

BrokerCheck Report
Peter William Keay
 CRD# 1173399

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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:
 - 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.



Peter W. Keay
CRD# 1173399

Currently employed by and registered with the following Firm(s):

- IA EDWARD JONES**
115 NORTH WASHINGTON
OWOSSO, MI 48867
CRD# 250
Registered with this firm since: 02/24/2010
- B EDWARD JONES**
115 NORTH WASHINGTON
OWOSSO, MI 48867
CRD# 250
Registered with this firm since: 08/23/1983

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 registered with:

- 4 Self-Regulatory Organizations
- 43 U.S. states and territories

This broker has passed:

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

Registration History

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

No information reported.

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
Customer Dispute	3



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 individual is currently registered with 4 SROs and is licensed in 43 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **EDWARD JONES**

Main Office Address: **12555 MANCHESTER ROAD
ST. LOUIS, MO 63131-3710**

Firm CRD#: **250**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	08/23/1983
B	NYSE American LLC	General Securities Representative	Approved	09/13/2011
B	Nasdaq Stock Market	General Securities Representative	Approved	07/12/2006
B	New York Stock Exchange	General Securities Representative	Approved	10/20/1983

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	06/17/2005
B	Alaska	Agent	Approved	09/08/2010
B	Arizona	Agent	Approved	09/22/1989
B	California	Agent	Approved	01/14/1986
B	Colorado	Agent	Approved	01/03/2005
B	Connecticut	Agent	Approved	05/16/2008
B	District of Columbia	Agent	Approved	01/18/2007
B	Florida	Agent	Approved	11/10/1986
B	Georgia	Agent	Approved	07/05/2005

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Hawaii	Agent	Approved	11/28/2006
B	Illinois	Agent	Approved	12/15/2004
B	Indiana	Agent	Approved	09/18/1996
B	Iowa	Agent	Approved	07/17/2025
B	Kansas	Agent	Approved	09/20/2021
B	Kentucky	Agent	Approved	10/24/2007
B	Louisiana	Agent	Approved	01/15/2010
B	Maryland	Agent	Approved	01/03/2005
B	Massachusetts	Agent	Approved	06/22/2006
B	Michigan	Agent	Approved	10/10/1983
IA	Michigan	Investment Adviser Representative	Approved	02/24/2010
B	Minnesota	Agent	Approved	08/19/2005
B	Mississippi	Agent	Approved	04/23/2007
B	Missouri	Agent	Approved	02/26/1993
B	Montana	Agent	Approved	04/17/2006
B	Nebraska	Agent	Approved	03/13/2015
B	Nevada	Agent	Approved	10/12/1995
B	New Hampshire	Agent	Approved	06/28/2001
B	New Jersey	Agent	Approved	02/25/2021
B	New Mexico	Agent	Approved	12/18/2009
B	New York	Agent	Approved	08/28/1998



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	North Carolina	Agent	Approved	11/14/2005
B	Ohio	Agent	Approved	03/06/1987
B	Oregon	Agent	Approved	11/20/2007
B	Pennsylvania	Agent	Approved	09/20/1996
B	Rhode Island	Agent	Approved	03/23/2006
B	South Carolina	Agent	Approved	10/06/2006
B	Tennessee	Agent	Approved	09/23/2011
B	Texas	Agent	Approved	06/26/1995
IA	Texas	Investment Adviser Representative	Restricted Approval	08/28/2014
B	Utah	Agent	Approved	11/05/2019
B	Vermont	Agent	Approved	07/25/2006
B	Virginia	Agent	Approved	07/11/1997
B	Washington	Agent	Approved	08/23/2010
B	Wisconsin	Agent	Approved	09/11/2006
B	Wyoming	Agent	Approved	08/16/2005

Branch Office Locations

EDWARD JONES
 115 NORTH WASHINGTON
 OWOSSO, MI 48867



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. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 0 principal/supervisory exams, 2 general industry/product exams, and 2 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 General Securities Representative Examination	Series 7	08/20/1983

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	12/30/2009
B Uniform Securities Agent State Law Examination	Series 63	09/30/1983

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/.

Broker Qualifications



Professional Designations

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

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
No information reported.			

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
05/1983 - Present	EDWARD D. JONES & CO., L.P.	OTHER - REGISTERED REPRESENTATIVE	Y	OWOSSO, MI, 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.

