

BrokerCheck Report

JEFFREY JON PRIDEY

CRD# 2136022

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 4
Registration and Employment History	6
Disclosure Events	7



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.

**JEFFREY J. PRIDEY**

CRD# 2136022

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

IA BFC PLANNING, INC.
 TWIN FALLS, ID
 CRD# 119682
 Registered with this firm since: 12/12/2013

**B BERTHEL, FISHER & COMPANY
 FINANCIAL SERVICES, INC.**
 TWIN FALLS, ID
 CRD# 13609
 Registered with this firm since: 10/23/2012

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
- 9 U.S. states and territories

This broker has passed:

- 0 Principal/Supervisory Exams
- 3 General Industry/Product Exams
- 2 State Securities Law Exams

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

- B AUSDAL FINANCIAL PARTNERS, INC.**
 CRD# 7995
 TWIN FALLS, ID
 08/2011 - 04/2012
- B CAPWEST SECURITIES, INC.**
 CRD# 30002
 TWIN FALLS, ID
 09/2005 - 08/2011
- B UNITED SECURITIES ALLIANCE, INC.**
 CRD# 36487
 GREENWOOD VILLAGE, CO
 01/2003 - 10/2005

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	3
Termination	1



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

Employment 1 of 2

Firm Name: **BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.**

Main Office Address: **4201 42ND STREET NE
SUITE 100
CEDAR RAPIDS, IA 52402**

Firm CRD#: **13609**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	10/23/2012

U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	Approved	12/20/2012
B California	Agent	Approved	10/26/2012
B Idaho	Agent	Approved	10/24/2012
B Minnesota	Agent	Approved	10/25/2012
B Oregon	Agent	Approved	01/16/2013
B South Dakota	Agent	Approved	11/26/2012
B Utah	Agent	Approved	11/26/2012
B Washington	Agent	Approved	03/31/2022
B Wyoming	Agent	Approved	10/26/2012

Branch Office Locations

BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.



Broker Qualifications

Employment 1 of 2, continued
TWIN FALLS, ID

Employment 2 of 2

Firm Name: BFC PLANNING, INC.
Main Office Address: 4201 42ND STREET NE
SUITE 100
CEDAR RAPIDS, IA 52402
Firm CRD#: 119682

U.S. State/ Territory	Category	Status	Date
IA Idaho	Investment Adviser Representative	Approved	12/12/2013

Branch Office Locations

4201 42ND STREET NE
SUITE 100
CEDAR RAPIDS, IA 52402

TWIN FALLS, ID



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, 3 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 Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	05/13/2003
B Corporate Securities Limited Representative Examination	Series 62	04/15/1991

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	12/03/2013
B Uniform Securities Agent State Law Examination	Series 63	04/15/1991

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 **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 08/2011 - 04/2012	AUSDAL FINANCIAL PARTNERS, INC.	7995	TWIN FALLS, ID
B 09/2005 - 08/2011	CAPWEST SECURITIES, INC.	30002	TWIN FALLS, ID
B 01/2003 - 10/2005	UNITED SECURITIES ALLIANCE, INC.	36487	GREENWOOD VILLAGE, CO
B 05/1991 - 07/2002	FARMLAND SECURITIES COMPANY	11153	KANSAS CITY, MO

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
10/2012 - Present	BERTHEL FISHER & COMPANY FINANCIAL SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	TWIN FALLS, ID, 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. PEAK FINANCIAL SERVICES-Y-706 CARRIAGE LANE N, TWIN FALLS, ID 83301-DBA-OWNER-10/1/2013-160-120-INVESTMENT SELECTION, RETIREMENT PLANNING.
2. USI Insurance-N-Twin Falls, ID-National Accounts Broker-Broker-05/2018-160-80-Property & Casualty Broker.
3. Jeff & Shelly Pridey Farm- N- Twin Falls, ID- Owner- 12/2021- 16- 0- Inherited a family farm.

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	3	N/A
Termination	N/A	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 - Award / Judgment

This type of disclosure event involves a final, consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the broker that resulted in an arbitration award or civil judgment for the customer.

Disclosure 1 of 1

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: CapWest Securities, Inc.

Allegations: 1) violation of Colorado Securities Act ("CSA"); 2) violation of the Colorado Consumer Protection Act; 3) common law fraud and misrepresentation; 4) violations of Section 2110 Conduct Rules of the NASD; 5) violation of Section 2120 Conduct Rules of the NASD; 6) violation of Section 2310 Conduct Rules of the NASD; 7) violation of Section 3010 Conduct Rules of the NASD; 8) breach of fiduciary duty; 9) negligence and negligent supervision; and 10) respondent superior

Product Type: Other: private placement offerings

Alleged Damages: \$550,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: FINRA - CASE #10-02249

Date Notice/Process Served: 05/10/2010

Arbitration Pending? No

Disposition: Award

Disposition Date: 11/25/2011

Disposition Detail: Jeffrey Pridey is liable for and shall pay to the Claimants compensatory damages



in the amount of \$100,000.00, jointly and severally.

