

## BrokerCheck Report

**MARK ALLEN HERDING**

CRD# 2239357

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



## MARK A. HERDING

CRD# 2239357

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

**IA HARBOUR INVESTMENTS, INC.**  
4648 N 32ND ST  
PHOENIX, AZ 85018  
CRD# 19258  
Registered with this firm since: 02/01/2018

**B HARBOUR INVESTMENTS, INC.**  
4648 N 32ND ST  
PHOENIX, AZ 85018  
CRD# 19258  
Registered with this firm since: 01/31/2018

## 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
- 13 U.S. states and territories

**This broker has passed:**

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

### Registration History

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

- IA CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.**  
CRD# 134139  
FAIRFIELD, IA  
11/2012 - 02/2018
- B CAMBRIDGE INVESTMENT RESEARCH, INC.**  
CRD# 39543  
PHOENIX, AZ  
10/2012 - 02/2018
- IA LPL FINANCIAL LLC**  
CRD# 6413  
FORT MILL, SC  
06/2004 - 11/2012

### 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 1 SRO and is licensed in 13 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **HARBOUR INVESTMENTS, INC.**

Main Office Address: **575 D'ONOFRIO DRIVE  
SUITE 300  
MADISON, WI 53719**

Firm CRD#: **19258**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	01/31/2018
B	FINRA	General Securities Representative	Approved	01/31/2018
B	FINRA	Invest. Co and Variable Contracts	Approved	01/31/2018

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	01/31/2018
IA	Arizona	Investment Adviser Representative	Approved	02/01/2018
B	California	Agent	Approved	01/31/2018
B	Colorado	Agent	Approved	01/31/2018
B	Florida	Agent	Approved	01/31/2018
B	Illinois	Agent	Approved	01/31/2018
B	Minnesota	Agent	Approved	03/12/2021
B	Missouri	Agent	Approved	01/31/2018
B	New Mexico	Agent	Approved	01/31/2018
B	North Carolina	Agent	Approved	01/31/2018

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	North Dakota	Agent	Approved	09/16/2024
B	Oregon	Agent	Approved	04/23/2019
B	South Dakota	Agent	Approved	01/31/2018
B	Texas	Agent	Approved	11/18/2020

Branch Office Locations

HARBOUR INVESTMENTS, INC.  
4648 N 32ND ST  
PHOENIX, AZ 85018

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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 1 principal/supervisory exam, 3 general industry/product exams, and 2 state securities law exams.**

### Principal/Supervisory Exams

Exam	Category	Date
<b>B</b> General Securities Principal Examination	Series 24	02/15/2000

### 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	05/08/1997
<b>B</b> Investment Company Products/Variable Contracts Representative Examination	Series 6	05/08/1992

### State Securities Law Exams

Exam	Category	Date
<b>IA</b> Uniform Investment Adviser Law Examination	Series 65	07/30/1997
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	05/08/1992

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/](http://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
<b>IA</b> 11/2012 - 02/2018	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.	134139	PHOENIX, AZ
<b>B</b> 10/2012 - 02/2018	CAMBRIDGE INVESTMENT RESEARCH, INC.	39543	PHOENIX, AZ
<b>B</b> 06/2004 - 11/2012	LPL FINANCIAL LLC	6413	PHOENIX, AZ
<b>IA</b> 06/2004 - 11/2012	LPL FINANCIAL LLC	6413	PHOENIX, AZ
<b>IA</b> 11/2001 - 07/2004	HORNOR, TOWNSEND & KENT, INC.	4031	SALT LAKE CITY, UT
<b>B</b> 11/1998 - 07/2004	HORNOR, TOWNSEND & KENT, INC.	4031	CONSHOHOCKEN, PA
<b>B</b> 06/1992 - 11/1998	PRUCO SECURITIES CORPORATION	5685	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
01/2018 - Present	HARBOUR INVESTMENTS, INC	Registered Advisor	Y	Madison, WI, United States
09/2009 - Present	CAMELBACK WEALTH CONSULTANTS, LLC	PRESIDENT	Y	PHOENIX, AZ, United States
10/2012 - 01/2018	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC	INVESTMENT ADVISOR REPRESENTATIVE	Y	FAIRFIELD, IA, United States
10/2012 - 01/2018	CAMBRIDGE INVESTMENT RESEARCH, INC	REGISTERED REPRESENTATIVE	Y	FAIRFIELD, IA, 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) INDEPENDENT INSURANCE AGENT DBA CAMELBACK WEALTH CONSULTANTS INCLUDING EQUITY INDEXED ANNUITIES.
  - 2) BOY SCOUTS OF AMERICA, PHOENIX AZ, 05/30/2017, MERIT BADGE COUNSELOR, NOT INVESTMENT RELATED, 1/WEEKLY 0/TRADE, NON PROFIT
  - 3) 32ND STREET PROPERTIES, IS NOT INVESTMENT RELATED, OWN CWC OFFICE BUILDING, 08/13/2021, 1 HR PER MONTH, 0 HR PER MONTH DURING TRADING HRS, OTHER COMPENSATION, RENTAL INCOME FROM TENANT
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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
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 1

**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** HORNOR, TOWNSEND & KENT, INC.

**Allegations:** IN SUMMARY, THE COMPLAINANT CONTENDS THAT MR. HERDING, IN HIS CAPACITY AS AN AGENCY MANAGER/EMPLOYEE OF PENN MUTUAL AND HORNOR, TOWNSEND & KENT, INC., IS RESPONSIBLE FOR THE VARIOUS ACTIONS OF [BROKER], WHO WAS THE AGENT ON THE SALE. THE COMPLAINT NAMES [BROKER], MR. HERDING, THE FIRM, AND OTHERS.

