

## BrokerCheck Report

**Lisa A Lovell**

CRD# 2078848

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 5
Registration and Employment History	7
Disclosure Events	8



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).



**Lisa A. Lovell**  
CRD# 2078848

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

- IA

**EDWARD JONES**  
2605 PRINCE STREET  
CONWAY, AR 72034  
CRD# 250  
Registered with this firm since: 02/20/2007
- B

**EDWARD JONES**  
2605 PRINCE STREET  
CONWAY, AR 72034  
CRD# 250  
Registered with this firm since: 08/02/1990

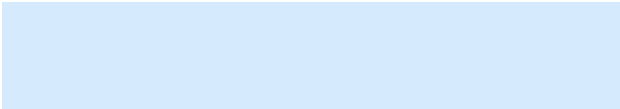
**Report Summary for this Broker**

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
- 31 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	2



## 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 31 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	08/02/1990
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	08/02/1990

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	09/01/2020
B	Arkansas	Agent	Approved	08/21/1990
IA	Arkansas	Investment Adviser Representative	Approved	02/20/2007
B	California	Agent	Approved	07/21/1995
B	Colorado	Agent	Approved	08/17/1999
B	Connecticut	Agent	Approved	10/07/2020
B	Florida	Agent	Approved	07/14/2020
B	Georgia	Agent	Approved	07/17/2023
B	Idaho	Agent	Approved	06/23/2022

## Broker Qualifications



### Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Illinois	Agent	Approved	08/21/2008
B	Iowa	Agent	Approved	03/27/2015
B	Kentucky	Agent	Approved	09/22/2022
B	Louisiana	Agent	Approved	08/19/2020
B	Maryland	Agent	Approved	02/21/1997
B	Massachusetts	Agent	Approved	07/01/2021
B	Michigan	Agent	Approved	10/14/2004
B	Minnesota	Agent	Approved	11/04/2003
B	Missouri	Agent	Approved	01/11/2023
B	Montana	Agent	Approved	04/16/2003
B	Nebraska	Agent	Approved	06/21/2022
B	Nevada	Agent	Approved	10/28/2014
B	New Hampshire	Agent	Approved	02/02/2018
B	North Carolina	Agent	Approved	08/13/2015
B	Ohio	Agent	Approved	10/15/2014
B	Oklahoma	Agent	Approved	05/18/2000
B	Pennsylvania	Agent	Approved	10/05/2022
B	Tennessee	Agent	Approved	06/10/2010
B	Texas	Agent	Approved	10/29/1993
IA	Texas	Investment Adviser Representative	Restricted Approval	01/17/2019
B	Utah	Agent	Approved	02/23/2015



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Virginia	Agent	Approved	03/09/2016
B	Washington	Agent	Approved	11/01/2023
B	Wisconsin	Agent	Approved	10/14/2014

Branch Office Locations

EDWARD JONES  
2605 PRINCE STREET  
CONWAY, AR 72034

EDWARD JONES  
Jerusalem, AR

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## 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>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> General Securities Representative Examination	Series 7	07/23/1990

### State Securities Law Exams

Exam	Category	Date
<b>B</b> <b>IA</b> Uniform Combined State Law Examination	Series 66	02/17/2007
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	08/14/1990

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
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
05/1981 - Present	EDWARD D. JONES & CO., L.P.	NOT PROVIDED	Y	CONWAY, AR, 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.

Rental Property  
 Type of business: Investment  
 Conway, AR  
 Start date: 10/1/2009  
 Owner  
 Hours per week: 0  
 Hours during trading: 0  
 Maintain property

Our Mountain Home LLC  
 Type of business: real estate  
 Conway, AR  
 Start date: 12/19/2019  
 partner  
 Hours per week: 0  
 Hours during trading: 0  
 Maintain property

## 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
Customer Dispute	0	2	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 - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

#### Disclosure 1 of 2

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	EDWARD JONES
<b>Allegations:</b>	CLIENT ALLEGES SHE WAS PROVIDED WITH THE MONTHLY LIFETIME INCOME SHE WAS TO RECEIVE WITH THE PURCHASE OF A LINCOLN INSURED INCOME SPIA ANNUITY ON JANUARY 27, 2015. HOWEVER, THE CLIENT SUBSEQUENTLY DISCOVERED THE ACTUAL FIGURE WAS MUCH LOWER. CLIENT BELIEVES THE ORIGINAL AMOUNT SHOULD BE HONORED.
<b>Product Type:</b>	Annuity-Fixed
<b>Alleged Damages:</b>	\$5,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	5,000 OR MORE
<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>	02/09/2015
<b>Complaint Pending?</b>	No



