

BrokerCheck Report

BRADLEY MARK KELLEY

CRD# 2206247

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 5
Registration and Employment History	7 - 8
Disclosure Events	9



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.

BRADLEY M. KELLEY

CRD# 2206247

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
- 5 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

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

- B EIDE BAILLY SECURITIES, LLC**
CRD# 112176
FARGO, ND
09/2004 - 04/2024
- B UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER**
CRD# 20804
FARGO, ND
09/2015 - 08/2023
- B SECURITIES AMERICA, INC.**
CRD# 10205
MINNEAPOLIS, MN
09/2005 - 10/2015

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

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at

<https://www.adviserinfo.sec.gov>

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

Principal/Supervisory Exams

Exam	Category	Date
B Compliance Officer Examination	Series 14	01/02/2023
B Municipal Fund Securities Principal Examination	Series 51	02/27/2003
B General Securities Principal Examination	Series 24	04/26/1999
B Investment Company Products/Variable Contracts Principal Examination	Series 26	09/20/1995

General Industry/Product Exams

Exam	Category	Date
B Investment Banking Registered Representative Examination	Series 79TO	01/02/2023
B Operations Professional Examination	Series 99TO	01/02/2023
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	04/02/1999
B Investment Company Products/Variable Contracts Representative Examination	Series 6	02/27/1992

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	08/25/1999
B Uniform Securities Agent State Law Examination	Series 63	01/29/1992

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



Industry Exams this Broker has Passed, continued

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 09/2004 - 04/2024	EIDE BAILLY SECURITIES, LLC	112176	FARGO, ND
B 09/2015 - 08/2023	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	20804	FARGO, ND
B 09/2005 - 10/2015	SECURITIES AMERICA, INC.	10205	MINNEAPOLIS, MN
B 10/2003 - 10/2005	CAP PRO BROKERAGE SERVICES, INC.	103953	COLUMBUS, OH
B 08/2003 - 10/2003	INVEST FINANCIAL CORPORATION	12984	APPLETON, WI
B 07/1998 - 09/2003	FINANCIAL NETWORK INVESTMENT CORPORATION	13572	EL SEGUNDO, CA
B 03/1992 - 01/1998	PRUCO SECURITIES CORPORATION	5685	NEWARK, NJ
B 03/1992 - 12/1993	THE PRUDENTIAL INSURANCE COMPANY OF AMERICA	680	NEWARK, NJ

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
09/2024 - Present	Sequoia Financial Group, LLC	Wealth Advisor	Y	Akron, OH, United States
09/2021 - Present	ABJ Investments LLC.	Shareholder	Y	Phoenix, AZ, United States
09/2016 - Present	KBH North Shore Properties, LLC	Chief Manager/Share holder	Y	Fargo, ND, United States
11/2003 - Present	EIDE BAILLY ADVISORS, LLC	CCO/FINANCIAL ADVISOR	Y	FARGO, ND, United States
11/2003 - Present	EIDE BAILLY AGENCY	LICENSED AGENT	Y	FARGO, ND, United States
11/2003 - Present	Eide Bailly LLP	Principal	N	Fargo, ND, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
09/2004 - 04/2024	EIDE BAILLY SECURITIES, LLC	PRINCIPAL FOR ADMINISTRATIVE ENTITY	Y	FARGO, ND, United States
09/2015 - 07/2023	UNITED PLANNERS' FINANCIAL SERVICES	REG REP	Y	SCOTTSDALE, AZ, United States
09/2005 - 09/2015	SECURITIES AMERICA, INC.	REGISTERED REPRESENTATIVE	Y	FARGO, ND, 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.) EIDE BAILLY LLP - PRINCIPAL - TAX & BUSINESS ADVISORS - FARGO, ND - SINCE 11/2003 - NOT INVESTMENT RELATED
- 2.) EIDE BAILLY FINANCIAL SERVICES - PRINCIPAL - HOLDING COMPANY - FARGO, ND - SINCE 09/2004 - INVESTMENT RELATED
- 3.) KBH NORTH SHORE PROPERTIES, LLC - CHIEF MANAGER/SHAREHOLDER - REAL ESTATE SALES/RENTAL PROPERTIES/PROPERTY MANAGEMENT - FARGO, ND - SINCE 09/2016 - INVESTMENT RELATED
- 4.) ABJ INVESTMENTS LLC - SHAREHOLDER - NON-TRADITIONAL INVESTING - PHOENIX, AZ - SINCE 09/2021 - INVESTMENT RELATED
- 5.) SEQUOIA FINANCIAL GROUP, LLC - WEALTH ADVISOR

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

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: IN CONNECTION WITH THE RECOMMENDATION AND SALE OF MEDICAL CAPITAL AND PROVIDENT SHALE, CLAIMANTS ALLEGE VIOLATIONS OF STATE BLUE SKY LAWS, VIOLATIONS OF FINRA RULE 2110, NEGLIGENCE, NEGLIGENT MISREPRESENTATIONS AND OMISSIONS, BREACH OF FIDUCIARY DUTY, AND AIDING & ABETTING FRAUD.

Product Type: Direct Investment-DPP & LP Interests
Oil & Gas

Alleged Damages: \$100,000.00

Arbitration Information

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

Docket/Case #: 10-02593

Date Notice/Process Served: 04/01/2011

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/29/2011



Monetary Compensation Amount:	\$46,419.41
Individual Contribution Amount:	\$0.00
Broker Statement	10/21/2011: THIS CLAIM WAS PART OF A GLOBAL SETTLEMENT BY SECURITIES AMERICA, INC.

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint:

Allegations: THE CLIENT CONTACTED THE COMPANY WITH CONCERNS REGARDING PERFORMANCE ISSUES ASSOCIATED WITH TWO VARIABLE APPRECIABLE LIFE (VAL) INSURANCE POLICIES HE PURCHASED IN 1994. NO COMPENSATORY DAMAGES WERE ALLEGED.

Product Type:

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 12/26/1995

Complaint Pending? No

Status: Settled

Status Date:

Settlement Amount: \$26,327.88

Individual Contribution Amount:

Firm Statement THE COMPANY RESCINDED BOTH VAL POLICIES AND RETURNED TOTAL PREMIUMS PAID TO THE CLIENT. (ESTIMATED SETTLEMENT \$26,327.88) THE COMPANY IS REPORTING THIS SETTLEMENT CONSISTENT WITH NASDR RULES PERTAINING TO THE REPORTING OF ALL SETTLEMENTS OF \$5000 OR MORE. THE COMPANY BY THIS FILING MAKES NO ALLEGATION REGARDING THE ACTIONS OF THE REPRESENTATIVE.



Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	PRUDENTIAL
Allegations:	THE CLIENT CONTACTED THE COMPANY WITH CONCERNS REGARDING PERFORMANCE ISSUES ASSOCIATED WITH TWO VARIABLE APPRECIABLE LIFE (VAL) INSURANCE POLICIES BE PURCHASED IN 1994. NO COMPENSATORY DAMAGES WERE ALLEGED.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	\$0.00
Customer Complaint Information	
Date Complaint Received:	12/26/1995
Complaint Pending?	No
Status:	Settled
Status Date:	01/05/1996
Settlement Amount:	\$26,327.88
Individual Contribution Amount:	\$0.00
Broker Statement	THE COMPANY RESCINDED BOTH VAL POLICIES AND RETURNED TOTAL PREMIUMS EQUALING \$26,327,88 TO THE CLIENT. THE COMPANY MADE NO ALLEGATIONS REGARDING THE ACTIONS OF THE REPRESENTATIVE.

End of Report



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