

BrokerCheck Report

ANTHONY THOMAS PACE

CRD# 2115209

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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



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.

**ANTHONY T. PACE**

CRD# 2115209

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

IA LRI INVESTMENTS
 3825 PGA BLVD
 SUITE 303
 PALM BEACH GARDENS, FL 33410
 CRD# 323556
 Registered with this firm since: 10/09/2023

B M HOLDINGS SECURITIES, INC.
 29 SOUTH MAIN ST., STE 311
 WEST HARTFORD, CT 06107
 CRD# 43285
 Registered with this firm since: 02/11/2004

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
- 20 U.S. states and territories

This broker has passed:

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

Registration History

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

- IA M HOLDINGS SECURITIES, INC.**
 CRD# 43285
 PORTLAND, OR
 02/2004 - 04/2024
- B HARTFORD EQUITY SALES COMPANY INC.**
 CRD# 6604
 HARTFORD, CT
 11/1999 - 02/2004
- IA HARVEST CAPITAL ADVISORS, LLC**
 CRD# 125920
 AVON, CT
 03/2000 - 02/2004

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



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 20 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **LRI INVESTMENTS**
 Main Office Address: **3825 PGA BLVD
 SUITE 303
 PALM BEACH GARDENS, FL 33410**
 Firm CRD#: **323556**

	U.S. State/ Territory	Category	Status	Date
IA	Connecticut	Investment Adviser Representative	Approved	04/04/2024
IA	Florida	Investment Adviser Representative	Approved	10/09/2023

Branch Office Locations

3825 PGA BLVD
 SUITE 303
 PALM BEACH GARDENS, FL 33410

Employment 2 of 2

Firm Name: **M HOLDINGS SECURITIES, INC.**
 Main Office Address: **1125 N.W. COUCH STREET
 SUITE 900
 PORTLAND, OR 97209**
 Firm CRD#: **43285**

	SRO	Category	Status	Date
B	FINRA	Direct Participation Programs	Approved	02/11/2004
B	FINRA	General Securities Principal	Approved	02/11/2004



Broker Qualifications

Employment 2 of 2, continued

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	02/11/2004

U.S. State/ Territory	Category	Status	Date
B Arkansas	Agent	Approved	05/31/2019
B Colorado	Agent	Approved	05/17/2019
B Connecticut	Agent	Approved	02/11/2004
B Florida	Agent	Approved	08/31/2005
B Georgia	Agent	Approved	05/23/2022
B Illinois	Agent	Approved	04/16/2025
B Louisiana	Agent	Approved	10/28/2013
B Maine	Agent	Approved	05/03/2019
B Massachusetts	Agent	Approved	02/11/2004
B Michigan	Agent	Approved	01/17/2024
B New Hampshire	Agent	Approved	02/11/2004
B New Mexico	Agent	Approved	08/30/2022
B New York	Agent	Approved	08/19/2004
B North Carolina	Agent	Approved	02/25/2025
B Pennsylvania	Agent	Approved	10/09/2009
B Rhode Island	Agent	Approved	02/11/2004
B South Carolina	Agent	Approved	07/28/2017
B Texas	Agent	Approved	05/29/2007
B Vermont	Agent	Approved	02/11/2004



Broker Qualifications

Employment 2 of 2, continued

U.S. State/ Territory		Category	Status	Date
B	Washington	Agent	Approved	05/02/2019

Branch Office Locations

M HOLDINGS SECURITIES, INC.
29 SOUTH MAIN ST., STE 311
WEST HARTFORD, CT 06107

M HOLDINGS SECURITIES, INC.
3825 PGA Blvd. Suite 303
Palm Beach Gardens, FL 33410



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, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	01/05/1996

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	11/29/1991
B Direct Participation Programs Representative Examination	Series 22	05/20/1991
B Investment Company Products/Variable Contracts Representative Examination	Series 6	02/04/1991

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	06/22/1992
B Uniform Securities Agent State Law Examination	Series 63	02/14/1991

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/.