<b>Status:</b>	Settled
<b>Status Date:</b>	03/30/2015
<b>Settlement Amount:</b>	\$1,125.67
<b>Individual Contribution Amount:</b>	\$0.00
<b>Broker Statement</b>	<p>BASED ON THE FIRM'S REVIEW OF THIS MATTER, THE ANNUITY PAYMENT OPTION SELECTED ON THE APPLICATION WAS LIFE WITH PERIOD CERTAIN (10 YEARS). HOWEVER, DUE TO AN OVERSIGHT, THE ILLUSTRATION REFLECTED AN ANNUITY PAYMENT OPTION OF PERIOD CERTAIN (10 YEARS). THE CLIENT SOLD MUTUAL FUNDS TO FUND THE PURCHASE OF THE ANNUITY. BECAUSE THERE WAS NO OPTION TO RECEIVE THE INCOME REFLECTED ON THE ILLUSTRATION WITH A PAYMENT OPTION OF LIFE WITH PERIOD CERTAIN (10 YEARS), THE FIRM OFFERED TO REINSTATE THE MUTUAL FUND POSITIONS AT NO LOSS TO THE CLIENT. THE CLIENT ACCEPTED THE OFFER AND THE MUTUAL FUND POSITIONS HAVE BEEN REINSTATED .</p>

#### Disclosure 2 of 2

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	EDWARD JONES
<b>Allegations:</b>	<p>ORIGINAL PENDING COMPLAINT NOT FILEABLE: 2/08; CLIENT STATES SHE AUTHORIZED AND INSTRUCTED THE FA TO TRANSFER \$22,000.00 FROM AN ANNUITY AT HER BANK TO HER LINCOLN NATIONAL ANNUITY AND SIGNED PAPERWORK ACCORDINGLY. CLIENT STATES A SECOND STATE OF PAPERWORK INDICATING THE FULL AMOUNT WAS TO BE TRANSFERRED WAS SUBMITTED TO THE BANK WHICH RESULTED IN TRANSFERRING THE ENTIRE ANNUITY. CLIENT STATES SHE FEELS SCAMMED AND WILL BE TRANSFERRING HER ACCOUNT WHETHER ANY ACTION IS TAKEN OR NOT. CLIENT DOES NOT MAKE A SPECIFIC CLAIM - NO FILING REQUIRED.</p>
<b>Product Type:</b>	Annuity(ies) - Variable
<b>Alleged Damages:</b>	\$0.00

#### Customer Complaint Information

<b>Date Complaint Received:</b>	02/17/2009
<b>Complaint Pending?</b>	No



**Status:** Settled

**Status Date:** 04/22/2009

**Settlement Amount:** \$19,333.13

**Individual Contribution Amount:** \$1,000.00

**Broker Statement**

ACCORDING TO OUR RECORDS, THE TRANSFER IN QUESTION WAS COMPLETED FEBRUARY 2008 BETWEEN THE CLIENT'S BANK AND THE ANNUITY COMPANY. THE FA HAS INDICATED THERE WAS AN OVERSIGHT IN COMPLETING THE PAPERWORK; HOWEVER, THE TRANSACTION SHOULD HAVE BEEN REFLECTED ON THE STATEMENT THE CLIENT RECEIVED FROM HER BANK AS WELL AS THE STATEMENT SHE RECEIVED FROM LINCOLN NATIONAL. ALTHOUGH THE TRANSFER DID NOT OCCUR BETWEEN EDWARD JONES AND ANOTHER ENTITY, WE BELIEVE IF THIS ISSUE HAD BEEN BROUGHT TO OUR ATTENTION IN A TIMELIER MANNER WE MAY HAVE BEEN ABLE TO PROVIDE ASSISTANCE IN REVERSING THE TRANSACTION. HOWEVER, BECAUSE THE TRANSACTIONS OCCURRED BETWEEN TWO OUTSIDE FIRMS AND BECAUSE THE TRANSACTION WAS COMPLETED APPROXIMATELY ONE YEAR AGO, THE LEVEL OF INFLUENCE WE WOULD HAVE IN CORRECTING THIS SITUATION WOULD BE RELATIVELY NON-EXISTENT. THEREFORE, AS A RESULT OF OUR REVIEW OF THIS MATTER, WE ARE EXTENDING AN OFFER TO THE CLIENT IN THE AMOUNT OF \$19,333.13 WHICH REPRESENTS THE APPROXIMATE MARKET LOSSES THE ANNUITY HAS SUSTAINED (TO DATE) RELATED TO THE TRANSFER OVERAGE. CLIENT HAS THIRTY DAYS IN WHICH TO RESPOND TO OUR OFFER. CLIENT HAS ACCEPTED OUR OFFER AND THE COMPLAINT HAS BEEN CLOSED.

## End of Report



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