACCOUNTS, BUT HE FAILED TO REASONABLY RESPOND TO THESE RED FLAGS. AFTER THE CUSTOMERS' ACCOUNTS APPEARED ON THE FIRM'S MONTHLY EXCEPTION REPORT, VETRANO PERFORMED MANUAL COST-TO-EQUITY CALCULATIONS FOR EACH ACCOUNT. VETRANO'S CALCULATIONS REVEALED COST-TO-EQUITY RATIOS RANGING FROM 27% TO 94.7%. IN RESPONSE, VETRANO SENT ACTIVE ACCOUNT LETTERS TO THE AFFECTED CUSTOMERS, BUT THE LETTERS DID NOT PROVIDE THE CUSTOMERS WITH ANY INFORMATION ABOUT THE LEVEL OF TRADING IN. OR THE AMOUNT OF COMMISSIONS CHARGED TO, THEIR ACCOUNTS. VETRANO ALSO INSTITUTED A PER-TRADE CAP ON THE COMMISSIONS THAT COULD BE CHARGED IN EACH OF THE ACCOUNTS. HOWEVER. THE PER-TRADE CAP ON COMMISSIONS OFTEN EXACERBATED THE EXCESSIVE TRADING IN THE AFFECTED ACCOUNTS BECAUSE IT CAUSED THE REPRESENTATIVE TO INCREASE THE NUMBER OF TRADES IN THE ACCOUNTS TO OVERCOME THE PER-TRADE COMMISSION CAP. IN ALL, AS A RESULT OF THE REPRESENTATIVE'S RECOMMENDATIONS OF EXCESSIVE AND UNSUITABLE TRANSACTIONS, THE REPRESENTATIVE'S THREE CUSTOMERS COLLECTIVELY PAID APPROXIMATELY \$68,899 IN COMMISSIONS, AND THEIR ACCOUNTS COLLECTIVELY EXPERIENCED LOSSES OF APPROXIMATELY \$34.515.

Initiated By: FINRA

**Date Initiated:** 12/04/2019

**Docket/Case Number:** 2018059111001

Principal Product Type: No Product



Other Product Type(s):

Principal Sanction(s)/Relief

Sought:

Other Sanction(s)/Relief

Sought:

**Resolution:** Acceptance, Waiver & Consent(AWC)

Resolution Date: 12/04/2019

Sanctions Ordered: Censure

Monetary/Fine \$15,000.00 Disgorgement/Restitution

Other Sanctions Ordered: INTEREST, UNDERTAKING

Sanction Details: THE FIRM WAS CENSURED, FINED \$15,000, ORDERED TO PAY \$68,899,

PLUS INTEREST, IN RESTITUTION TO CUSTOMERS AND REQUIRED TO REVIEW AND REVISE, AS NECESSARY, ITS SUPERVISORY SYSTEM AND WSPS, REGARDING SUPERVISION OF EXCESSIVE TRADING. FINRA IMPOSED A REDUCED FINE AGAINST THE FIRM AFTER IT CONSIDERED,

AMONG OTHER THINGS, THE FIRM'S REVENUES AND FINANCIAL

RESOURCES, AS WELL AS ITS AGREEMENT TO PAY FULL RESTITUTION TO

THE AFFECTED CUSTOMERS.

Disclosure 3 of 4

Reporting Source: Regulator

Current Status: Final

Allegations: PURSUANT TO N.J.S.A. 49:3-56(A), CHELSA ALLOWED AN AFFILIATED

PERSON TO COMPLETE SECURITIES TRANSACTIONS FROM NEW JERSEY

WITH PERSONS WHO WERE CUSTOMERS OF CHELSEA WHILE THE

AFFILIATED PERSON WAS NOT REGISTERED WITH THE BUREAU,

CONSTITUTING VIOLATIONS OF N.J.S.A. 49:3-56(H) FOR THE EMPLOYMENT OF AN UNREGISTERED AGENT AND IS THE BASIS FOR THE ISSUANCE OF AN ORDER ASSESSING PENALTIES AGAINST CHELSEA. PURSUANT TO N.J.S.A. 49:3-58(2)(XI), CHELSEA'S ALLOWING THE AFFILIATED PERSON TO CONDUCT BUSINESS DURING THE RELEVANT PERIOD FROM NEW JERSEY

LOCATIONS OPERATED BY CHELSEA WITHOUT THE AGENT BEING REGISTERED CONSTITUTES A FAILURE TO REASONABLY SUPERVISE

PURSUANT TO N.J.S.A. 49:3-58(2)(XI).

Initiated By: NEW JERSEY BUREAU OF SECURITIES

**Date Initiated:** 09/18/2014



Docket/Case Number: N/A

**URL for Regulatory Action:** 

Principal Product Type: No Product

Other Product Type(s):

Principal Sanction(s)/Relief

Sought:

Civil and Administrative Penalt(ies) /Fine(s)

Other Sanction(s)/Relief

Sought:

Resolution: Consent

Resolution Date: 09/18/2014

Does the order constitute a

final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or

deceptive conduct?

