

BrokerCheck Report
Kent Lamar Hurd

CRD# 2422203

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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.

Kent L. Hurd

CRD# 2422203

Currently employed by and registered with the following Firm(s):**B ALLIANCE-ONE INVESTMENTS, LLC**4000 N Mingo Rd
Tulsa, OK 74116
CRD# 286025

Registered with this firm since: 12/08/2023

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
- 0 U.S. states and territories

This broker has passed:

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

Registration History

This broker was previously registered with the following securities firm(s):**B TRANSAMERICA CAPITAL, INC.**CRD# 8217
Plano, TX
05/2023 - 12/2023**IA PRUDENTIAL FINANCIAL PLANNING SERVICES**CRD# 5685
NEWARK, NJ
03/2019 - 02/2022**B PRUCO SECURITIES, LLC.**CRD# 5685
Plano, TX
03/2019 - 02/2022

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
Financial	1
Judgment/Lien	1

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

Employment 1 of 1

Firm Name: **ALLIANCE-ONE INVESTMENTS, LLC**

Main Office Address: **4000 N MINGO RD
TULSA, OK 74116**

Firm CRD#: **286025**

SRO	Category	Status	Date
 FINRA	General Securities Representative	Approved	12/08/2023
 FINRA	Invest. Co and Variable Contracts	Approved	12/08/2023

Branch Office Locations

ALLIANCE-ONE INVESTMENTS, LLC

4000 N Mingo Rd
Tulsa, OK 74116

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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	02/03/1997

General Industry/Product Exams

Exam	Category	Date
B Investment Company Products/Variable Contracts Representative Examination	Series 6TO	05/19/2023
B Securities Industry Essentials Examination	SIE	10/01/2018
B Futures Managed Funds Examination	Series 31	10/02/1997
B General Securities Representative Examination	Series 7	11/23/1993

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	09/11/2008
B Uniform Securities Agent State Law Examination	Series 63	11/29/1993

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
B 05/2023 - 12/2023	TRANSAMERICA CAPITAL, INC.	8217	Plano, TX
IA 03/2019 - 02/2022	PRUDENTIAL FINANCIAL PLANNING SERVICES	5685	Plano, TX
B 03/2019 - 02/2022	PRUCO SECURITIES, LLC.	5685	Plano, TX
IA 08/2015 - 01/2019	ADVICE AND PLANNING SERVICES	20472	LEWISVILLE, TX
B 08/2015 - 01/2019	TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC	20472	LEWISVILLE, TX
B 05/2011 - 07/2015	USAA FINANCIAL ADVISORS, INC.	129035	ADDISON, TX
IA 05/2011 - 07/2015	USAA FINANCIAL PLANNING SERVICES	106352	ADDISON, TX
IA 09/2008 - 06/2010	WELLS FARGO ADVISORS, LLC	19616	IRVING, TX
B 07/2008 - 06/2010	WELLS FARGO ADVISORS, LLC	19616	IRVING, TX
B 10/2007 - 06/2008	FIDELITY INVESTMENTS INSTITUTIONAL SERVICES COMPANY, INC.	17507	WESTLAKE, TX
B 02/2001 - 10/2007	FIDELITY BROKERAGE SERVICES LLC	7784	WESTLAKE, TX
B 04/2000 - 12/2000	MYDISCOUNTBROKER.COM	42565	DALLAS, TX
B 09/1997 - 12/1998	DEAN WITTER REYNOLDS INC.	7556	PURCHASE, NY
B 04/1995 - 07/1997	J.B. OXFORD & COMPANY	14343	SHERMAN OAKS, CA
B 11/1993 - 12/1993	REYNOLDS KENDRICK STRATTON, INC.	10414	

Employment History



Registration and Employment History

Employment History, continued

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
12/2023 - Present	DXC Technology	Customer Service Rep	Y	Tulsa, OK, United States
04/2023 - 12/2023	Transamerica Capital Inc	Reg Representative	Y	Denver, CO, United States
03/2023 - 12/2023	Tata Consultancy Service	Customer Service Representative	Y	Hiawatha, IA, United States
02/2022 - 02/2023	AWL	Medicare Sales Agent	N	Austin, TX, United States
03/2019 - 01/2022	PRUCO Securities, LLC	Registered Representative	Y	Irving, TX, United States
03/2019 - 01/2022	The Prudential Insurance Company of America	Financial Professional	N	Irving, TX, United States
06/2015 - 01/2019	TIAA	INDEPENDENT ASSOC WM ADVISOR	Y	LEWISVILLE, TX, United States
06/2015 - 01/2019	TIAA-CREF INDIVIDUAL & INSTITUTIONAL SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	LEWISVILLE, TX, 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.

Sir Wiggles, LLC. 2923 Birdie Hollow, Cedar Hill, TX 75104. Not investment related. Partner. Start 12/2021. duties include mixing, bottling, shipping liquid garden plant food via Amazon. 16 hours/month. Zero during sec trading hrs.

Kent Hurd DBA Flavor Cookies - weekday hours - 15-20

eve / weekend - 15-20

yearly comp - 5,000 - 10,000

Start Nov 2024.

-I will be selling baked goods under the Texas Cottage law and simultaneously, producing instructional videos via YouTube channel. Cottage laws limits my sales to max at 50k.

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
Financial	0	1	N/A
Judgment/Lien	1	N/A	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.

Financial - Final

This type of disclosure event involves a bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation involving the broker or an organization/brokerage firm the broker controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source: Broker

Action Type: Compromise

Action Date: 08/25/2023

Organization Investment-Related?

Action Pending? No

Disposition: Direct Payment Procedure

Disposition Date: 08/25/2023

If a compromise with creditor, provide:

Name of Creditor: NCB Management Services, Inc(NCB)

Original Amount Owed: \$2,200.97

Terms Reached with Creditor: NCB offered a compromise of 15% of the total obligation in a onetime payment of \$330.14. I accepted the offer and mailed a personal check for the agreed upon amount which NCB cashed on 8/25/2023. Further, NCB deleted their inquiry from my credit report on 9/18/2023.

Amount Paid: \$330.14

SIPA (Securities Investor Protection Act) Trustee:



Currently Open? No

Date Direct Payment Initiated/Filed or Trustee Appointed: 08/25/2023



Judgment / Lien

This type of disclosure event involves an unsatisfied and outstanding judgments or liens against the broker.

Disclosure 1 of 1

Reporting Source:	Broker
Judgment/Lien Holder:	Internal Revenue Service
Judgment/Lien Amount:	\$28,549.32
Judgment/Lien Type:	Tax
Date Filed with Court:	06/02/2022
Date Individual Learned:	06/14/2022
Type of Court:	State Court
Name of Court:	Dallas County
Location of Court:	Dallas TX 75202
Docket/Case #:	454502522
Judgment/Lien Outstanding?	Yes
Broker Statement	I have been working on this tax issue for a couple of years and the lien was filed because my response to a letter was not received in time. I have been working to resolve this matter and should have some resolution to this issue within the next month or two.

End of Report



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