Commercial Office Building
 Type of business: Rental Property
 Owosso, MI
 Start date: 1/1/1987
 building owner
 Hours per week: 2
 Hours during trading: 0
 Maintain Property

Marketing an exercise bicycle
 Owosso, MI
 Start date: 9/19/2006
 eventual owner
 Hours per week: 2
 Hours during trading: 0
 Produce and market exercise bicycle.

Registration and Employment History



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
Customer Dispute	0	3	N/A



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.

Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 3

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	EDWARD JONES
Allegations:	1/1/08-2/26/09; THE POA FOR THE CLIENT MADE ALLEGATIONS THAT THE ACCOUNT HAD TURNED OVER IN THE PAST YEAR AND ACCUSED THE FA OF "CHURNING" THE ACCOUNT FOR COMMISSIONS.
Product Type:	Other: MISCELLANEOUS
Alleged Damages:	\$5,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	02/26/2009
Complaint Pending?	No
Status:	Denied
Status Date:	06/04/2009

**Settlement Amount:****Individual Contribution Amount:****Broker Statement**

THE TRADES THAT WERE MADE IN THIS ACCOUNT WERE AUTHORIZED BY THE JOINT TENANT. SEVERAL WERE MADE TO PROVIDE FOR \$5000.00 THAT WAS REQUESTED TO BE ISSUED OUT OF THE ACCOUNT AND SEVERAL WERE MADE TO REPOSITION ASSETS INTO OTHER SECTORS. THE POA FOR THE CLIENT WANTED THE JOINT TENANT REMOVED FROM THE ACCOUNT, BUT THE BRANCH OFFICE COULD NOT DO THIS WITHOUT WRITTEN PERMISSION FROM THE JOINT ACCOUNT HOLDERS. THE WRITTEN PERMISSION WAS RECEIVED AND THE ASSETS FROM THE JOINT NAME ACCOUNT HAVE NOW BEEN MOVED TO THE SINGLE ACCOUNT. THE POA WAS PROVIDED WITH A LISTING OF THE COMMISSIONS THAT WERE CHARGED ON THE TRANSACTIONS THAT TOOK PLACE IN THIS ACCOUNT FROM JULY, 2008 UNTIL THE END OF THE YEAR.

Disclosure 2 of 3

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: EDWARD JONES

Allegations: CLIENT STATES HE MET WITH FA IN JUNE 2005 AND WANTED TO CHANGED HIS ACCOUNT TO A 36 MONTH FIXED ACCOUNT. CLIENT STATES HE WANTED THE MONEY LOCKED IN AND ABLE TO OBTAIN THE MONIES IN 36 MONTHS. CLIENT STATES HE HAS BEEN ASSURED THREE TIMES THAT THE MONIES WOULD BE AVAILABLE IN THIS TIMEFRAME. CLIENT NOW STATES HE HAS LEARNED HE WOULD HAVE HAD TO PUT HIS NAME ON A LIST TO OBTAIN THE MONIES IN THIS TIMEFRAME. POTENTIAL LOSSES EXCEED \$5000.

