

## BrokerCheck Report

**MORRIE WOLBRUM REIFF**

CRD# 1317814

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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:
  - 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.**



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](http://brokercheck.finra.org)



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://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).

**MORRIE W. REIFF**

CRD# 1317814

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

### Registration History

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

- B M. S. HOWELLS & CO.**  
CRD# 104100  
CALABASAS, CA  
05/2019 - 04/2025
- B INDEPENDENT FINANCIAL GROUP, LLC**  
CRD# 7717  
CALABASAS, CA  
05/2010 - 05/2019
- B AFA FINANCIAL GROUP, LLC**  
CRD# 127648  
EAGLE, ID  
09/2003 - 04/2010

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

### Principal/Supervisory Exams

Exam	Category	Date
<b>B</b> General Securities Principal Examination	Series 24	10/09/1986

### General Industry/Product Exams

Exam	Category	Date
<b>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> General Securities Representative Examination	Series 7	08/17/1985

### State Securities Law Exams

Exam	Category	Date
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	08/16/1991

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/](http://www.finra.org/brokerqualifications/registeredrep/).



## Broker Qualifications

### Professional Designations

This section details that the representative has reported **1** professional designation(s).

#### Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



## Registration and Employment History

### Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
<b>B</b> 05/2019 - 04/2025	M. S. HOWELLS & CO.	104100	CALABASAS, CA
<b>B</b> 05/2010 - 05/2019	INDEPENDENT FINANCIAL GROUP, LLC	7717	CALABASAS, CA
<b>B</b> 09/2003 - 04/2010	AFA FINANCIAL GROUP, LLC	127648	EAGLE, ID
<b>B</b> 11/1998 - 11/2003	SENTRA SECURITIES CORPORATION	10249	PHOENIX, AZ
<b>B</b> 04/1992 - 11/1998	UNITED PACIFIC SECURITIES, INC.	21986	CARLSBAD, CA
<b>B</b> 11/1989 - 05/1992	TITAN/VALUE EQUITIES GROUP, INC.	6359	IRVINE, CA
<b>B</b> 12/1985 - 11/1989	VALUE EQUITIES CORPORATION	13316	
<b>B</b> 08/1985 - 12/1985	E.A.C. SECURITIES, LTD.	3476	

### 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
04/2025 - Present	MODERN WEALTH MANAGEMENT	INVESTMENT ADVISOR REPRESENTATIVE	Y	LENEXA, KS, United States
05/2019 - 04/2025	M.S. Howells & Company	REGISTERED REPRESENTATIVE	Y	Scottsdale, AZ, United States
10/2001 - 04/2025	QUANTITATIVE STRATEGIES INC.	CEO & IAR	Y	CALABASAS, CA, United States
05/1985 - 04/2025	PLANNED ASSET MANAGEMENT, LLC.	CEO, IAR & OWNER	Y	CALABASAS, CA, United States
04/2010 - 05/2019	INDEPENDENT FINANCIAL GROUP	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, CA, United States



## Registration and Employment History

### 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.

1. JAN 1978; INSURANCE PRODUCER LIC 0662563, CALABASAS, CA; NON INVESTMENT RELATED; LIFE AND HEALTH INSURANCE; OWNER; ESTATE PLANNING, LIFE, DISABILITY, LTC, FIXED PRODUCTS; DEVOTE VARIOUS HOURS/MONTH AS REQUIRED.

2. 1978; BRICKMAN, REIFF & ASSOCIATES; SOLE PROPRIETORSHIP; NON-INVESTMENT RELATED; NON-FEE BUSINESS; PRIMARY INSURANCE; OWNER; 10 HOURS PER MONTH OUTSIDE OF SECURITIES TRADING HOURS; 5 HOURS PER MONTH DURING SECURITIES TRADING HOURS.

