

## BrokerCheck Report

**DAWN MICHELLE GORDON**

CRD# 1493904

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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).



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:

- 1 Self-Regulatory Organization
- 23 U.S. states and territories

This broker has passed:

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

Registration History

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

- IA LINCOLN FINANCIAL SECURITIES CORPORATION**  
CRD# 3870  
FORT WAYNE, IN  
02/2011 - 05/2024
- B LINCOLN FINANCIAL SECURITIES CORPORATION**  
CRD# 3870  
LAS VEGAS, NV  
09/1996 - 05/2024
- IA DAWN GORDON FINANCIAL ADVISORS**  
CRD# 123813  
LAS VEGAS, NV  
05/1997 - 04/2011

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
Customer Dispute	3

DAWN M. GORDON

CRD# 1493904

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

- IA LPL FINANCIAL LLC**  
628 S 10TH ST  
LAS VEGAS, NV 89101  
CRD# 6413  
Registered with this firm since: 05/16/2024
- B LPL FINANCIAL LLC**  
628 S 10TH ST  
LAS VEGAS, NV 89101  
CRD# 6413  
Registered with this firm since: 05/16/2024



## 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 1 SRO and is licensed in 23 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**

Main Office Address: **1055 LPL WAY  
FORT MILL, SC 29715**

Firm CRD#: **6413**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	05/16/2024
B	FINRA	General Securities Representative	Approved	05/16/2024

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	05/21/2024
B	Arizona	Agent	Approved	05/16/2024
B	California	Agent	Approved	05/16/2024
B	Colorado	Agent	Approved	05/16/2024
B	Connecticut	Agent	Approved	05/16/2024
B	Florida	Agent	Approved	05/16/2024
B	Hawaii	Agent	Approved	09/03/2024
B	Idaho	Agent	Approved	05/16/2024
B	Minnesota	Agent	Approved	05/16/2024
B	Missouri	Agent	Approved	05/16/2024
B	Nebraska	Agent	Approved	09/20/2024

## Broker Qualifications



### Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Nevada	Agent	Approved	05/20/2024
IA	Nevada	Investment Adviser Representative	Approved	05/20/2024
B	New Mexico	Agent	Approved	05/16/2024
B	New York	Agent	Approved	05/16/2024
B	North Carolina	Agent	Approved	05/16/2024
B	Oklahoma	Agent	Approved	05/16/2024
B	Oregon	Agent	Approved	05/21/2024
B	Tennessee	Agent	Approved	09/18/2024
B	Texas	Agent	Approved	05/16/2024
IA	Texas	Investment Adviser Representative	Approved	05/16/2024
B	Utah	Agent	Approved	05/16/2024
B	Virginia	Agent	Approved	05/16/2024
B	Washington	Agent	Approved	05/16/2024
B	Wisconsin	Agent	Approved	05/16/2024

### Branch Office Locations

**LPL FINANCIAL LLC**  
 628 S 10TH ST  
 LAS VEGAS, NV 89101



## 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 2 state securities law exams.**

### Principal/Supervisory Exams

Exam	Category	Date
<b>B</b> General Securities Principal Examination	Series 24	05/11/2001

### 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	05/17/1986

### State Securities Law Exams

Exam	Category	Date
<b>IA</b> Uniform Investment Adviser Law Examination	Series 65	03/04/1997
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	06/07/1986

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 **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
<b>IA</b> 02/2011 - 05/2024	LINCOLN FINANCIAL SECURITIES CORPORATION	3870	LAS VEGAS, NV
<b>B</b> 09/1996 - 05/2024	LINCOLN FINANCIAL SECURITIES CORPORATION	3870	LAS VEGAS, NV
<b>IA</b> 05/1997 - 04/2011	DAWN GORDON FINANCIAL ADVISORS	123813	LAS VEGAS, NV
<b>B</b> 05/1986 - 09/1996	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	6363	MINNEAPOLIS, MN

### 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
05/2024 - Present	LPL Financial LLC	REGISTERED REPRESENTATIVE	Y	Las Vegas, NV, United States
07/2008 - 05/2024	LINCOLN FINANCIAL SECURITIES CORPORATION	REGISTERED REPRESENTATIVE	Y	LAS VEGAS, NV, 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.