Sanctions Ordered: Monetary/Fine \$15,000.00

No

**Other Sanctions Ordered:** 

Sanction Details: CHELSEA IS ASSESSED A CIVIL MONETARY PENALTY IN THE AMOUNT OF

FIFTEEN THOUSAND DOLLARS (\$15,000.00), TO BE PAID IN SIX (6)

INSTALLMENTS OF TWO THOUSAND FIVE HUNDRED DOLLARS (\$2500.00) EACH ON SEPTEMBER 15, 2014, OCTOBER 15, 2014, NOVEMBER 17, 2014,

DECEMBER 15, 2014, JANUARY 15, 2015, AND FEBRUARY 17, 2015.

Reporting Source: Firm

Current Status: Final

Allegations: ONE REGISTERED REPRESENTAIVE WORKED FROM A NEW JERSEY

LOCATION WITHOUT BEING REGISTERED IN THE STATE OF NEW JERSEY. HE DID NOT CONTACT OR SOLICIT ANY CUSTOMERS OF THE STATE OF

NEW JERSEY.

Initiated By: STATE OF NEW JERSEY

**Date Initiated:** 09/18/2014

Docket/Case Number: NONE

Principal Product Type: No Product



Other Product Type(s):

Principal Sanction(s)/Relief

Sought:

Civil and Administrative Penalt(ies) /Fine(s)

Other Sanction(s)/Relief

Sought:

Resolution: Order

**Resolution Date:** 09/18/2014

**Sanctions Ordered:** Monetary/Fine \$15,000.00

**Other Sanctions Ordered:** 

Sanction Details: \$15,000.00 FINE

Firm Statement ONE REGISTERED REPRESENTAIVE WORKED FROM A NEW JERSEY

LOCATION WITHOUT BEING REGISTERED IN THE STATE OF NEW JERSEY. HE DID NOT CONTACT OR SOLICIT ANY CUSTOMERS OF THE STATE OF

NEW JERSEY.

Disclosure 4 of 4

Reporting Source: Regulator

Current Status: Final

Allegations: FAILURE TO SUPERVISE SALESPERSON JOSEPH BIONDOLILLO; CHARGING

AND COLLECTING UNREASONABLE FEES.

Initiated By: MONTANA

**Date Initiated:** 05/02/2013

**Docket/Case Number:** SEC-2013-58

**URL for Regulatory Action:** 

Principal Product Type: Equity Listed (Common & Preferred Stock)

Other Product Type(s):

Principal Sanction(s)/Relief F

Sought:

Restitution

Other Sanction(s)/Relief

Sought:

**Resolution:** Order

Resolution Date: 05/02/2013



Does the order constitute a

final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or Nο

deceptive conduct?

Sanctions Ordered: Monetary/Fine \$40,000.00 Disgorgement/Restitution

Other Sanctions Ordered:

\$262,371 IN RESTITUTION TO 8 INVESTORS; \$40,000 FINE; \$10,153

**INVESTIGATIVE COSTS** 

**Sanction Details:** 

\$262,371 IN RESTITUTION TO 8 INVESTORS; \$40,000 FINE; \$10,153

INVESTIGATIVE COSTS

Reporting Source: Firm

Current Status: Final

Allegations: FAILURE TO SUPERVISE SALESPERSON JOSEPH BIONDOLILLO; CHARGING

AND COLLECTING UNREASONABLE FEES

Initiated By: MONTANA

**Date Initiated:** 05/03/2013

Docket/Case Number: SEC-2013-58

Principal Product Type: Equity Listed (Common & Preferred Stock)

Restitution

Other Product Type(s):

Principal Sanction(s)/Relief

Sought:

Other Sanction(s)/Relief

Sought:

**Resolution:** Order

Resolution Date: 05/03/2013

Sanctions Ordered: Monetary/Fine \$40,000.00

Disgorgement/Restitution

Other Sanctions Ordered: \$262371 IN RESTITUTION TO 8 INVESTORS;\$40,000 FINE;\$10153

INVESTIGATIVE COSTS

Sanction Details: \$262371 IN RESTITUTION TO 8 INVESTORS;\$40,000 FINE;\$10153

**INVESTIGATIVE COSTS** 



#### **Firm Statement**

THE ACTIVITY IN QUESTION WAS LIMITED TO ONE PARTICULAR REGISTERED REPRESENTATIVE IN AN INDEPENDENT OFFICE OF SUPERVISORY JURISDICTION. CHELSEA FINANCIAL SERVICES TERMINATED HIS REGISTRATION AT THE CONCLUSION OF MONTANA'S INVESTIGATION.

www.finra.org/brokercheck

# **End of Report**



This page is intentionally left blank.