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	Capwest Securities, Inc.
Allegations:	1) Violation of Colorado Securities Act ("CSA"); 2) violation of the Colorado Consumer Protection Act; 3) common law fraud and misrepresentation; 4) violation of Section 2110 Conduct Rules of the NASD; 5) violation of Section 2120 Conduct Rules of the NASD; 6) violation of Section 2130 Conduct Rules of the NASD; 7) violation of Section 3010 Conduct Rules of the NASD; 8) breach of fiduciary duty; 9) negligence and negligent supervision; and 10) respondent superior
Product Type:	Other: Private Placement Offerings
Alleged Damages:	\$550,000.00
Is this an oral complaint?	No
Is this a written complaint?	
Is this an arbitration/CFTC reparation or civil litigation?	
Arbitration Information	
Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	10-02249
Date Notice/Process Served:	05/10/2010
Arbitration Pending?	No
Disposition:	Award to Customer
Disposition Date:	11/25/2011
Monetary Compensation Amount:	\$100,000.00
Individual Contribution Amount:	\$0.00
Broker Statement	The representative disagrees with the allegations brought against him in this claim. The Claimant has never been a client of the representative's and he has never had



any interactions with the Claimant. The representative was not involved with the sale or the recommendations of the investment to the client. The representative also was not responsible for the supervision of the conduct involved nor did he hold a supervisory license. The representative was named only in a control person capacity since he was the Director and Secretary of CapWest Securities, Inc. at the time the claim was filed.



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

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.
Allegations:	The client alleges in 2015 the representative improperly recommended the client invest in a high commission illiquid alternative investment which they allege was misrepresented to them by the representative and was unsuitable for his risk tolerance and investment objectives. The client further alleges the firm failed to supervise the activities of the representative and failed to conduct adequate due diligence.
Product Type:	Real Estate Security
Alleged Damages:	\$136,000.00
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	21-03032
Filing date of arbitration/CFTC reparation or civil litigation:	12/14/2021

Customer Complaint Information

Date Complaint Received:	03/10/2022
Complaint Pending?	No
Status:	Settled
Status Date:	02/23/2023
Settlement Amount:	\$37,000.00



Individual Contribution Amount: \$10,000.00

Broker Statement The arbitration involves multiple claimants who were clients of a different representative. The Firm, solely to compromise and settle disputed claims, agreed to settle an arbitration with the Claimant.

Disclosure 2 of 2

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: UNITED SECURITIES ALLIANCE

Allegations: FAILURE OF BROKER DEALER TO PERFORM DUE DILIGENCE ON PURCHASE OF DBSI INC. FAILURE OF USA TO DILIGENTLY SUPERVISE PRIDEY. ALLEGATIONS OF NEGLIGENCE, RECKLESSNESS, FRAUD, BREACH OF FIDUCIARY DUTY, DECEIT, MISREPRESENTATIONS, OMISSIONS, AND BREACH OF CONTRACT.

Product Type: Other: T

Alleged Damages: \$487,000.00

Alleged Damages Amount Explanation (if amount not exact): ALLEGED COMPENSOATORY DAMAGES PLUSE INTEREST, FEES, AND DAMAGES.

Arbitration Information

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

Docket/Case #: 10-02058

Date Notice/Process Served: 04/15/2010

Arbitration Pending? No

Disposition: Settled

Disposition Date: 10/23/2012

Monetary Compensation Amount: \$7,500.00

Individual Contribution Amount: \$7,500.00





Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Employer Name: AUDSAL FINANCIAL PARTNERS, INC.

Termination Type: Discharged

Termination Date: 04/27/2012

Allegations: MR. PRIDEY FAILED TO DISCLOSE ARBITRATIONS TO THE FIRM

Product Type: Other: UNSURE SINCE AUDSAL FINANCIAL PARTNERS, INC. DOES NOT HAVE A COPY OF THE ARBITRATIONS

Reporting Source: Broker

Employer Name: AUDSAL FINANCIAL PARTNERS, INC.

Termination Type: Discharged

Termination Date: 04/27/2012

Allegations: MR. PRIDEY FAILED TO DISCLOSE ARBITRATIONS TO THE FIRM.

Product Type: Other: UNSURE SINCE AUDSAL FINANCIAL PARTNERS, INC. DOES NOT HAVE A COPY OF THE ARBITRATIONS

End of Report



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