

## BrokerCheck Report

**KEITH ALAN MOORE**

CRD# 2868148

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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:
  - 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](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).

**KEITH A. MOORE**

CRD# 2868148

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

**IA KESTRA ADVISORY SERVICES, LLC**  
 2420 S. Lakemont Ave  
 Suite 120  
 Orlando, FL 32814  
 CRD# 283330  
 Registered with this firm since: 02/14/2022

**B KESTRA INVESTMENT SERVICES, LLC**  
 2420 S. Lakemont Ave  
 Suite 120  
 Orlando, FL 32814  
 CRD# 42046  
 Registered with this firm since: 01/31/2022

**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
- 3 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):**

**IA CONCOURSE FINANCIAL GROUP ADVISORS**  
 CRD# 15708  
 BIRMINGHAM, AL  
 07/2010 - 02/2022

**B CONCOURSE FINANCIAL GROUP SECURITIES, INC.**  
 CRD# 15708  
 ORLANDO, FL  
 07/2010 - 02/2022

**IA INVESTMENT ADVISORS**  
 CRD# 15708  
 BIRMINGHAM, AL  
 08/2002 - 03/2010

**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 |
|------------------|-------|
| Regulatory Event | 1     |
| Customer Dispute | 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 3 U.S. states and territories through his or her employer.**

### Employment 1 of 2

Firm Name: **KESTRA ADVISORY SERVICES, LLC**  
 Main Office Address: **5707 SOUTHWEST PARKWAY  
 BUILDING 2, SUITE 400  
 AUSTIN, TX 78735**  
 Firm CRD#: **283330**

|    | U.S. State/ Territory | Category                          | Status   | Date       |
|----|-----------------------|-----------------------------------|----------|------------|
| IA | Florida               | Investment Adviser Representative | Approved | 02/14/2022 |

### Branch Office Locations

5707 SOUTHWEST PARKWAY  
 BUILDING 2, SUITE 400  
 AUSTIN, TX 78735

2420 S. Lakemont Ave  
 Suite 120  
 Orlando, FL 32814

8245 Devereux Drive  
 Suite 103  
 MELBOURNE, FL 32940

320 High Tide Drive  
 Unit 201B  
 St. Augustine, FL 32080



## Broker Qualifications

### Employment 1 of 2, continued

1950 Ringling Blvd  
Suite 403  
SARASOTA, FL 34236

### Employment 2 of 2

Firm Name: **KESTRA INVESTMENT SERVICES, LLC**

Main Office Address: **5707 SOUTHWEST PARKWAY  
BUILDING 2, SUITE 400  
AUSTIN, TX 78735**

Firm CRD#: **42046**

| SRO            | Category                          | Status   | Date       |
|----------------|-----------------------------------|----------|------------|
| <b>B</b> FINRA | General Securities Principal      | Approved | 01/31/2022 |
| <b>B</b> FINRA | General Securities Representative | Approved | 01/31/2022 |

| U.S. State/ Territory | Category | Status   | Date       |
|-----------------------|----------|----------|------------|
| <b>B</b> Alabama      | Agent    | Approved | 03/01/2022 |
| <b>B</b> Florida      | Agent    | Approved | 02/02/2022 |
| <b>B</b> Georgia      | Agent    | Approved | 02/01/2022 |

### Branch Office Locations

#### KESTRA INVESTMENT SERVICES, LLC

2420 S. Lakemont Ave  
Suite 120  
Orlando, FL 32814

#### KESTRA INVESTMENT SERVICES, LLC

8245 Devereux Drive  
Suite 103  
Melbourne, FL 32940

#### KESTRA INVESTMENT SERVICES, LLC

1950 Ringling Blvd  
Suite 403

## Broker Qualifications



### Employment 2 of 2, continued

SARASOTA, FL 34236

#### **KESTRA INVESTMENT SERVICES, LLC**

320 High Tide Drive

Unit 201B

St. Augustine, FL 32080

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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, 2 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 | 01/05/2001 |

