

BrokerCheck Report

DANIEL R PRICE

CRD# 2732340

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 7
Registration and Employment History	9
Disclosure Events	10



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.



DANIEL R. PRICE
CRD# 2732340

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

- IA PARK AVENUE SECURITIES LLC**
52 FOREST AVE
PARAMUS, NJ 07652
CRD# 46173
Registered with this firm since: 07/02/2008
- B PARK AVENUE SECURITIES LLC**
52 FOREST AVE
PARAMUS, NJ 07652
CRD# 46173
Registered with this firm since: 10/16/2000

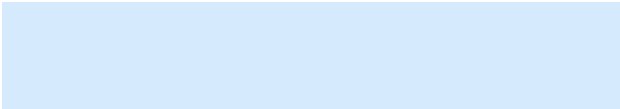
Report Summary for this Broker

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
- 47 U.S. states and territories



This broker has passed:

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

Registration History

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

No information reported.

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

Employment 1 of 1

Firm Name: **PARK AVENUE SECURITIES LLC**

Main Office Address: **10 HUDSON YARDS
NEW YORK, NY 10001**

Firm CRD#: **46173**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	10/16/2000
B	FINRA	General Securities Principal	Approved	02/06/2001

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	06/01/2022
IA	Alabama	Investment Adviser Representative	Approved	06/01/2022
B	Arizona	Agent	Approved	06/17/2015
IA	Arizona	Investment Adviser Representative	Approved	10/31/2017
B	Arkansas	Agent	Approved	11/06/2025
B	California	Agent	Approved	04/12/2012
IA	California	Investment Adviser Representative	Approved	04/12/2012
B	Colorado	Agent	Approved	09/30/2009
IA	Colorado	Investment Adviser Representative	Approved	09/30/2009
B	Connecticut	Agent	Approved	11/02/2010
IA	Connecticut	Investment Adviser Representative	Approved	01/23/2014

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Delaware	Agent	Approved	02/07/2018
IA	Delaware	Investment Adviser Representative	Approved	11/05/2018
B	District of Columbia	Agent	Approved	01/11/2011
IA	District of Columbia	Investment Adviser Representative	Approved	04/28/2020
B	Florida	Agent	Approved	06/30/2008
IA	Florida	Investment Adviser Representative	Approved	02/08/2010
B	Georgia	Agent	Approved	10/21/2015
IA	Georgia	Investment Adviser Representative	Approved	09/20/2021
B	Hawaii	Agent	Approved	07/07/2020
B	Idaho	Agent	Approved	02/24/2023
IA	Idaho	Investment Adviser Representative	Approved	03/21/2023
B	Illinois	Agent	Approved	04/29/2015
IA	Illinois	Investment Adviser Representative	Approved	09/30/2021
B	Indiana	Agent	Approved	06/18/2020
B	Iowa	Agent	Approved	08/03/2020
IA	Iowa	Investment Adviser Representative	Approved	10/16/2020
B	Kansas	Agent	Approved	10/19/2018
B	Kentucky	Agent	Approved	11/15/2022
B	Louisiana	Agent	Approved	12/16/2021
IA	Louisiana	Investment Adviser Representative	Approved	12/17/2021
B	Maine	Agent	Approved	04/01/2016

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
IA	Maine	Investment Adviser Representative	Approved	04/04/2016
B	Maryland	Agent	Approved	02/25/2010
IA	Maryland	Investment Adviser Representative	Approved	03/01/2010
B	Massachusetts	Agent	Approved	11/23/2009
IA	Massachusetts	Investment Adviser Representative	Approved	12/01/2009
B	Michigan	Agent	Approved	09/05/2014
IA	Michigan	Investment Adviser Representative	Approved	08/31/2022
B	Minnesota	Agent	Approved	11/06/2018
IA	Minnesota	Investment Adviser Representative	Approved	11/07/2018
B	Mississippi	Agent	Approved	09/17/2025
B	Missouri	Agent	Approved	08/12/2016
IA	Missouri	Investment Adviser Representative	Approved	08/15/2016
B	Nebraska	Agent	Approved	11/06/2012
IA	Nebraska	Investment Adviser Representative	Approved	11/15/2012
B	Nevada	Agent	Approved	05/09/2018
IA	Nevada	Investment Adviser Representative	Approved	05/24/2018
B	New Hampshire	Agent	Approved	05/15/2015
IA	New Hampshire	Investment Adviser Representative	Approved	02/02/2022
B	New Jersey	Agent	Approved	10/16/2000
IA	New Jersey	Investment Adviser Representative	Approved	07/02/2008
B	New York	Agent	Approved	11/28/2000

