

BrokerCheck Report

LANCE ARNOLD PELKY

CRD# 2314431

<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



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.

LANCE A. PELKY

CRD# 2314431

Currently employed by and registered with the following Firm(s):**IA LPL FINANCIAL LLC**

3550 CAMINO DEL RIO N STE 101
SAN DIEGO, CA 92108
CRD# 6413
Registered with this firm since: 06/08/2020

B LPL FINANCIAL LLC

3550 CAMINO DEL RIO N STE 101
SAN DIEGO, CA 92108
CRD# 6413
Registered with this firm since: 06/08/2020

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
- 23 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):****IA VOYA FINANCIAL ADVISORS, INC.**

CRD# 2882
WINDSOR, CT
07/1997 - 06/2020

B VOYA FINANCIAL ADVISORS, INC.

CRD# 2882
SAN DIEGO, CA
07/1995 - 06/2020

B BMA FINANCIAL SERVICES, INC.

CRD# 7943
KANSAS CITY, MO
02/1993 - 07/1995

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	4

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

Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**

Main Office Address: **1055 LPL WAY
FORT MILL, SC 29715**

Firm CRD#: **6413**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	06/08/2020
B FINRA	Invest. Co and Variable Contracts	Approved	06/08/2020

U.S. State/ Territory	Category	Status	Date
B Arizona	Agent	Approved	06/08/2020
B California	Agent	Approved	06/08/2020
IA California	Investment Adviser Representative	Approved	06/09/2020
B Colorado	Agent	Approved	06/08/2020
B Florida	Agent	Approved	06/08/2020
B Idaho	Agent	Approved	07/02/2020
B Illinois	Agent	Approved	07/31/2023
B Kansas	Agent	Approved	06/08/2020
B Kentucky	Agent	Approved	06/08/2020
B Maryland	Agent	Approved	06/08/2020
B Missouri	Agent	Approved	07/01/2020

Broker Qualifications



Employment 1 of 1, continued

U.S. State/ Territory	Category	Status	Date
B Montana	Agent	Approved	06/09/2020
B Nevada	Agent	Approved	06/08/2020
B New Mexico	Agent	Approved	06/08/2020
B North Carolina	Agent	Approved	06/08/2020
B Ohio	Agent	Approved	06/08/2020
B Oregon	Agent	Approved	06/09/2020
B Pennsylvania	Agent	Approved	06/08/2020
B Tennessee	Agent	Approved	07/27/2023
B Texas	Agent	Approved	06/08/2020
IA Texas	Investment Adviser Representative	Approved	06/08/2020
B Utah	Agent	Approved	06/08/2020
B Virginia	Agent	Approved	06/08/2020
B Washington	Agent	Approved	06/08/2020
B Wisconsin	Agent	Approved	07/20/2023

Branch Office Locations

LPL FINANCIAL LLC
 3550 CAMINO DEL RIO N STE 101
 SAN DIEGO, CA 92108

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	09/04/1997
B Investment Company Products/Variable Contracts Representative Examination	Series 6	02/08/1993

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	09/19/1997
B Uniform Securities Agent State Law Examination	Series 63	02/08/1993

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
IA 07/1997 - 06/2020	VOYA FINANCIAL ADVISORS, INC.	2882	SAN DIEGO, CA
B 07/1995 - 06/2020	VOYA FINANCIAL ADVISORS, INC.	2882	SAN DIEGO, CA
B 02/1993 - 07/1995	BMA FINANCIAL SERVICES, INC.	7943	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
06/2020 - Present	LPL FINANCIAL, LLC	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, CA, United States
01/1998 - Present	ADVANCED RETIREMENT CONCEPTS & INSURANCE SVCS	CEO	Y	SAN DIEGO, CA, United States
01/1998 - Present	LANCE PELKY & ASSOC.	CEO	Y	SAN DIEGO, CA, United States
09/2014 - 06/2020	VOYA FINANCIAL ADVISORS	REGISTERED REP	Y	SAN DIEGO, CA, United States
09/2013 - 12/2016	AMERICA'S TAX SOLUTIONS	INDEPENDENT INSURANCE AGENT	Y	SAN DIEGO, CA, 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. 06/08/2020 - LANCE PELKY AND ASSOCIATES INC/ DBA FOR LPL BUSINESS (ENTITY FOR LPL BUSINESS)/ INVESTMENT RELATED/ 90%/ SAN DIEGO, CA - Started 01/01/1998
2. 06/08/2020 - ADVANCED RETIREMENT CONCEPTS AND INSURANCE SERVICES/ BUSINESS ENTITY FOR TAX/ INVESTMENT