### 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 | 03/02/1998 |

### State Securities Law Exams

| Exam                                                    | Category  | Date       |
|---------------------------------------------------------|-----------|------------|
| <b>B</b> Uniform Securities Agent State Law Examination | Series 63 | 05/22/1998 |
| <b>IA</b> Uniform Investment Adviser Law Examination    | Series 65 | 05/18/1998 |

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 **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>IA</b> 07/2010 - 02/2022 | CONCOURSE FINANCIAL GROUP ADVISORS         | 15708 | ORLANDO, FL     |
| <b>B</b> 07/2010 - 02/2022  | CONCOURSE FINANCIAL GROUP SECURITIES, INC. | 15708 | ORLANDO, FL     |
| <b>IA</b> 08/2002 - 03/2010 | INVESTMENT ADVISORS                        | 15708 | BIRMINGHAM, AL  |
| <b>B</b> 01/2000 - 03/2010  | PROEQUITIES, INC.                          | 15708 | BIRMINGHAM, AL  |
| <b>B</b> 03/1998 - 01/2000  | PRUDENTIAL SECURITIES INCORPORATED         | 7471  | NEW YORK, NY    |

### 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          |
|-------------------|-----------------------------------------------------------------|-------------------------------------------------------------|--------------------|----------------------------|
| 01/2022 - Present | Kestra Advisory Services, LLC                                   | Investment Advisors                                         | Y                  | Orlando, FL, United States |
| 01/2022 - Present | Kestra Investment Services, LLC                                 | Registration Representative                                 | Y                  | Orlando, FL, United States |
| 07/2010 - 01/2022 | CONCOURSE FINANCIAL GROUP SECURITIES INC (fka PROEQUITIES, INC) | REGISTERED REPRESENTATIVE/INVESTMENT ADVISOR REPRESENTATIVE | Y                  | ORLANDO, FL, 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.

(dba) SECURITY FINANCIAL MANAGEMENT; Investment Related; 2420 S Lakemont Avenue, Ste 120, Orlando, FL 32814; Securities, Financial Planning and Insurance; Chief Operations Officer/OSJ; Start Date 08/2010; 160 hours per month; Oversee operations and compliance.



## Registration and Employment History

### Other Business Activities, continued

#### SECURITY FINANCIAL MANAGEMENT

POSITION: Chief Operations Officer NATURE: Insurance INVESTMENT RELATED: Yes NUMBER OF HOURS: 120 SECURITIES TRADING

HOURS: 120 START DATE: 02/01/2022

ADDRESS: 2420 S. Lakemont Ave, Suite 120, Orlando FL 32814, United States

DESCRIPTION: Head of all Operational activities

#### KESTRA ADVISORY SERVICES

POSITION: Chief Operating officer NATURE: Investment advisory services through Kestra Advisory Services, LLC INVESTMENT RELATED: Yes

NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 160 START DATE: 01/31/2022

ADDRESS: 5707 Southwest Parkway, Building 2, Suite 400, Austin, TX 78735, austin TX 78735, United States

DESCRIPTION: Operations

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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:**
  - 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 |
|------------------|---------|-------|-----------|
| Regulatory Event | 0       | 1     | 0         |
| Customer Dispute | 0       | 1     | 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.

### Regulatory - Final

This type of disclosure event may involve (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of a broker's authority to act as an attorney, accountant, or federal contractor.

#### Disclosure 1 of 1

|                                                                                  |                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reporting Source:</b>                                                         | Broker                                                                                                                                                                                                                    |
| <b>Regulatory Action Initiated By:</b>                                           | FLORIDA DEPT. OF INSURANCE, DIVISION OF AGENT AND AGENCY SERVICES                                                                                                                                                         |
| <b>Sanction(s) Sought:</b>                                                       | Civil and Administrative Penalty(ies)/Fine(s)<br>Other: SETTLEMENT STIPULATION FOR CONSENT ORDER                                                                                                                          |
| <b>Date Initiated:</b>                                                           | 01/08/2013                                                                                                                                                                                                                |
| <b>Docket/Case Number:</b>                                                       | 1666983                                                                                                                                                                                                                   |
| <b>Employing firm when activity occurred which led to the regulatory action:</b> | PROEQUITIES, INC.                                                                                                                                                                                                         |
| <b>Product Type:</b>                                                             | No Product                                                                                                                                                                                                                |
| <b>Allegations:</b>                                                              | FLORIDA DEPT. OF INSURANCE, DIVISION OF AGENT AND AGENCY SERVICES, ALLEGES THAT I FAILED TO COMPLETE MY INSURANCE CE (CONTINUING EDUCATION) BY THE REQUIRED DEADLINE DATE AS SET FORTH IN THEIR STATE INSURANCE STATUTES. |
| <b>Current Status:</b>                                                           | Final                                                                                                                                                                                                                     |
| <b>Resolution:</b>                                                               | CONSENT ORDER WITH ADMINISTRATIVE FINE                                                                                                                                                                                    |



