

BrokerCheck Report

JOSE LUIS FERNANDEZ

CRD# 2903983

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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.](http://www.finra.org)

JOSE L. FERNANDEZ

CRD# 2903983

This broker is not currently registered.

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 not currently registered.

This broker has passed:

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

Registration History

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

- B MORGAN KEEGAN & COMPANY, INC.**
CRD# 4161
HIALEA, FL
10/2004 - 06/2006
- B WM FINANCIAL SERVICES, INC.**
CRD# 599
IRVINE, CA
04/2003 - 11/2004
- B A. G. EDWARDS & SONS, INC.**
CRD# 4
ST. LOUIS, MO
03/1998 - 04/2003

Disclosure Events

This broker has been involved in one or more disclosure events involving certain final criminal matters, regulatory actions, civil judicial proceedings, or arbitrations or civil litigations.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Regulatory Event	2

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at

<https://www.adviserinfo.sec.gov>

Broker Qualifications



Registrations

This section provides the self-regulatory organizations (SROs), states and U.S. territories the broker is currently registered and licensed with, the category of each registration, and the date on which the registration became effective. This section also provides, for each firm with which the broker is currently employed, the address of each branch where the broker works.

This broker is not currently registered.



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

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7	08/06/1997

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	09/10/1997
B Uniform Securities Agent State Law Examination	Series 63	09/10/1997

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 securities firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 10/2004 - 06/2006	MORGAN KEEGAN & COMPANY, INC.	4161	HIALEA, FL
B 04/2003 - 11/2004	WM FINANCIAL SERVICES, INC.	599	IRVINE, CA
B 03/1998 - 04/2003	A. G. EDWARDS & SONS, INC.	4	ST. LOUIS, MO
B 08/1997 - 02/1998	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	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
09/2007 - Present	FENDZ ASSET MANAGEMENT, INC.	INVESTMENT ADVISER REPRESENTATIVE	Y	CORAL GABLES, FL, United States
06/2006 - Present	FENDZ ASSET MANAGEMENT, INC.	PRESIDENT	Y	CORAL GABLES, FL, United States

Disclosure Events



What you should know about reported disclosure events:

- 1. **Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, their employing firms, and regulators. When more than one source reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions are separated by a solid line with the reporting source labeled.

For your convenience, below is a matrix of the number and status of regulatory 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.

	Final	On Appeal
Regulatory Event	2	0



Disclosure Event Details

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 involves a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations.

Disclosure 1 of 2

Reporting Source:	Regulator
Regulatory Action Initiated By:	Florida
Sanction(s) Sought:	Cease and Desist Monetary Penalty other than Fines
Date Initiated:	07/24/2015
Docket/Case Number:	0781a-S-05/14
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	Fendz Asset Management, Inc.
Product Type:	No Product
Allegations:	<p>The Firm did not send itemized invoices to clients in accordance with Rule 69W-600.0132(2)(f)2., Florida Administrative Code. By not meeting all safekeeping requirements of the rule and continuing to withdraw client funds, Respondents were in violation of Rule 69W-600.0131(1)(t), Florida Administrative Code.</p> <p>By failing to meet the custody safeguards described above, the Firm was required to maintain minimum net capital in the amount of \$25,000 in accordance with Rule 69W-600.016(3)(a), Florida Administrative Code, and file audited financial statements in accordance with Rule 69W-300.002(4)(b), Florida Administrative Code. The Firm violated Rule 69W-600.016, Florida Administrative Code, by failing to maintain minimum net capital in the amount of \$25,000, notify the Office, and suspend business operations; and violated Rule 69W -300.002, Florida Administrative Code, by failing to file audited financial statements</p> <p>The Firm failed to timely update its Uniform Application for Investment Adviser Registration (Form ADV) to accurately reflect its principal place of business, that it</p>



had custody
of client funds (due to its ability to directly deduct fees) and did not send invoices to
clients, and
the number of clients who were provided financial planning services, in accordance
with Rule
69W-600.001(2), Florida Administrative Code.

