

BrokerCheck Report

TROY WILLIAM STEINBECK

CRD# 2197988

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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.

TROY W. STEINBECK

CRD# 2197988

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:

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

Registration History

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

B WALNUT STREET SECURITIES, INC.
 CRD# 15840
 EL SEGUNDO, CA
 06/1996 - 07/2001

B NORTH AMERICAN MANAGEMENT, INC.
 CRD# 624
 SIOUX FALLS, SD
 02/1992 - 06/1996

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 1 principal/supervisory exam, 1 general industry/product exam, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	09/04/1992

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7	02/07/1992

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	01/08/1994

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 06/1996 - 07/2001	WALNUT STREET SECURITIES, INC.	15840	EL SEGUNDO, CA
B 02/1992 - 06/1996	NORTH AMERICAN MANAGEMENT, INC.	624	SIOUX FALLS, SD

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
06/1996 - Present	WALNUT STREET SECURITIES, INC.	OTHER - Representative	Y	SIOUX FALLS, SD, United States
08/1989 - Present	MIDLAND NATIONAL LIFE INSURANCE CO.	OTHER - ASST. MANAGER-CASHIERING	N	SIOUX FALLS, SD, 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: NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 10/10/1996

Docket/Case Number: C3A960039

Employing firm when activity occurred which led to the regulatory action: NORTH AMERICAN MANAGEMENT, INC.

Product Type:

Other Product Type(s):

Allegations:

Current Status: Final

Resolution: Decision & Order of Offer of Settlement

Resolution Date: 10/02/1997

Sanctions Ordered: Censure
Monetary/Fine \$7,500.00

Other Sanctions Ordered:

Sanction Details:

Regulator Statement COMPLAINT NO. C3A960039 FILED OCTOBER 10, 1996 BY DISTRICT NO. 3 AGAINST BARRY R. STRAUSS, ROBERT S. TRYON, ROBERT W. BAUCHANAN, TROY W. STEINBECK, AND MARK A. TOWNSEND ALLEGING VIOLATIONS OF NASD RULES 2110, 3030, 2210(f)(2)(F) AND 3010 IN



THAT RESPONDENT STRAUSS AND TYSON ENGAGED IN OUTSIDE BUSINESS

ACTIVITIES FOR COMPENSATION WITHOUT PROVIDING TO HIS MEMBER FIRM THE PROMPT WRITTEN NOTICE; RESPONDENT STRAUSS OFFERED SECURITIES TO THE PUBLIC WITHOUT IDENTIFYING THE REGISTERED BROKER-DEALER THROUGH WHICH TRANSACTIONS IN SUCH SECURITIES WOULD BE EFFECTED; FAILED TO RESPOND TO NASD REQUESTS FOR INFORMATION MADE PURSUANT TO NASD RULE 8210; AND, RESPONDENTS

BUCHANAN, STEINBECK AND TOWNSEND FAILED TO SUPERVISE RESPONDENT

STRAUSS AND TRYON IN A MANNER REASONABLY DESIGNED TO ACHIEVE COMPLIANCE WITH APPLICABLE LAWS, RULES AND REGULATIONS. BUCHANAN, STEINBECK AND TOWNSEND FAILED TO SUPERVISE RESPONDENT

***** ON OCTOBER 2, 1997, THE DECISION AND ORDER OF ACCEPTANCE OF OFFER OF SETTLEMENT SUBMITTED BY THE RESPONDENTS STRAUSS, TRYON, BUCHANAN AND STEINBECK WAS ISSUED; THEREFORE, RESPONDENT STRAUSS IS CENSURED, FINED \$20,000 AND BARRED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY (FINE COLLECTION SHALL BE WAIVED UNTIL SUCH TIME IF ANY AS RESPONDENT STRAUSS MAY APPLY TO BECOME ASSOCIATED WITH AN NASD MEMBER IN THE FUTURE NOTWITHSTANDING THE BAR.); RESPONDENT TRYON IS CENSURED, FINED \$10,000 AND BARRED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY (THE FINE COLLECTION SHALL BE WAIVED UNTIL SUCH TIME IF ANY AS RESPONDENT TRYON MAY APPLY TO BECOME ASSOCIATED WITH AN NASD MEMBER IN THE FUTURE NOTWITHSTANDING THE BAR.); RESPONDENT BUCHANAN IS CENSURED AND FINED \$7,500; AND, RESPONDENT STEINBECK IS CENSURED AND FINED \$7,500.

*** \$7,500.00 PAID ON 10/16/97, INVOICE NO. 97-3A-923 ***

Reporting Source:	Broker
Regulatory Action Initiated By:	DISTRICT BUSINESS CONDUCT COMMITTEE FOR DISTRICT NO. 3
Sanction(s) Sought:	
Other Sanction(s) Sought:	



Date Initiated: 10/10/1996

Docket/Case Number: C3A960039

Employing firm when activity occurred which led to the regulatory action: NORTH AMERICAN MANAGEMENT, INC.

Product Type:

Other Product Type(s):

Allegations: VIOLATION OF CONDUCT RULES 2110 AND 3030 WITH RESPECT TO THE SUPERVISION OF TWO REPRESENTATIVES AND THE ESTABLISHMENT OF SUPERVISORY PROCEDURES.

Current Status: Final

Resolution: Decision & Order of Offer of Settlement

Resolution Date: 10/02/1997

Sanctions Ordered: Censure
Monetary/Fine \$7,500.00

Other Sanctions Ordered:

Sanction Details: CENSURE AND FINE IN THE AMOUNT OF \$7,500.

Broker Statement THE NASD DBCC NO. 3 CONDUCTED AN INVESTIGATION INTO THE ALLEGED SELLING AWAY ACTIVITIES OF TWO REPRESENTATIVES LICENSED WITH MY FORMER BORKER- DEALER, NORTH AMERICAN MANAGEMENT. THE RESULTING COMPLAINT ALLEGED THAT THE BROKER-DEALER DID NOT ADEQUATELY SUPERVISE THE REPS, WHO WERE SUBSEQUENTLY BARRED FOR THEIR ACTIVITIES. AS I WAS A PRINCIPAL AT THE CORPORATE OFFICE OF THE B-D, I WAS NAMED IN THE COMPLAINT. I CONSENTED TO THE ENTRIES OF FINDINGS OF FACTS AND VIOLATIONS CONSISTENT WITH THE ALLEGATIONS OF THE COMPLAINT FOR PURPOSES OF SETTLEMENT ONLY, WITHOUT ADMITTING OR DENYING THEM.

End of Report



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