Product Type: Debt - Asset Backed

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 02/23/2007

Complaint Pending? No

Status: Denied

Status Date: 04/27/2007

**Settlement Amount:****Individual Contribution Amount:****Broker Statement**

FA HAS INDICATED THE CLIENT INFORMED HIM IN 2005 THAT HE WAS UPSET THAT HE WAS LOSING MONEY IN HIS AMERICAN LEGACY ANNUITY AND HAS STATED THE CLIENT DECIDED TO REDEEM THE ANNUITY AND INVEST INSTEAD IN AN INVESTMENT THAT WOULD PROVIDE THE CLIENT WITH MONTHLY INCOME. IT IS OUR UNDERSTANDING AT THAT TIME THE FA REVIEWED WITH THE CLIENT CURRENT CD RATES AND RATES OF FIXED ANNUITIES. FA CONTENDS THAT THE CLIENT WAS NOT ATTRACTED TO THOSE RATES AND WANTED SOMETHING THAT WOULD PROVIDE THE CLIENT WITH A HIGHER MONTHLY INCOME. FA HAS STATED HE RECOMMENDED COUNTRYWIDE CMO AND INFORMED THE CLIENT IT WAS A 30 YEAR BOND, BUT COULD BE PUT IN LINE FOR EARLY REDEMPTION IN APPROXIMATELY THREE YEARS AND EXPLAINED HOW THE PROCESS WORKED, NAMELY IF FUNDS WERE AVAILABLE THE PRINCIPAL WOULD BE RETURNED, HOWEVER, IF MONIES WERE NOT AVAILABLE THE CLIENT WOULD HAVE TO WAIT. ADDITIONALLY, FA CONTENDS HE NEVER GUARANTEED THE PRINCIPAL WOULD BE RETURNED IN THREE YEARS. AFTER THE PURCHASE, THE FA HAS INDICATED AFTER INITIALLY REVIEWING THE PROSPECTUS, THE CLIENT DID CONTACT HIM REGARDING THE REDEMPTION FEATURE IN WHICH HE HAS STATED HE OFFERED TO CANCEL THE TRADE AND REINVEST THE MONIES INTO A CD. FA CONTENDS THE CLIENT DECLINED THIS OFFER BECAUSE OF THE CURRENT CD RATES. IN CLOSING, SINCE THE CLIENT WAS PROVIDED A PROSPECTUS AT THE TIME OF THE PURCHASE AS WELL AS GIVEN THE OPPORTUNITY TO CANCEL THE PURCHASE, IT IS OUR BELIEF THE CLIENT WAS AWARE AND SATISFIED WITH THE INVESTMENT.

Disclosure 3 of 3**Reporting Source:**

Broker

Employing firm when activities occurred which led to the complaint:

EDWARD JONES

Allegations:

THE CLIENT STATES THEY WENT TO KEAY TO SEEK ADVICE ABOUT REDUCING THEIR TAXES. THE CLIENT STATES KEAY RECOMMENDED THEY SELL THEIR AMERICAN FUNDS AND INVEST IN LINCOLN NAT'L VARIABLE ANNUITY. THE CLIENT STATES KEAY DID NOT ADVISE HER SHE WOULD PAY CAPITAL GAINS TAX ON THE MUTUAL FUND SELL. IN ADDITION, THE CLIENT IS



UNHAPPY WITH THE
PERFORMANCE OF THE ANNUITY. THE ANNUITY IS DOWN
APPROXIMATELY \$14,000 IN VALUE.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$14,000.00

Customer Complaint Information

Date Complaint Received: 04/17/2001

Complaint Pending? No

Status: Denied

Status Date: 05/30/2001

Settlement Amount:

**Individual Contribution
Amount:**

Broker Statement

MR. KEAY STATED CLIENT WISHED TO DISCUSS CONCERNS REGARDING
DIVIDEND AND CAPITAL GAINS
TAXES ON AMERICAN FUNDS AND OPTIONS FOR CHANGES TO MORE TAX
ADVANTAGED INVESTMENTS;
IR RECOMMENDED CLIENT KEEP FUNDS, HOWEVER, CLIENT DID NOT
AGREE WITH RECOMMENDATION;
IR STATED HE THEN DISCUSSED OPTIONS OF TAX FREE BONDS OR
ANNUITIES; CLIENT WAS NOT
SATISFIED WITH RATES ON THE BONDS OR FIXED ANNUITIES AND THE
VARIABLE ANNUITY WAS
RECOMMENDED; CLIENT WAS COMFORTABLE WITH RECOMMENDATION
AS SHE OWNS OTHER
ANNUITY INVESTMENTS; IR DISCUSSED FEATURES AND INFORMED
CLIENT THE CHANGE FROM THE
MUTUAL FUND TO ANNUITY WOULD NOT BE MUCH HELP IN YEAR 2000
(YEAR MUTUAL FUNDS WERE
SOLD) AS SHE WOULD HAVE CAPITAL GAINS TAXES ON THE LIQUIDATION
OF THE MUTUAL FUNDS;
CLIENT SIGNED ACKNOWLEDGMENT LETTER INDICATING HER
UNDERSTANDING OF THE IMPLICATIONS
INVOLVED WITH MAKING THIS CHANGE. THE DECLINE IN THE VALUE OF
HER ANNUITY APPEARS TO BE
THE RESULT OF MARKET FLUCTUATION. CLAIM DENIED.

End of Report



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