Current Status:

Final

Resolution:

Order

**Does the order constitute a
final order based on
violations of any laws or
regulations that prohibit
fraudulent, manipulative, or
deceptive conduct?**

No

Resolution Date:

07/24/2015

Sanctions Ordered:

Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)
Other: Respondent agree to Cease and Desist from violations of Chapter 517,
Florida
Statutes, and the rules promulgated thereunder and shall henceforth strictly
comply with all
provisions of Chapter 517, Florida Statutes, and the rules promulgated thereunder.
Respondents shall pay, jointly and severally, an administrative fine of \$5,000.

Monetary Sanction 1 of 1**Monetary Related Sanction:**

Civil and Administrative Penalty(ies)/Fine(s)

Total Amount:

\$5,000.00

**Portion Levied against
individual:**

\$5,000.00

Payment Plan:**Is Payment Plan Current:**

Yes

Date Paid by individual:**Was any portion of penalty
waived?**

No

Amount Waived:



Reporting Source:	Broker
Regulatory Action Initiated By:	State of Florida, Office of Financial Regulation
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	07/24/2015
Docket/Case Number:	0781-S-05/14
Employing firm when activity occurred which led to the regulatory action:	Fendz Asset Management, Inc.
Product Type:	No Product
Allegations:	The firm had custody under rule 69W600.0132(1)(a) and did not send itemized invoices in accordance with rule 69W600.0132(2)(f)2. Both of these Florida Administrative Code rules resulted in violation of rule 69W600.0131(1)(t), 69W600.016, 69W300.002 and 69W600.001(2).
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	07/24/2015
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$5,000.00
Portion Levied against individual:	\$5,000.00
Payment Plan:	\$2500 at time of Stipulation and Consent Agreement and remaining \$2500 no later than August 31, 2015
Is Payment Plan Current:	Yes



Date Paid by individual: 08/31/2015

Was any portion of penalty waived? No

Amount Waived:

Broker Statement

Based on a routine examination which began on November 2013, by the Florida Office of Financial Regulation, the examination concluded almost two years later with a Final Order on July 24th 2015. At all times, both Fendz Asset Management and Mr. Jose Fernandez were registered pursuant to Section 517.12 and clients of Fendz of Asset Management, Inc had been made aware, and affirmed in writing, that custodian statements would serve as invoices. Both Fendz Asset Management and Mr. Jose Fernandez accepted and consented, WITHOUT ADMITTING OR DENYING THE FINDINGS. Where the firm had custody under rule 69W600.0132(1)(a) and did not send itemized invoices in accordance with rule 69W600.0132(2)(f)2. Both of these Florida Administrative Code rules resulted in violation of rule 69W600.0131(1)(t), 69W600.016,69W300.002 and 69W600.001(2). All parties, The Office of Financial Regulation, Fendz Asset Management and Mr. Jose Fernandez, agreed to expeditiously resolve without additional litigation expense or formal hearing. Fendz Asset Management and Mr. Jose Fernandez paid an administrative fine of \$5000.00 and are now fully compliant of with Chapter 517.

Disclosure 2 of 2

Reporting Source: Regulator

Regulatory Action Initiated By: NASD

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 08/03/2006

Docket/Case Number: [2005002427001](#)

Employing firm when activity occurred which led to the regulatory action: MORGAN KEEGAN & COMPANY, INC.

Product Type: Annuity(ies) - Variable

Other Product Type(s):

Allegations: NASD RULE 2110 - RESPONDENT CAUSED A PUBLIC CUSTOMER'S



VARIABLE ANNUITY POLICY TO BE EXTENDED FROM A FIVE-YEAR POLICY TO A SEVEN-YEAR POLICY WITHOUT THE CUSTOMER'S AUTHORIZATION, KNOWLEDGE OR CONSENT.