- 1) 04/30/2024 - Max Too LLC - Business Entity For Tax/Investment Purposes Only - Rental income - NV 89101 - Non investment related - 2 Hours per month - Start date: 04/06/2006.
- 2) 04/30/2024 - Real Estate Rental - owner - NV 89120 - Investment related - 2 Hours per month - Start date: 06/01/2009.
- 3) 04/30/2024 - James Brown - Real Estate Rental - owner - NV 89139 - Investment related - Start date: 04/24/2024.
- 4) 04/30/2024 - Dawn Gordon Financial Advisors - DBA for LPL Business (entity for LPL business) - Investment related - At reported business location(s) - 20 Hours per month.



## 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.
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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
Regulatory Event	0	1	0
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.

### 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

<b>Reporting Source:</b>	Regulator
<b>Regulatory Action Initiated By:</b>	NEVADA
<b>Sanction(s) Sought:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Date Initiated:</b>	06/30/2010
<b>Docket/Case Number:</b>	CI09-157
<b>URL for Regulatory Action:</b>	
<b>Employing firm when activity occurred which led to the regulatory action:</b>	LINCOLN FINANCIAL SECURITIES CORPORATION
<b>Product Type:</b>	No Product
<b>Allegations:</b>	RESPONDENT FAILED TO AS A SALES REPRESENTATIVE TO FOLLOW THE FIRM'S POLICIES AND PROCEDURES WITH RESPECT TO OBTAINING APPROVAL FOR A SEMINAR THAT SHE HELD
<b>Current Status:</b>	Final
<b>Resolution:</b>	Consent



<b>Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?</b>	No
<b>Resolution Date:</b>	07/08/2010
<b>Sanctions Ordered:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Monetary Sanction 1 of 1</b>	
<b>Monetary Related Sanction:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Total Amount:</b>	\$2,500.00
<b>Portion Levied against individual:</b>	\$2,500.00
<b>Payment Plan:</b>	NO
<b>Is Payment Plan Current:</b>	Yes
<b>Date Paid by individual:</b>	06/30/2010
<b>Was any portion of penalty waived?</b>	No
<b>Amount Waived:</b>	
<b>Regulator Statement</b>	WITHOUT ADMITTING THE STATEMENT OF FACTS AND CONCLUSIONS OF LAW CONTAINED IN THIS ORDER, RESPONDENT CONSENTED TO THE ENTRY OF THIS ORDER
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<b>Reporting Source:</b>	Broker
<b>Regulatory Action Initiated By:</b>	NEVADA
<b>Sanction(s) Sought:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Date Initiated:</b>	06/30/2010
<b>Docket/Case Number:</b>	C109-157
<b>Employing firm when activity occurred which led to the regulatory action:</b>	LINCOLN FINANCIAL SECURITIES CORPORATION



<b>Product Type:</b>	No Product
<b>Allegations:</b>	RESPONDENT FAILED TO AS A SALES REPRESENTATIVE TO FOLLOW THE FIRM'S POLICIES AND PROCEDURES WITH RESPECT TO OBTAINING APPROVAL FOR SEMINAR THAT SHE HELD
<b>Current Status:</b>	Final
<b>Resolution:</b>	Consent
<b>Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?</b>	No
<b>Resolution Date:</b>	07/08/2010
<b>Sanctions Ordered:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Monetary Sanction 1 of 1</b>	
<b>Monetary Related Sanction:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Total Amount:</b>	\$2,500.00
<b>Portion Levied against individual:</b>	\$2,500.00
<b>Payment Plan:</b>	NO
<b>Is Payment Plan Current:</b>	Yes
<b>Date Paid by individual:</b>	06/30/2010
<b>Was any portion of penalty waived?</b>	No
<b>Amount Waived:</b>	
<b>Broker Statement</b>	WITHOUT ADMITTING THE STATEMENT OF FACTS AND CONCLUSIONS OF LAW CONTAINED IN THIS ORDER, RESPONDENT CONSENTED TO THE ENTRY OF THIS ORDER. DURING A ROUTINE INSPECTION BY THE SECURITIES DIVISION OF THE NV SECRETARY OF STATE (THE "DIVISION"), IT WAS DISCOVERED THAT MY OFFICE HAD AN ISOLATED EVENT IN WHICH PRE-APPROVED FOR SEMINAR MATERIALS (A TECHNICAL VIOLATION PER THE DIVISION) HAD NOT BEEN OBTAINED PRIOR TO CONDUCTING THE SEMINAR. MY OFFICE SUBMITTED THE SEMINAR MATERIALS IN ADVANCE OF THE SEMINAR FOR APPROVAL BY THE BD. MY OFFICE HAD ROUTINELY OBTAINED APPROVAL FOR SIMILAR SEMINARS SUBMITTED IN ADVANCE TO



