

BrokerCheck Report
Greg Shane Lavin
CRD# 2413278

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 5
Registration and Employment History	7 - 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:
 - o 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
 - o 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.

**Greg S. Lavin**

CRD# 2413278

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

IA RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC
 7 S Main St
 Font Du Lac, WI 54935
 CRD# 149018
 Registered with this firm since: 02/02/2026

B RAYMOND JAMES FINANCIAL SERVICES, INC.
 7 S. Main Street
 Fond Du Lac, WI 54935
 CRD# 6694
 Registered with this firm since: 02/02/2026

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
- 18 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 OSAIC WEALTH, INC.**
 CRD# 23131
 SCOTTSDALE, AZ
 06/2024 - 02/2026
- B OSAIC WEALTH, INC.**
 CRD# 23131
 FOND DU LAC, WI
 06/2024 - 02/2026
- IA SECURITIES AMERICA ADVISORS, INC.**
 CRD# 110518
 LA VISTA, NE
 08/2018 - 06/2024

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? **No**



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

Employment 1 of 2

Firm Name: **RAYMOND JAMES FINANCIAL SERVICES ADVISORS, INC**
 Main Office Address: **880 CARILLON PARKWAY
 SAINT PETERSBURG, FL 33716**
 Firm CRD#: **149018**

	U.S. State/ Territory	Category	Status	Date
IA	Texas	Investment Adviser Representative	Approved	02/02/2026
IA	Wisconsin	Investment Adviser Representative	Approved	02/02/2026

Branch Office Locations

7 S Main St
 Font Du Lac, WI 54935

Markesan, WI

Employment 2 of 2

Firm Name: **RAYMOND JAMES FINANCIAL SERVICES, INC.**
 Main Office Address: **880 CARILLON PARKWAY
 ST. PETERSBURG, FL 33716**
 Firm CRD#: **6694**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	02/02/2026
B	FINRA	Invest. Co and Variable Contracts	Approved	02/02/2026

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Arizona	Agent	Approved	02/02/2026
B	California	Agent	Approved	02/02/2026
B	Colorado	Agent	Approved	02/02/2026
B	Connecticut	Agent	Approved	02/02/2026
B	Florida	Agent	Approved	02/02/2026
B	Illinois	Agent	Approved	02/02/2026
B	Kentucky	Agent	Approved	02/02/2026
B	Maryland	Agent	Approved	03/09/2026
B	Michigan	Agent	Approved	02/02/2026
B	Minnesota	Agent	Approved	02/02/2026
B	Missouri	Agent	Approved	02/02/2026
B	New York	Agent	Approved	02/02/2026
B	North Carolina	Agent	Approved	02/02/2026
B	Ohio	Agent	Approved	02/02/2026
B	Pennsylvania	Agent	Approved	02/02/2026
B	Tennessee	Agent	Approved	02/02/2026
B	Texas	Agent	Approved	02/02/2026
B	Wisconsin	Agent	Approved	02/02/2026

Branch Office Locations

RAYMOND JAMES FINANCIAL SERVICES, INC.
7 S. Main Street

Broker Qualifications



Employment 2 of 2, continued

Fond Du Lac, WI 54935



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	08/16/2007
B Investment Company Products/Variable Contracts Representative Examination	Series 6	12/16/1993

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	02/11/2011
B Uniform Securities Agent State Law Examination	Series 63	07/21/2000

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.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 06/2024 - 02/2026	OSAIC WEALTH, INC.	23131	FOND DU LAC, WI
IA 06/2024 - 02/2026	OSAIC WEALTH, INC.	23131	FOND DU LAC, WI
IA 08/2018 - 06/2024	SECURITIES AMERICA ADVISORS, INC.	110518	FOND DU LAC, WI
B 08/2018 - 06/2024	SECURITIES AMERICA, INC.	10205	FOND DU LAC, WI
IA 02/2011 - 08/2018	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	FOND DU LAC, WI
B 12/1993 - 08/2018	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	FOND DU LAC, WI
B 05/2000 - 01/2002	ROBERT W. BAIRD & CO. INCORPORATED	8158	MILWAUKEE, WI
B 12/1993 - 04/1994	ROBERT W. BAIRD & CO. INCORPORATED	8158	MILWAUKEE, WI

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
02/2026 - Present	Raymond James Financial Services Advisors Inc.	Investment Advisor Representative	Y	Fond Du Lac, WI, United States
02/2026 - Present	Raymond James Financial Services Inc.	Registered Representative	Y	Fond Du Lac, WI, United States
06/2024 - 02/2026	OSAIC WEALTH, INC.	Registered Representative	Y	Fond Du Lac, WI, United States
08/2018 - 06/2024	Securities America Advisors	Investment Advisor Representative	Y	Fond Du Lac, WI, United States
08/2018 - 06/2024	Securities America, Inc.	Registered Representative	Y	Fond Du Lac, WI, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
03/2013 - 08/2018	NORTHWESTERN MUTUAL WEALTH MANAGEMENT COMPANY	REPRESENTATIVE	Y	MILWAUKEE, WI, United States
09/1993 - 08/2018	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EAU CLAIRE, WI, United States
01/1990 - 08/2018	NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY	AGENT	Y	MILWAUKEE, WI, 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)Name of Business: Lavin's Landing LLC Address: 7 S Main St, Fond Du Lac, WI, 54935-4226, United States Activity Type: Rental Real Estate Position/Title: Owner/Proprietor Investment Related: Yes Start Date: 10/11/2011 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: I own the property that Onward Financial Network LLC is located and Sole tenant. I manage the property physical plant and collect rent from Onward Financial Network LLC

(2)Name of Business: Onward Financial Network Insurance Agency Address: 7 S Main St, Fond Du Lac, WI, 54935-4226, United States Activity Type: Non-variable Insurance Position/Title: Owner Investment Related: Yes Start Date: 08/16/2019 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: OFN-IA is a wholly owned subsidiary of Onward Financial Network LLC. It is an insurance agency that never materialized into a business venture. I will be concluding and closing this business in the next 18 months. This entity has not nor will engage in any variable products, the previous sales were fixed-nonvariable products only

(3)Name of Business: Onward Financial Network LLC Address: 7 S Main St, Fond Du Lac, WI, 54935-4226, United States Activity Type: Support Company - Owner Position/Title: Officer - CEO Investment Related: No Start Date: 09/21/2017 Hours per month devoted to this business: 81+ Hours per month devoted to this business during trading hours: 41+ Description of duties: I own Onward Financial Network LLC. I am a Wealth Management Advisor. I am the Lead Wealth Management Advisor that manages 6 employees.

End of Report



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