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
IA 02/2004 - 04/2024	M HOLDINGS SECURITIES, INC.	43285	PALM BEACH GARDENS, FL
B 11/1999 - 02/2004	HARTFORD EQUITY SALES COMPANY INC.	6604	HARTFORD, CT
IA 03/2000 - 02/2004	HARVEST CAPITAL ADVISORS, LLC	125920	WETHERSFIELD, CT
B 01/2000 - 02/2004	HARVEST CAPITAL LLC	35723	WETHERSFIELD, CT
B 12/1997 - 12/1999	LINSCO/PRIVATE LEDGER CORP.	6413	FORT MILL, SC
B 05/1995 - 12/1997	1717 CAPITAL MANAGEMENT COMPANY	4082	NEWARK, DE
B 02/1991 - 05/1995	CIGNA FINANCIAL ADVISORS, INC.	145	RADNOR, PA

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
07/2023 - Present	Lindberg & Ripple, LRI Investments LLC	Member	Y	Palm Beach Gardens, FL, United States
02/2004 - Present	LINDBERG & RIPPLE, INC.	FINANCIAL CONSULTANT	Y	WINDSOR, CT, United States
02/2004 - Present	M HOLDINGS SECURITIES	REGISTERED REPRESENTATIVE	Y	WINDSOR, CT, United States
02/2004 - Present	M HOLDINGS SECURITIES	REGISTERED REPRESENTATIVE	Y	WINDSOR, CT, United States
02/2004 - Present	M HOLDINGS SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	PORTLAND, OR, 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) LRI Holdings, LLC; 29 South Main Street, Suite #311, West Hartford, CT 06107; 2017; Member; Private Equity Investing; Not Investment Related; 0 hours/month; 0 hours/month during business hours; No Compensation.
 - 2) Lindberg & Ripple; 29 South Main Street, Suite #311, West Hartford, CT 06107; 11/2013; Managing Principal; Co-manage firm, run the investment division and consult with clients; Investment Related; 160 hours/month; 160 hours/month during business hours; Ownership, Wages/Salary/Tips.
 - 3) Palm Beach County Estate Planning Council; 6671 W Indiantown Rd, Jupiter, FL 33458; Charitable industry association; Not Investment Related; President as of 06/01/2025; Run Board Meetings; 09/01/2020; 6 hours/month; 4 hours/month during trading hours.
 - 4) Lindberg & Ripple, LRI Investments LLC; 3825 PGA Blvd Suite #303 Palm Beach Gardens, FL 33410; Registered Investment Advisor; Investment Related; Member; Provide investment advisory services; 07/03/2023; 160 hours per month; 160 hours per month during trading hours.
 - 5) Audit Oversight Committee Town of Juno; 340 Ocean Dr, Juno Beach FL 33408; Board Membership; Investment related; Board Member; Review financials, contracts, and budget of the town; 4/02/2024; 2 hours per month; 2 hours per month during trading hours.
 - 6) SP Investments Squared, LLC; 3825 PGA Blvd, Suite 303, Palm Beach Gardens, FL 33410; Pass through entity; Investment Related; Member; Entity to hold collective ownership interest of LRI Investments, LLC, an RIA; 03/01/2025; 100 hours per month; 100 hours per month during trading hours.
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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
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

Reporting Source:	Regulator
Regulatory Action Initiated By:	Florida Office of Financial Regulation
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	10/09/2023
Docket/Case Number:	117414-SR
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	M HOLDINGS SECURITIES, INC.
Product Type:	No Product
Allegations:	Rendered investment advice, from a location within Florida, without being registered by the Office.
Current Status:	Final
Resolution:	Order



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: 10/09/2023

Sanctions Ordered: Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$60,000.00

Portion Levied against individual: \$60,000.00

Payment Plan:

Is Payment Plan Current: No

Date Paid by individual: 10/09/2023

Was any portion of penalty waived? No

Amount Waived:

Regulator Statement

On October 9, 2023, the Office of Financial Regulation (Office) entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Anthony Thomas Pace (Pace). Pace neither admitted nor denied the allegations but consented to the entry of findings by the Office. The Office found that Pace violated section 517.12(4), Florida Statutes, by rendering investment advice, from a location within Florida, without being registered by the Office. Pace agreed to Cease and Desist from violations of Chapter 517, Florida Statutes, and the Administrative Rules adopted thereto, and to pay an administrative fine in the amount of \$60,000. The Office agreed to approve Pace's application as an associated person (RA) with M Holdings Securities, Inc. and LRI Investments, LLC effective October 9, 2023.