**Product Type:** Insurance

**Alleged Damages:** \$550,000.00

### Customer Complaint Information

**Date Complaint Received:** 12/10/2002

**Complaint Pending?** No

**Status:** Litigation

**Status Date:** 03/17/2004

**Settlement Amount:**

**Individual Contribution Amount:**

### Civil Litigation Information

**Court Details:** SUPERIOR COURT OF THE STATE OF ARIZONA IN AND FOR THE COUNTY



OF MARICOPA. CASE NUMBER CV 2002-016246.

**Date Notice/Process Served:** 09/10/2003

**Litigation Pending?** No

**Disposition:** Settled

**Disposition Date:** 12/01/2004

**Monetary Compensation Amount:** \$200,000.00

**Individual Contribution Amount:** \$0.00

**Firm Statement**

THE CLIENTS' VARIABLE LIFE INSURANCE POLICY WAS CANCELED AND THE CLIENT WAS GIVEN A NEW PAID UP LIFE INSURANCE POLICY WITH A FACE AMOUNT OF \$1,150,998. PENN MUTUAL LIFE INSURANCE AND CNA INSURANCE WILL EACH PAY ONE HALF OF THE PREMIUMS NECESSARY TO KEEP THE POLICY IN EFFECT UNTIL THE DEATH OF [CUSTOMER]. THIS AMOUNT WAS NOT ENUMERATED IN THE SETTLEMENT AGREEMENT. PENN MUTUAL AND CONTINENTAL CASUALTY COMPANY AGREE TO PAY \$100,000 EACH TO THE CLIENTS' ATTORNEY FOR THEIR COSTS AND ATTORNEYS FEES.

**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** HORNOR, TOWNSEND & KENT, INC.

**Allegations:**

IN SUMMARY, THE COMPLAINT CONTENDS THAT MR. HERDING, IN HIS CAPACITY AS AN AGENCY MANAGER/EMPLOYEE OF PENN MUTUAL AND/OR HORNOR, TOWNSEND & KENT, INC., IS RESPONSIBLE FOR THE VARIOUS ACTIONS OF MR. GUTTMAN, WHO WAS THE AGENT ON THE SALE. THE COMPLAINT NAMES MR. GUTTMAN, MR. HERDING, THE FIRM, AND OTHERS.

**Product Type:** Insurance

**Alleged Damages:** \$550,000.00

### Customer Complaint Information

**Date Complaint Received:** 12/10/2002

**Complaint Pending?** No

**Status:** Litigation



**Status Date:** 03/17/2004

**Settlement Amount:**

**Individual Contribution  
Amount:**

**Civil Litigation Information**

**Court Details:** SUPERIOR COURT OF THE STATE OF ARIZONA IN AND FOR THE COUNTY  
OF MARICOPA. CASE NUMBER CV 2002-016246

**Date Notice/Process Served:** 09/10/2003

**Litigation Pending?** No

**Disposition:** Settled

**Disposition Date:** 12/01/2004

**Monetary Compensation  
Amount:** \$200,000.00

**Individual Contribution  
Amount:** \$0.00

**Broker Statement** THE CASE HAS BEEN SETTLED WITH PENN MUTUAL AND CNA AGREEING  
TO KEEP THE POLICY IN FORCE AND PAY ATTORNEY'S FEES. THE AGENT  
ON THE SALE WAS A 15 YEAR VETERAN OF THE LIFE INSURANCE  
INDUSTRY AT THE TIME OF THE SALE. HE HAD PASSED SEVERAL AUDITS  
BY THE BROKER/DEALER HORNOR, TOWNSEND & KENT.



## Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

### Disclosure 1 of 1

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	CAMBRIDGE INVESTMENT RESEARCH, INC.
<b>Allegations:</b>	CLIENT ALLEGES POOR PERFORMANCE AND FAILURE TO FOLLOW INSTRUCTIONS.
<b>Product Type:</b>	Real Estate Security
<b>Alleged Damages:</b>	\$17,000.00
<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>	01/26/2013
<b>Complaint Pending?</b>	No
<b>Status:</b>	Denied
<b>Status Date:</b>	02/12/2013
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	

<b>Broker Statement</b>	RR STATES CLIENT WAS FULLY AWARE SHE OWNED A NON-TRADED REIT AS SHE PURCHASED 3 DIFFERENT NON-TRADED REITS ON 5 DIFFERENT OCCASIONS. EACH PURCHASE REQUIRED CLIENT TO ACKNOWLEDGE IN 2 PLACES THAT SHE UNDERSTOOD THERE WAS NO CURRENT MARKET FOR HER SHARES. AS SUCH, THERE WAS NO WAY FOR THE RR TO LIQUIDATE THE SHARES. CLIENT HAS MADE A PROFIT ON OTHER NON-TRADED REITS AND THIS REIT WILL BE AT BREAK EVEN IN LESS THAN A YEAR BASED ON THE CURRENT MONTHLY DIVIDEND.
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## End of Report



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