

BrokerCheck Report

CHERYL ANN STALLINGS

CRD# 1162913

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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.



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)

Thank you for using FINRA BrokerCheck.

CHERYL A. STALLINGS

CRD# 1162913

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:

- 1 Principal/Supervisory Exam
- 3 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

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

KESTRA INVESTMENT SERVICES, LLC
 CRD# 42046
 AMARILLO, TX
 08/2017 - 02/2018

LPL FINANCIAL LLC
 CRD# 6413
 AMARILLO, TX
 09/2009 - 08/2017

BANC OF AMERICA INVESTMENT SERVICES, INC.
 CRD# 16361
 AMARILLO, TX
 04/2003 - 09/2009

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	1
Termination	1

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at

<https://www.adviserinfo.sec.gov>



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.



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 1 principal/supervisory exam, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor Examination (Options Module & General Module)	Series 8	11/25/1997

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination	SIE	02/09/2018
Futures Managed Funds Examination	Series 31	02/13/1998
General Securities Representative Examination	Series 7	07/26/1993

State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination	Series 65	05/16/1997
Uniform Securities Agent State Law Examination	Series 63	09/10/1993

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/.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
08/2017 - 02/2018	KESTRA INVESTMENT SERVICES, LLC	42046	AMARILLO, TX
09/2009 - 08/2017	LPL FINANCIAL LLC	6413	AMARILLO, TX
04/2003 - 09/2009	BANC OF AMERICA INVESTMENT SERVICES, INC.	16361	AMARILLO, TX
07/1993 - 04/2003	MORGAN STANLEY DW INC.	7556	PURCHASE, NY

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 Dates	Employer Name	Employer Location
08/2017 - Present	Kestra Financial Inc.	Amarillo, TX
08/2014 - Present	Kestra Advisory Service	Amarillo, TX
07/2017 - 08/2017	Unemployed	Amarillo, TX
09/2009 - 07/2017	LPL FINANCIAL LLC	AMARILLO, TX

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.

Business Name: Genesis Financial Group Investment Related: Yes Address: 320 S. Polk Suite 301 Amarillo TX 79101
 Nature of Business: Registered Rep Activities through Kestra Investment Services, LLC using a DBA name; Insurance;
 Investment Advisory services through Kestra Advisory Services, LLC Position, Title or Relationship: Registered Rep,
 Investment Advisor Start Date: 8/14/2017 Hours per month: 91% - 100% (145 - 160 hours) Hours per month during
 trading hours: 91% - 100% (127 - 140 hours) Duties: providing clients with investment services and advisory
 services Business Name: Kestra Advisory Services, LLC Investment Related: Yes Address: 5707 Southwest Parkway
 Building 2, Suite 400 | Austin, TX 78735 Austin TX 78735 Nature of Business: Investment Advisory services through



Registration and Employment History

Other Business Activities, continued

Kestra Advisory Services, LLC Position, Title or Relationship: Investment Advisor, Financial Advisor Start Date: 8/14/2017 Hours per month: 21% - 30% (33 - 48 hours) Hours per month during trading hours: 21% - 30% (29 - 42 hours) Duties: Providing client with investment advisory services Business Name: Daughters of Nile

Avihk Temple No. 70 Investment Related: No Address: 5th & Fillmore Amarillo TX 79101 Nature of Business: Board Position (Board of Directors, Board of Trustees, etc.); Other Other/None of the Above Keeping all membership current taking minutes at the meetings Position, Title or Relationship: Princess Recorder Start Date: 7/26/2016 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: Membership database current, minutes, updating any bylaw changes Business Name: Family Support Services Investment Related: No Address: 1003 S. Polk Amarillo TX 79101 Nature of Business: Board Position (Board of Directors, Board of Trustees, etc.) Position, Title or Relationship: Board President Start Date: 7/6/2016 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: Board Member making decisions for the agency. Co-Chair the annual Harley Party. Business Name: Crime Stoppers Investment Related: No Address: 200 SE 3rd Amarillo TX 79101 Nature of Business: Board Position (Board of Directors, Board of Trustees, etc.) Position, Title or Relationship: Board member Start Date: 1/13/2017 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: annual car show and board



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:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o 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.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o 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.
 - o
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 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	1	0



Termination	N/A	1	N/A
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Disclosure Event Details

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

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

Regulatory - Final

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

Disclosure 1 of 1

Reporting Source: Regulator

Regulatory Action Initiated By: FINRA

Sanction(s) Sought:

Date Initiated: 11/19/2018

Docket/Case Number: 2016051267401

Employing firm when activity occurred which led to the regulatory action: LPL Financial LLC

Product Type: No Product

Allegations: Without admitting or denying the findings, Stallings consented to the sanction and to the entry of findings that she circumvented her member firm's supervisory system and procedures and prevented the firm from properly supervising her by failing to disclose that she was named as power of attorney for a firm customer, had custody of two firm customers' bank accounts, and was named as successor trustee and beneficiary of a firm customer's trust. The findings stated that the two firm customers, for whom Stallings had custody of their bank accounts, designated her as their transfer-on-death beneficiary to their accounts, thereby upon the customers' deaths more than \$60,000 passed to Stallings from the customers' bank accounts. In addition, one of the two customers appointed Stallings as



successor trustee over the customer's living trust and named Stallings as a beneficiary of the trust granting her a \$248,000 payment from the trust. Moreover, the firm's supervisory procedures strictly prohibited registered representatives from taking custody of money, or other property belonging to others. Additionally, its procedures provided that registered representatives should not be listed on a (non-family) transfer-on-death account. If the client is still alive, the advisor should remove himself or herself as beneficiary immediately. Further, the firm's supervisory procedures required that its registered representatives request and obtain approval prior to acting as a power of attorney for a firm customer. The findings also stated that Stallings improperly used approximately \$5,300 of a firm customer's funds to pay for her personal expenses rather than return the funds (dividends and interest) to the beneficiaries of the brokerage account. The findings also included that Stallings made false statements and misrepresentations to her firm on annual compliance questionnaires, falsely stating she had not been granted control over any customer assets and falsely denying she had been granted any power of attorney over a firm customer. On the firm's request form for an individual to act as trustee for a customer, Stallings falsely stated that the customer was her aunt.

Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	11/19/2018
Sanctions Ordered:	Bar (Permanent)
If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?	No



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

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



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

Sanction 1 of 1

Sanction Type:	Bar (Permanent)
Capacities Affected:	All capacities
Duration:	Indefinite
Start Date:	11/19/2018
End Date:	



Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm
Employer Name: LPL Financial LLC
Termination Type: Discharged
Termination Date: 07/06/2017
Allegations: Violation of Firm policy regarding fiduciary capacities and being a joint owner on two different clients banking accounts.
Product Type: No Product

Reporting Source: Broker
Employer Name: LPL Financial LLC
Termination Type: Discharged
Termination Date: 07/06/2017
Allegations: Violation of Firm policy regarding fiduciary capacities and being a joint owner on two different clients banking accounts.
Product Type: No Product

End of Report



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