Reporting Source: Broker

Regulatory Action Initiated By: State of Florida Office of Financial Regulations



Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	10/09/2023
Docket/Case Number:	117414-SR
Employing firm when activity occurred which led to the regulatory action:	M Holdings Securities
Product Type:	No Product
Allegations:	On October 9, 2023, the Office of Financial Regulation (Office) entered a Final Order adopting the Stipulation and Consent Agreement in the matter of Anthony Thomas Pace (Pace). Pace neither admitted nor denied the allegations but consented to the entry of findings by the Office. The Office found that Pace violated section 517.12(4), Florida Statutes, by rendering investment advice, from a location within Florida, without being registered by the Office. Pace agreed to Cease and Desist from violations of Chapter 517, Florida Statutes, and the Administrative Rules adopted thereto, and to pay an administrative fine in the amount of \$60,000. The Office agreed to approve Pace's application as an associated person (RA) with M Holdings Securities, Inc. and LRI Investments, LLC effective October 9, 2023.
Current Status:	Final
Resolution:	Order
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:	10/09/2023
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$60,000.00
Portion Levied against individual:	\$60,000.00

**Payment Plan:**

Is Payment Plan Current: No

Date Paid by individual: 10/09/2023

Was any portion of penalty waived? No

Amount Waived:**Broker Statement**

My firm registered an RIA with the SEC this year and filed with the State of Florida where it is located. Upon registration, we found that my current corporate RIA, M Holding Inc, had not changed my Florida license to a home license when I moved to Florida in 2015. It was an administrative error on their part. I had changed all of my address, payroll, U4 etc to reflect I was living and working in Florida. M Holdings handled the investigation. We paid a fine to the State of Florida and I am now properly licensed.



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 3

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	M HOLDINGS SECURITIES, INC.
Allegations:	The client was advised they did not have to take RMDs in 2016-2022 because they were employed. Advisor missed that the client was a 5% owner and, therefore did have to take distributions.
Product Type:	Other: 401(K)
Alleged Damages:	\$83,799.00
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:	06/12/2024
Complaint Pending?	No
Status:	Settled
Status Date:	07/08/2024
Settlement Amount:	\$83,799.00
Individual Contribution Amount:	\$25,000.00

Disclosure 2 of 3

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	M HOLDINGS SECURITIES, INC.
Allegations:	CLIENTS ALLEGE THAT THE REP SHOULD HAVE RECOMMENDED MOVING THEIR INVESTMENT PORTFOLIO TO MORE CONSERVATIVE INVESTMENTS



IN EARLY TO MID-2008. THE ACCOUNTS HAVE SUBSEQUENTLY DECLINED IN VALUE AS A RESULT.

Product Type: Mutual Fund(s)

Alleged Damages: \$13,997.00

Customer Complaint Information

Date Complaint Received: 12/18/2008

Complaint Pending? No

Status: Settled

Status Date: 03/10/2009

Settlement Amount: \$13,996.87

Individual Contribution Amount: \$13,996.87

Disclosure 3 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: LINSICO / PRIVATE LEDGER CORP.

Allegations: COMPLAINT ALLEGED UNSUITABILITY WITH REGARD TO VARIABLE ANNUITY MUTUAL FUND SUBACCOUNTS.

Product Type: Annuity(ies) - Variable

Other Product Type(s): MUTUAL FUNDS

Alleged Damages: \$800,000.00

Customer Complaint Information

Date Complaint Received: 04/08/2004

Complaint Pending? No

Status: Settled

Status Date: 12/06/2004

Settlement Amount: \$55,000.00

Individual Contribution Amount: \$0.00

**Firm Statement**

COMPLAINT SETTLED TO AVOID THE COSTS OF PROTRACTED LITIGATION. THE REPRESENTATIVE PROVIDED FULL DISCLOSURE, AND THE COMPLAINT WAS WITHOUT MERIT.

Reporting Source:

Broker

Employing firm when activities occurred which led to the complaint:

LINSCO PRIVATE LEDGER

Allegations:

CLIENT ALLEGES THAT IN JANUARY 1999 HE INVESTED HIS PENSION INTO 2 ROLLOVER VARIABLE ANNUITIES. HE CLAIMS THAT ALTHOUGH HE WAS INTERESTED IN INCOME, THE INVESTMENTS WERE IN UNSUITABLE AGGRESSIVE SUBACCOUNTS AND THE ACCOUNTS LOST MONEY AS A RESULT. HE CLAIMS THERE IS ONLY ABOUT \$200,000 REMAINING OUT OF OVER 1 MILLION INVESTED.

Product Type:

Annuity(ies) - Variable

Alleged Damages:**Customer Complaint Information**

Date Complaint Received: 04/06/2004

Complaint Pending? No

Status: Settled

Status Date: 12/06/2004

Settlement Amount: \$55,000.00

Individual Contribution Amount: \$0.00

Broker Statement

PREVIOUS BD NOTED THAT COMPLAINT SETTLED TO AVOID THE COSTS OF PROTRACTED LITIGATION; THE REPRESENTATIVE PROVIDED FULL DISCLOSURE, AND THE COMPLAINT WAS WITHOUT MERIT.

End of Report



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