3. 1990; GLOBAL TRAVEL INTERNATIONAL, INC.; MAITLAND, FL; WWW.GLOBALTRAVEL.COM; NON-INVESTMENT RELATED; TRAVEL AGENCY; TRAVEL AGENT; VARIOUS HOURS PER MONTH AS REQUIRED.

4. BR & Company; Not investment related; used to collect commissions. Less than 5 hours per month outside of securities trading hours; 0. hours per month during securities trading hours. Owner.

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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.
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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.
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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
Customer Dispute	0	1	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 1

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	AFA FINANCIAL GROUP, LLC
<b>Allegations:</b>	CLAIMANT ALLEGES BREACH OF FIDUCIARY DUTY, FRAUD, NEGLIGENCE OF DISCRETIONARY ACCOUNT, MATERIAL OMISSIONS, ELDER ABUSE AND VIOLATION OF SECURITIES RULES AND REGULATIONS.
<b>Product Type:</b>	Other: MANAGED ACCOUNT
<b>Alleged Damages:</b>	\$2,000,000.00
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

## Customer Complaint Information

<b>Date Complaint Received:</b>	01/13/2010
<b>Complaint Pending?</b>	No
<b>Status:</b>	Evolved into Arbitration/CFTC reparation (the individual is a named party)
<b>Status Date:</b>	04/29/2010

**Settlement Amount:****Individual Contribution Amount:****Arbitration Information**

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** FINRA

**Docket/Case #:** 10-07186

**Date Notice/Process Served:** 01/12/2010

**Arbitration Pending?** No

**Disposition:** Dismissed

**Disposition Date:** 12/29/2010

**Broker Statement**

ON JULY 8, 2009, [FINRA REPRESENTATIVE] OF FINRA FORWARD A COPY OF THE CUSTOMER'S COMPLAINT TO THE FIRM'S CCO, [THIRD PARTY]. [CUSTOMER] ALLEGED UNSUITABLE RECOMMENDATIONS AND MARGIN OR MARGIN CALL PROBLEMS. THE CUSTOMER'S COMPLAINT WAS INVESTIGATED AND A RESPONSE WITH PRODUCTION OF DOCUMENTS WAS PROVIDED TO [FINRA REPRESENTATIVE]. [CUSTOMER] WAS A CLIENT OF PLANNED ASSET MANAGEMENT (IARD #109586) FOR 11 YEARS. HER PORTFOLIO WAS A BLENDED PORTFOLIO OF FIXED INCOME ASSETS AND EQUITY MUTUAL FUNDS, NOT INDIVIDUAL STOCKS. [CUSTOMER] SUITABILITY CRITERIA IS CONSISTENT WITH THE PORTFOLIO BLEND SEEKING TAX DEFERRAL, INCOME AND GROWTH WITH A MODERATE TO AGGRESSIVE RISK TOLERANCE. [CUSTOMER] WAS WILLING TO ACCEPT A SLIGHTLY HIGHER LEVEL OF RISK DUE TO HER INCOME NEEDS. [CUSTOMER'S] PORTFOLIO DID INCUR MARKET LOSS IN 2008, HOWEVER, THE ACCOUNT'S DECLINING VALUE IS ALSO ATTRIBUTABLE TO THE CLIENT'S CONSISTENT CASH WITHDRAWALS TO SUSTAIN HER LIFESTYLE. THE USE OF MARGIN OCCURRED ON 2 OCCASIONS WHICH WAS DISCUSSED AND APPROVED BY [CUSTOMER] IN SUPPORT OF RETAINING THE ACCOUNT VALUE TO ACCOMMODATE FUTURE WITHDRAWAL REQUESTS. \*ADMINISTRATIVE NOTE PER CRD, A COMPLAINT WAS NEVER RECEIVED, WE COULD NOT CLEAR SEC 7 FILED BY PREVIOUS FIRM. ON 12/29/2010 CUSTOMER DISMISSED REGISTRANT AND 'P.A.M' FROM ARBITRATION PROCEDURES WITH PREJUDICE.

## End of Report



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