Registration and Employment History



Other Business Activities, continued

PURPOSES ONLY/ INVESTMENT RELATED/ 1%/ SAN DIEGO, CA - Started 01/01/1998

3. 06/08/2020 - FINE WINE PURVEYORS/ BUSINESS OWNER/ NOT INVESTMENT RELATED/ 1%/ SAN DIEGO, CA - Started 09/01/2019

4. 06/08/2020 - REAL ESTATE RENTAL/ REAL ESTATE RENTAL/ INVESTMENT RELATED/ 1%/ SAN DIEGO, CA - Started 01/01/2018

5. 01/16/2026 - Nationwide Life and Annuity Insurance Company - Non-Variable Insurance - Life Insurance Agent - Investment Related - At Reported Business Location(s) - Start Date 01/14/2026 - 10 hours per month/ 0 hours during trading

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:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o 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.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o 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.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o 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.
 - o 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	4	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 4

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	ING FINANCIAL PARTNERS, INC
Allegations:	<p>THE CLIENT ALLEGES HE WANTED TO INVEST HIS RETIREMENT FUNDS 50% IN A BALANCED PORTFOLIO AND 50% IN A SECURE INCOME ACCOUNT. RR RECOMMENDED THE ING SENIOR INCOME FUND AND THE GUARANTEED ING SECURE INDEX ANNUITY FOR THE SECURE 50% AND THE GOLDMAN SACHS MANAGED BALANCED PORTFOLIO FOR THE OTHER. RR TOLD THE CLIENT THAT THE SENIOR INCOME FUND WAS A "AAA RATED" CORPORATE BOND FUND THAT WAS VERY SAFE WITH ONLY 1/2% FLUCTUATION. THE CLIENT ALLEGES THAT THE SENIOR INCOME FUND IS ACTUALLY A "JUNK BOND FUND" THAT CONTRADICTED HIS INVESTMENT OBJECTIVE OF SAFETY.</p> <p>THE CLIENT ALSO ALLEGES THAT THE ASSETMARK BALANCED MODEL FAILED TO ADHERE TO ITS OWN ALLOCATION GUIDELINES RESULTING IN THE CLIENT'S EXPOSURE TO GREATER RISK.</p>
Product Type:	Mutual Fund
Alleged Damages:	\$133,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes



Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 09-00687

Filing date of arbitration/CFTC reparation or civil litigation: 02/10/2009

Customer Complaint Information

Date Complaint Received: 03/16/2009

Complaint Pending? No

Status: Settled

Status Date: 11/11/2009

Settlement Amount: \$56,000.00

Individual Contribution Amount: \$10,000.00

Arbitration Information

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

Docket/Case #: 09-00687

Date Notice/Process Served: 03/16/2009

Arbitration Pending? No

Disposition: Settled

Disposition Date: 11/11/2009

Monetary Compensation Amount: \$56,000.00

Individual Contribution Amount: \$10,000.00

Broker Statement WITHOUT ADMITTING GUILT OR LIABILITY AND SEEKING TO AVOID LENGTHY AND COSTLY LITIGATION, THE FIRM DECIDED TO SETTLE THIS MATTER.

Disclosure 2 of 4



Reporting Source: Regulator
Employing firm when activities occurred which led to the complaint: ING FINANCIAL PARTNERS, INC.
Allegations: BREACH OF FIDUCIARY DUTY; NEGLIGENCE; FRAUDULENT MISREPRESENTATION AND OMISSIONS; UNSUITABLE RECOMMENDATIONS
Product Type: Annuity(ies) - Variable
Alleged Damages: \$300,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [FINRA - CASE #07-03120](#)

Date Notice/Process Served: 11/19/2007
Arbitration Pending? No
Disposition: Denied
Disposition Date: 09/12/2008
Disposition Detail: RESPONDENTS' MOTION TO DISMISS UNDER FINRA'S SIX YEAR ELIGIBILITY RULE, RULE 12206 IS GRANTED. THE PANEL DOES NOT REACH THE PORTION OF RESPONDENT'S MOTION THAT ADDRESSES VARIOUS STATUTE OF LIMITATION ISSUES. ALL CLAIMS BY CLAIMANT ARE DENIED.

