BrokerCheck Report

HECTOR LUIS LUNA

CRD# 1078900

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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:
  - 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.
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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.

HECTOR L. LUNA

CRD# 1078900

This broker is not currently registered.

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 not currently registered.

This broker has passed:

- 0 Principal/Supervisory Exams
- 2 General Industry/Product Exams
- 0 State Securities Law Exams

Registration History

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

B **PRUCO SECURITIES, LLC.**
CRD# 5685
CORAL GABLES, FL
09/2012 - 01/2019

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

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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 broker is not currently registered.

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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.

This individual has passed 0 principal/supervisory exams, 2 general industry/product exams, and 0 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B Investment Company Products/Variable Contracts Representative Examination	Series 6	09/20/2012

State Securities Law Exams

Exam	Category	Date
No information reported.		

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/.

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Broker Qualifications

Professional Designations

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

No information reported.

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Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 09/2012 - 01/2019	PRUCO SECURITIES, LLC.	5685	CORAL GABLES, FL

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
08/2012 - Present	PRUCO SECURITIES, LLC	REGISTERED REPRESENTATIVE	Y	CORAL GABLES, FL, United States
08/2012 - Present	PRUDENTIAL INSURANCE COMPANY OF AMERICA	FINANCIAL PROFESSIONAL	N	CORAL GABLES, FL, 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.

NOTARY PUBLIC~15652 SW 109TH TER, MIAMI, FL 33196~NOT VERY ACTIVE , NOTARIZE SIGNATURES AND DOCUMENTS~N~I NOTARIZE SIGNATURES ON DOCUMENTS~10/01/1998~0 hrs/mo~0 trading hrs/mo|Sky-Moon,Inc.~2 Alhambra Plaza Suite 1050, Coral Gables, Fl 33134~Ins~N~Pres~02/08/2002~5 hrs/mo~0 trading hrs/mo|Health Ins Sales~15652 SW 109th Ter, Miami, FL 33169~Health Ins Sales~N~Agent~6/1997~1 hrs/mo~1 trading hrs/mo|Aetna|American Family Home Ins Co|Appalachian Underwriter|AvMed Individual Health Plans|Citizens Property Ins Corp 106100|Coastal Ins Underwriters|Compbenefits Ins Co|Coventry Health & Life Ins Co|First Community Ins Co 103583|Golden Rule Ins Co|Heritage Property & Casualty Ins Co|Humana Health Benefit Plan La|INC|LM GENERAL INSURANCE COMPANY|Principal Nat'l Life Ins. Co.|Shelly|Middlebrooks & O'Leary|Inc.|Southern Property & Casualty Insurace Co|Tapco Underwriters Inc|United Property & Casualty Ins Co Inc 105105|Universal Property &Casualty Ins Co 104219

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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.
   -
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

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Disclosure Event Details

When evaluating this information, please keep in mind that a discloure 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:	
Date Initiated:	06/08/2020
Docket/Case Number:	2019063560201
Employing firm when activity occurred which led to the regulatory action:	Pruco Securities, LLC
Product Type:	Insurance
Allegations:	Without admitting or denying the findings, Luna consented to the sanctions and to the entry of findings that he assisted an elderly customer of his member firm in preparing beneficiary change forms naming Luna's wife and adult children as beneficiaries on the customer's life insurance policies. The findings stated that the combined death value of these policies was $350,000. Luna concealed his conduct from the firm, thereby circumventing its policies that prohibited representatives or their family members from serving as beneficiaries on any customer insurance policy.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)

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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:	06/08/2020
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?	

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(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:	All capacities
Duration:	Three months
Start Date:	06/15/2020
End Date:	09/14/2020

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Monetary Sanction 1 of 1

Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$5,000.00
Portion Levied against individual:	$5,000.00
Payment Plan:	Deferred
Is Payment Plan Current:	
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	

Disclosure 2 of 2

Reporting Source:	Broker
Regulatory Action Initiated By:	FLORIDA DEPARTMENT OF FINANCIAL SERVICES
Sanction(s) Sought:	Monetary Penalty other than Fines
Date Initiated:	11/04/2004
Docket/Case Number:	CS 8816 \CA 14064
Employing firm when activity occurred which led to the regulatory action:	ESTRELLA GROUP HOLDING , ESTRELLA INSURANCE,INC.
Product Type:	Insurance
Allegations:	AIDED AND ABETTED UNLICENSED PERSONS IN THE TRANSACTION OF INSURANCE AND ACTING AS APRIMARY AGENT FOR MORE THAN ONE FULL TIME AGENCY.
Current Status:	Final
Resolution:	Stipulation and Consent

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Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	Yes
Resolution Date:	11/04/2004
Sanctions Ordered:	Monetary Penalty other than Fines

Monetary Sanction 1 of 1

Monetary Related Sanction:	Monetary Penalty other than Fines
Total Amount:	$5,000.00
Portion Levied against individual:	$5,000.00
Payment Plan:	
Is Payment Plan Current:	No
Date Paid by individual:	02/04/2005
Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	I WAS REGIONAL SUPERVISOR FOR ESTRELLA INSURACE IN 2004 FOR MIAMI-DADE COUNTY. THE ORLANDO ESTRELLA AGENCY LOST THEIR LICENSED 220 MANAGER AND ESTRELLA INSURANCE MAIN OFFICE PLACED MY 220 PROPERTY AND CASUALTY LICENSE TEMPORARILY IN THAT OFFICE.THE DEPARTMENT OF FINANCIAL SERVICES VISITED THE AGENCY FINDING THAT THE CUSTOMER SERVICE REPRESENTATIVE PRESENT HAD NOT YET COMPLETED HER REQUIREMENT FOR HER 442 LICENSE OF BEING PHOTOGRAPHED TO OBTAIN HER LICENSE. THE DEPARTMENT CONDUCTED AN INVESTIGATION REGARDING THE ALLEGATION THAT I AIDED AND ABETTED UNLICENSED PERSONS IN THE TRANSACTION OF INSURANCE AND ACTING AS A PRIMARY AGENT FOR MORE THAT ONE FULL TIME AGENCY. THE DEPARTMENT OFFERED A SETTLEMENT STIPULATION ($5000 FINE FOR HECTOR LUNA WHICH WAS PAID BY ESTRELLA INSURANCE) IN LIEU OF RECOMMENDING THAT A FORMAL ADMINISTRATIVE COMPLAINT BE FILED AGAINST ME. AS A RESULT, THE FINE WAS PAID AND MY LICENSE WAS PLACED IN PROBATION FOR ONE YEAR, WHICH WAS SUCCESSFULLY FULLFILLED.

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End of Report

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