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
IA	New York	Investment Adviser Representative	Approved	04/16/2021
B	North Carolina	Agent	Approved	04/10/2013
IA	North Carolina	Investment Adviser Representative	Approved	04/11/2013
B	Ohio	Agent	Approved	07/13/2009
IA	Ohio	Investment Adviser Representative	Approved	07/18/2019
B	Oklahoma	Agent	Approved	10/06/2017
B	Oregon	Agent	Approved	02/12/2015
B	Pennsylvania	Agent	Approved	03/16/2009
IA	Pennsylvania	Investment Adviser Representative	Approved	04/13/2011
B	Rhode Island	Agent	Approved	10/18/2012
IA	Rhode Island	Investment Adviser Representative	Approved	08/09/2017
B	South Carolina	Agent	Approved	01/14/2015
IA	South Carolina	Investment Adviser Representative	Approved	04/21/2021
B	South Dakota	Agent	Approved	10/01/2024
IA	South Dakota	Investment Adviser Representative	Approved	10/01/2024
B	Tennessee	Agent	Approved	08/12/2021
B	Texas	Agent	Approved	02/05/2015
IA	Texas	Investment Adviser Representative	Restricted Approval	02/05/2015
B	Utah	Agent	Approved	11/19/2020
IA	Utah	Investment Adviser Representative	Approved	01/04/2022
B	Vermont	Agent	Approved	08/08/2012



Broker Qualifications

Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
IA	Vermont	Investment Adviser Representative	Approved	03/12/2018
B	Virginia	Agent	Approved	08/08/2014
IA	Virginia	Investment Adviser Representative	Approved	08/11/2014
B	Washington	Agent	Approved	01/12/2016
IA	Washington	Investment Adviser Representative	Approved	05/30/2017
B	West Virginia	Agent	Approved	07/02/2018
IA	West Virginia	Investment Adviser Representative	Approved	07/10/2018
B	Wisconsin	Agent	Approved	07/18/2019
IA	Wisconsin	Investment Adviser Representative	Approved	07/18/2019
B	Wyoming	Agent	Approved	09/20/2022

Branch Office Locations

PARK AVENUE SECURITIES LLC
 52 FOREST AVE
 PARAMUS, NJ 07652



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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	02/05/2001

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	10/13/2000

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	06/29/2008
B Uniform Securities Agent State Law Examination	Series 63	11/21/2000

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.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
No information reported.			

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
01/2008 - Present	GUARDIAN LIFE INSURANCE CO OF AMERICA	AGENT	Y	PARAMUS, NJ, United States
01/2008 - Present	PARK AVENUE SECURITIES LLC	REGISTERED REP	Y	PARAMUS, NJ, 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. Insurance other than Guardian
 I may sell other companies
 Start: 12/01/2008
 Address: 52 Forest Avenue
 Paramus, NJ 07652
 Hrs per month - tot/bus: 2/1
 Investment related

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	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 - 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 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	PARK AVENUE SECURITIES LLC
Allegations:	Client alleges the purchase of various variable annuities were not suitable based on his risk tolerance and his apprehension of being invested in the stock market.
Product Type:	Annuity-Variable
Alleged Damages:	\$100,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	08/22/2022
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	09/22/2022
Settlement Amount:	



**Individual Contribution
Amount:**

Disclosure 2 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	Park Avenue Securities
Allegations:	Client alleges the variable annuity he purchased in January 2017 was misrepresented to include an income benefit rider, which he later learned is not a benefit on the contract. Client is requesting to surrender the annuity without the imposition of a surrender charge.
Product Type:	Annuity-Variable
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	THE FIRM HAS MADE A GOOD FAITH DETERMINATION THAT THE DAMAGES FROM THE ALLEGED CONDUCT WOULD BE GREATER THAN \$5,000.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	08/13/2019
Complaint Pending?	No
Status:	Denied
Status Date:	08/27/2019
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	The Firm found no basis to the customer complaint.

End of Report



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