Reporting Source: Broker
Employing firm when activities occurred which led to the complaint: WASHINGTON SQUARE SECURITIES, INC.
Allegations: CLAIMANT ALLEGES SHE RELIED UPON ADVICE OF RR TO INVEST A PORTION OF HER FUNDS IN A VA. ALLEGEDLY, RR FAILED TO ADVISE THE CLIENT OF THE COSTS AND RISKS OF THE CONTRACT. HE ALSO RECOMMENDED SUB-ACCOUNT INVESTMENTS THAT WERE UNSUITABLE, IRRESPONSIBLE AND NEGLIGENT AND THE ENTIRE INVESTMENT PLAN WAS UNSUITABLE IRRESPONSIBLE AND RECKLESS AND HAD NO STRATEGY FOR RISK MANAGEMENT.
Product Type: Annuity-Variable
Alleged Damages: \$300,000.00



Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Evolved into Civil litigation (the individual is a named party)

Status Date: 11/14/2007

Settlement Amount:

Individual Contribution

Amount:

Arbitration Information

Disposition: Dismissed

Disposition Date: 09/12/2008

Civil Litigation Information

Type of Court: State Court

Name of Court: SUPERIOR COURT OF CALIFORNIA

Location of Court: COUNTY OF SAN DIEGO

Docket/Case #: 37-2008-00094311-CU-FR-CTL

Date Notice/Process Served: 12/23/2008

Litigation Pending? No

Disposition: Settled

Disposition Date: 04/09/2010

Monetary Compensation Amount: \$79,000.00

Individual Contribution Amount: \$0.00

Broker Statement A FINRA ARBITRATION PANEL DISMISSED THE MATTER. ALL FUTURE CASES WERE VACATED AND CANCELLED. ACCORDINGLY, ALL CLAIMS BY THE CLAIMANT WERE DENIED.

THE CLIENT PURSUED HER ALLEGATIONS AND FILED SUIT ON THIS SAME MATTER WITH THE SUPERIOR COURT OF CALIFORNIA.

WITHOUT ADMITTING GUILT OR LIABILITY IN THE MATTER AND IN AN



ATTEMPT TO AVOID FURTHER LENGTHY AND COSTLY LITIGATION, RELUCTANTLY, THE REGISTERED REPRESENTATIVE AND THE FIRM AGREED TO SETTLE THIS MATTER IN EXCHANGE FOR A RELEASE FROM ALL CLAIMS.

Disclosure 3 of 4

Reporting Source: Broker
Employing firm when activities occurred which led to the complaint: WASHINGTON SQUARE SECURITIES, INC
Allegations: CLAIENT OPENED AN ANNUITY IN JUNE 1999. STATEMENT OF CLAIM ALLEGES UNSUITABILITY AND BREACH OF FIDUCIARY DUTY.
Product Type: Annuity(ies) - Variable
Alleged Damages: \$197,528.00

Customer Complaint Information

Date Complaint Received: 10/03/2003
Complaint Pending? No
Status: Arbitration/Reparation
Status Date: 10/03/2003

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD 03-06947
Date Notice/Process Served: 10/03/2003
Arbitration Pending? No
Disposition: Settled
Disposition Date: 09/23/2004
Monetary Compensation Amount: \$86,000.00



Individual Contribution Amount:	\$0.00
Broker Statement	THE FIRM AND REPRESENTATIVE ENTERED INTO A SETTLEMENT WITH THE CLAIMANT TO AVOID LENGTHY AND COSTLY LEGAL PRECEEDINGS. THE FIRM AND REP EXPRESSLY DENY LIABILITY AND WRONGDOING. THE SETTLEMENT WAS DONE AT THE REQUEST FO THE FIRM AND REPRESENTATIVE'S INSURANCE PROVIDER AND WAS A DECISION BASED ON ECONOMIC CONSIDERATIONS. SETTLEMENT AMOUNT INCLUDES \$2000 MEDIATION FEES.

Disclosure 4 of 4

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	WASHINGTON SQUARE SECURITIES, INC.
Allegations:	THE [CUSTOMERS] ARE CLAIMING THAT IN FEBRUARY, 2002 I RECOMMENDED UNSUITABLE INVESTMENTS
Product Type:	Mutual Fund(s)
Other Product Type(s):	VARIABLE ANNUITIES
Alleged Damages:	\$404,475.00

Customer Complaint Information

Date Complaint Received:	08/01/2002
Complaint Pending?	No
Status:	Arbitration/Reparation
Status Date:	12/04/2002

Settlement Amount:

Individual Contribution Amount:
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Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:	NASD 02-06425
Date Notice/Process Served:	12/04/2002
Arbitration Pending?	No



Disposition:	Settled
Disposition Date:	04/14/2004
Monetary Compensation Amount:	\$250,000.00
Individual Contribution Amount:	\$0.00
Broker Statement	DUE TO THE COST OF FURTHER LEGAL PROCEEDINGS, THE PARTIES AGREED TO A SETTLEMENT. THE SETTLEMENT IS NOT AN ADMISSION OF LIABILITY BY ANY PARTY. THE REPRESENTATIVE DID NOT CONTRIBUTE ANY MONEY TOWARDS ANY SETTLEMENT IN THIS CASE.

End of Report



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