IT BEING CONDUCTED SINCE 1997 AND HAD ALL REASON TO BELIEVE FULL APPROVAL WOULD BE GRANTED. WE HAVE HISTORY WITH THE BD SINCE 1997 OF SUBMITTED AND GRANTED APPROVAL FOR SEMINAR MATERIALS IN A TIMELY MANNER. I AGREED TO AN ADMINISTRATIVE CONSENT ORDER TO AVOID THE COST, EXPENCE AND RISK OF FURTHER ADMINISTRATIVE PROCEEDINGS. I AM HAPPY TO CLARIFY ANY FURTHER QUESTIONS YOU MAY HAVE REGARDING THIS MATTER.



## Customer Dispute - Settled

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

### Disclosure 1 of 1

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	LINCOLN FINANCIAL SECURITIES CORPORATION
<b>Allegations:</b>	CLAIMANT ALLEGES THE REPRESENTATIVE MADE MATERIAL OMISSIONS AND MISREPRESENTATIONS PERTAINING TO TWO VARIABLE ANNUITY CONTRACTS AND MUTUAL FUNDS SOLD IN JUNE 2007.
<b>Product Type:</b>	Annuity-Variable Mutual Fund
<b>Alleged Damages:</b>	\$215,000.00

### Arbitration Information

<b>Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):</b>	FINRA
<b>Docket/Case #:</b>	10-00127
<b>Date Notice/Process Served:</b>	01/28/2010
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	07/22/2010
<b>Monetary Compensation Amount:</b>	\$218,672.00
<b>Individual Contribution Amount:</b>	\$0.00
<b>Broker Statement</b>	THE ARBITRATION WAS DISMISSED DUE TO AN ADMINISTRATIVE CONSENT ORDER FROM THE SECURITIES DIVISION OF THE NEVADA SECRETARY OF STATE (THE "DIVISION") TO THE BROKER/DEALER. THE BROKER/DEALER RECEIVED ACCEPTANCE OF THE OFFER OF RESTITUTION FROM THE CLAIMANT ON 7/22/10. NOTIFICATION THAT THE DISMISSAL OF THE ARBITRATION WAS SUBSEQUENTLY RECEIVED.



## 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 2

**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** JEFFERSON PILOT SECURITIES

**Allegations:** CLIENT ALLEGES THAT THE REPRESENTATIVE MISREPRESENTED THE VARIABLE UNIVERSAL LIFE INSURANCE PRODUCT.

**Product Type:** Other

**Other Product Type(s):** VARIABLE UNIVERSAL LIFE INSURANCE

**Alleged Damages:** \$36,311.84

### Customer Complaint Information

**Date Complaint Received:** 01/28/2003

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 03/22/2004

**Settlement Amount:**

**Individual Contribution Amount:**

### Disclosure 2 of 2

**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** JEFFERSON PILOT SECURITIES CORPORATION

**Allegations:** CLIENT IS COMPLAINING ABOUT MUTUAL FUND PERFORMANCE AND ALLEGES THAT SOME OF THE FUNDS MAY NOT BE SUITABLE. ALLEGED COMPENSATORY DAMAGE AMOUNT WAS NOT SPECIFIED.

**Product Type:** Mutual Fund(s)



**Alleged Damages:** \$0.00

**Customer Complaint Information**

**Date Complaint Received:** 09/10/2001

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 05/03/2002

**Settlement Amount:**

**Individual Contribution  
Amount:**

**Broker Statement** CLIENT WAS SENT A DENIAL LETTER ON NOVEMBER 2, 2001.



## End of Report



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