|                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?</b> | No                                                                                                                                                                                                                                                                                                                                                  |
| <b>Resolution Date:</b>                                                                                                                                     | 01/17/2013                                                                                                                                                                                                                                                                                                                                          |
| <b>Sanctions Ordered:</b>                                                                                                                                   | Civil and Administrative Penalty(ies)/Fine(s)                                                                                                                                                                                                                                                                                                       |
| <b>Monetary Sanction 1 of 1</b>                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                     |
| <b>Monetary Related Sanction:</b>                                                                                                                           | Civil and Administrative Penalty(ies)/Fine(s)                                                                                                                                                                                                                                                                                                       |
| <b>Total Amount:</b>                                                                                                                                        | \$250.00                                                                                                                                                                                                                                                                                                                                            |
| <b>Portion Levied against individual:</b>                                                                                                                   | \$250.00                                                                                                                                                                                                                                                                                                                                            |
| <b>Payment Plan:</b>                                                                                                                                        | ONE LUMP SUM PAYMENT                                                                                                                                                                                                                                                                                                                                |
| <b>Is Payment Plan Current:</b>                                                                                                                             | Yes                                                                                                                                                                                                                                                                                                                                                 |
| <b>Date Paid by individual:</b>                                                                                                                             | 01/18/2013                                                                                                                                                                                                                                                                                                                                          |
| <b>Was any portion of penalty waived?</b>                                                                                                                   | No                                                                                                                                                                                                                                                                                                                                                  |
| <b>Amount Waived:</b>                                                                                                                                       | \$0.00                                                                                                                                                                                                                                                                                                                                              |
| <b>Broker Statement</b>                                                                                                                                     | DUE TO MISCOMMUNICATION BETWEEN MY FIRM AND MYSELF I DID NOT UNDERSTAND THAT MY INSURANCE CE WAS DUE BY 11/30/12 AND THEREFORE, FAILED TO COMPLETE THE REQUIRED COURSES ON-TIME. I AM NOW AWARE OF THE CE REPORTING DEADLINES AND CE REQUIREMENTS FOR MY HOME STATE OF FLORIDA AND THE APPLICABLE CONSEQUENCES OF FAILING TO MEET THOSE GUIDELINES. |



## 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

|                                                                            |                                                                                                                                            |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reporting Source:</b>                                                   | Broker                                                                                                                                     |
| <b>Employing firm when activities occurred which led to the complaint:</b> | PROEQUITIES, INC.                                                                                                                          |
| <b>Allegations:</b>                                                        | CUSTOMER ALLEGES THAT THE REGISTERED REPRESENTATIVE LIQUIDATED STOCK IN THE BROKERAGE ACCOUNT WITHOUT DISCUSSION OF PRICE OR EXPECTATIONS. |
| <b>Product Type:</b>                                                       | Equity Listed (Common & Preferred Stock)                                                                                                   |
| <b>Alleged Damages:</b>                                                    | \$5,295.60                                                                                                                                 |
| <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>        | 12/26/2012 |
| <b>Complaint Pending?</b>              | No         |
| <b>Status:</b>                         | Settled    |
| <b>Status Date:</b>                    | 11/11/2014 |
| <b>Settlement Amount:</b>              | \$5,295.60 |
| <b>Individual Contribution Amount:</b> | \$0.00     |

## End of Report



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