BrokerCheck Report

KEITH HOWARD MATHIS

CRD# 1783068

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.

KEITH H. MATHIS

CRD# 1783068

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:

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

Registration History

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

B **TRIAD ADVISORS, INC.**
CRD# 25803
NORCROSS, GA
12/2004 - 08/2010

B **PFS INVESTMENTS INC.**
CRD# 10111
01/1988 - 11/1993

Disclosure Events

This broker has been involved in one or more disclosure events involving certain final criminal matters, regulatory actions, civil judicial proceedings, or arbitrations or civil litigations.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Regulatory Event	1

Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs), states and U.S. territories the broker is currently registered and licensed with, the category of each registration, and the date on which the registration became effective. This section also provides, for each 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 4 principal/supervisory exams, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

	Exam	Category	Date
B	Financial and Operations Principal Examination	Series 27	01/18/2007
B	Introducing Broker/Dealer Financial Operations Principal Examination	Series 28	12/08/2004
B	General Securities Principal Examination	Series 24	09/12/1988
B	Investment Company Products/Variable Contracts Principal Examination	Series 26	02/22/1988

General Industry/Product Exams

	Exam	Category	Date
B	General Securities Representative Examination	Series 7	04/16/1988
B	Investment Company Products/Variable Contracts Representative Examination	Series 6	12/29/1987

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination	Series 63	12/29/1987

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 securities firms:

	Registration Dates	Firm Name	CRD#	Branch Location
B	12/2004 - 08/2010	TRIAD ADVISORS, INC.	25803	NORCROSS, GA
B	01/1988 - 11/1993	PFS INVESTMENTS INC.	10111	

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
12/2001 - Present	TRIAD ADVISORS, INC.	VP	N	NORCROSS, GA, United States

Disclosure Events

What you should know about reported disclosure events:

1. **Disclosure events in BrokerCheck reports come from different sources:**
   - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, their employing firms, and regulators. When more than one source reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions are separated by a solid line with the reporting source labeled.

For your convenience, below is a matrix of the number and status of regulatory 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.

	Final	On Appeal
Regulatory Event	1	0

Disclosure Event Details

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 involves a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Other: N/A
Date Initiated:	08/03/2012
Docket/Case Number:	2010020778401
Employing firm when activity occurred which led to the regulatory action:	TRIAD ADVISORS, INC.
Product Type:	No Product
Allegations:	FINRA RULES 2010, 8210, NASD RULE 3110, CAUSED HIS MEMBER FIRM TO VIOLATE SECURITIES EXCHANGE ACT RULES 17A-3, 17A-5 AND NASD RULE 3110 - KEITH MATHIS, AS HIS MEMBER FIRM'S CHIEF FINANCIAL OFFICER (CFO) AND FINANCIAL AND OPERATIONS PRINCIPAL (FINOP) WAS RESPONSIBLE FOR ENSURING HIS MEMBER FIRM DID NOT CONDUCT A SECURITIES BUSINESS WHILE FAILING TO MAINTAIN ITS REQUIRED MINIMUM NET CAPITAL. AFTER MATHIS BECAME AWARE OF A RETURNED CHECK AND THE RESULTING NET CAPITAL IMPACT, AN INTERCOMPANY RECEIVABLE WAS IMPROPERLY RECLASSIFIED FROM A NON-ALLOWABLE RECEIVABLE TO AN ALLOWABLE RECEIVABLE SO THAT MATHIS PERMITTED HIS FIRM TO CONDUCT A SECURITIES BUSINESS ON 10 BUSINESS DAYS WHILE IT FAILED TO MAINTAIN ITS MINIMUM REQUIRED NET CAPITAL. MATHIS PREPARED, OR CAUSED TO BE PREPARED, AN INACCURATE NET CAPITAL COMPUTATION FOR HIS FIRM WHICH MISCLASSIFIED A $462,000 RETURNED DEPOSIT ITEM FROM A REGISTERED REPRESENTATIVE AS AN ALLOWABLE ASSET, NETTED SEVERAL UNRELATED INTERCOMPANY ASSETS AS LIABILITIES AND MISCLASSIFIED THE NET DEBIT AMOUNT AS AN ALLOWABLE ASSET, AND TREATED APPROXIMATELY $44,000 OF CASH BALANCES FROM AFFILIATED

ENTITIES AS ALLOWABLE WHEN IT SHOULD HAVE BEEN TREATED AS NON-ALLOWABLE, THEREBY FAILING TO MAINTAIN ACCURATE BOOKS AND RECORDS. MATHIS PREPARED AND/OR WAS RESPONSIBLE FOR THE PREPARATION OF A MATERIALLY INACCURATE FINANCIAL AND OPERATIONAL COMBINED UNIFORM SINGLE (FOCUS) REPORT FOR HIS FIRM AND FILED SUCH MATERIALLY INACCURATE FOCUS REPORT WITH FINRA. MATHIS FAILED TO APPEAR AND TESTIFY AT AN ON-THE-RECORD INTERVIEW, THEREBY IMPEDING FINRA'S INVESTIGATION.

Current Status:	Final
Resolution:	Decision
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:	03/05/2013
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:	
Start Date:	03/05/2013
End Date:	

Regulator Statement	DEFAULT DECISION RENDERED FEBRUARY 5, 2013, WHEREIN MATHIS IS BARRED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR ALLOWING HIS MEMBER FIRM TO CONDUCT A SECURITIES BUSINESS WHILE FAILING TO MAINTAIN MINIMUM REQUIRED NET CAPITAL, IN VIOLATION OF FINRA RULE 2010; CAUSING THE FIRM TO MAINTAIN INACCURATE BOOKS AND RECORDS, IN VIOLATION OF NASD RULE 3110 AND FINRA RULE 2010; AND FILING AN INACCURATE FOCUS REPORT, IN VIOLATION OF FINRA RULE 2010. MATHIS IS ALSO BARRED FOR HIS FAILURE TO APPEAR AND PROVIDE TESTIMONY, IN VIOLATION OF FINRA RULES 8210 AND 2010. DECISION BECAME FINAL MARCH 5, 2013.

End of Report

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