Current Status: Final

Resolution: Acceptance, Waiver & Consent(AWC)

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct? No

Resolution Date: 08/03/2006

Sanctions Ordered: Monetary/Fine \$7,500.00
Suspension

Other Sanctions Ordered:

Sanction Details: WITHOUT ADMITTING OR DENYING THE FINDINGS, FERNANDEZ CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS, THEREFORE, HE IS FINED \$7,500 AND SUSPENDED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY FOR 30 BUSINESS DAYS. THE FINE SHALL BE DUE AND PAYABLE EITHER IMMEDIATELY UPON REASSOCIATION WITH A MEMBER FIRM FOLLOWING THE SUSPENSION OR PRIOR TO ANY APPLICATION OR REQUEST FOR RELIEF FROM ANY STATUTORY DISQUALIFICATION RESULTING FROM THIS OR ANY OTHER EVENT OR PROCEEDING, WHICHEVER IS EARLIER. THE SUSPENSION IN ANY CAPACITY IS IN EFFECT AUGUST 21, 2006 THROUGH OCTOBER 2, 2006.

Reporting Source: Firm

Regulatory Action Initiated By: NASD

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 08/03/2006

Docket/Case Number: [2005002427001](#)



Employing firm when activity occurred which led to the regulatory action: MORGAN KEEGAN & COMPANY, INC.

Product Type: Annuity(ies) - Variable

Other Product Type(s):

Allegations: NASD RULE 2110 - RESPONDENT CAUSED A PUBLIC CUSTOMER'S VARIABLE ANNUITY POLICY TO BE EXTENDED FROM A FIVE-YEAR POLICY TO A SEVEN-YEAR POLICY WITHOUT THE CUSTOMER'S AUTHORIZATION, KNOWLEDGE OR CONSENT.

Current Status: Final

Resolution: Acceptance, Waiver & Consent(AWC)

Resolution Date: 08/03/2006

Sanctions Ordered: Monetary/Fine \$7,500.00
Suspension

Other Sanctions Ordered:

Sanction Details: WITHOUT ADMITTING OR DENYING THE FINDINGS, FERNANDEZ CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS, THEREFORE, HE IS FINED \$7,500 AND SUSPENDED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY FOR 30 BUSINESS DAYS. THE FINE SHALL BE DUE AND PAYABLE EITHER IMMEDIATELY UPON REASSOCIATION WITH A MEMBER FIRM FOLLOWING THE SUSPENSION OR PRIOR TO ANY APPLICATION OR REQUEST FOR RELIEF FROM ANY STATUTORY DISQUALIFICATION RESULTING FROM THIS OR ANY OTHER EVENT OR PROCEEDING, WHICHEVER IS EARLIER. THE SUSPENSION IN ANY CAPACITY IS IN EFFECT AUGUST 21, 2006 THROUGH OCTOBER 2, 2006.

Reporting Source: Broker

Regulatory Action Initiated By: NASD

Sanction(s) Sought: Suspension

Other Sanction(s) Sought: FINE \$7,500.00

Date Initiated: 08/03/2006

Docket/Case Number: [2005002427001](#)



Employing firm when activity occurred which led to the regulatory action:	MORGAN KEEGAN AND CO INC.
Product Type:	Annuity(ies) - Variable
Other Product Type(s):	
Allegations:	NASD RULE 2110 RESPONDENT CAUSED A PUBLIC CUSTOMERS VARIABLE ANNUITY POLICY TO BE EXTENDED FROM A 5 YR POLICY TO A 7 YR POLICY W/O THE CUSTOMERS KNOWLEDGE OR CONSENT.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	08/03/2006
Sanctions Ordered:	Monetary/Fine \$7,500.00 Suspension
Other Sanctions Ordered:	
Sanction Details:	WITHOUT ADMITTING OR DENYING THE FINDINGS, FERNANDEZ CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS, THEREFORE HE IS FINED 7,500. AND SUSPENDED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY FOR 30 BUSINESS DAYS. SUSPENSION IN EFFECT 8/21/2006-10/2/2006.
Broker Statement	THE CLIENT INITIALLY SIGNED AND AGREED TO A SEVEN YEAR POLICY AND AFTER MY DISCUSSION WITH THE CLIENT, THE INTERNAL PORTFOLIO HORIZON WAS CHANGED FROM FIVE TO SEVEN YEARS BY MORGAN KEEGAN'S ANNUITY OPERATIONS DEPARTMENT, WITHOUT FIRST OBTAINING THE REQUIRED CLIENT SIGNATURE, WHICH I NOTIFIED THEM WAS REQUIRED

End of Report



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