

BrokerCheck Report

JEFFREY BRETT RUBIN

CRD# 2919082

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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.

JEFFREY B. RUBIN

CRD# 2919082

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:

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

Registration History

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

- B** **INTERNATIONAL ASSETS ADVISORY, LLC**
CRD# 10645
FORT LAUDERDALE, FL
09/2009 - 03/2011
- B** **ALTERNA CAPITAL CORP.**
CRD# 130233
FT. LAUDERDALE, FL
07/2006 - 09/2009
- B** **LINCOLN FINANCIAL ADVISORS CORPORATION**
CRD# 3978
DEERFIELD BEACH, FL
05/2000 - 07/2006

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

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	09/13/2007

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7	06/27/2000
B Investment Company Products/Variable Contracts Representative Examination	Series 6	09/04/1997

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	11/21/2003

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 09/2009 - 03/2011	INTERNATIONAL ASSETS ADVISORY, LLC	10645	FORT LAUDERDALE, FL
B 07/2006 - 09/2009	ALTERNA CAPITAL CORP.	130233	FT. LAUDERDALE, FL
B 05/2000 - 07/2006	LINCOLN FINANCIAL ADVISORS CORPORATION	3978	DEERFIELD BEACH, FL
B 05/2000 - 04/2006	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	2580	DEERFIELD BEACH, FL
B 10/1998 - 06/2000	ROBERT W. BAIRD & CO. INCORPORATED	8158	MILWAUKEE, WI
B 09/1997 - 06/2000	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	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
09/2009 - Present	INTERNATIONAL ASSETS ADVISORY LLC	REGISTERED REP	Y	ORLANDO, FL, United States
10/2008 - Present	RONNIE GILEY PROPERTIES	CONSULTANT	N	ENTERPRISE, AL, United States
07/2006 - Present	ALTERNA WEALTH MANAGEMENT, INC.	REGISTERED REPRESENTATIVE	Y	FT. LAUDERDALE, FL, United States
06/2000 - Present	PRO SPORTS FINANCIAL, INC.	PRESIDENT	N	FT. LAUDERDALE, 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:	UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Sanction(s) Sought:	Cease and Desist
Date Initiated:	09/15/2015
Docket/Case Number:	3-16813
Employing firm when activity occurred which led to the regulatory action:	Pro Sports Financial, Inc.; Alterna Wealth Management, LLC n/k/a Socius Family Office, LLC
Product Type:	Promissory Note
Allegations:	SEC Admin Release 33-9913, 34-75928; IA Release 40-4196; Investment Company Act of 1940 Release 31826; September 15, 2015:

The Securities and Exchange Commission ("Commission") deems it appropriate and in the public interest that public administrative and cease-and-desist proceedings be, and hereby are, instituted pursuant to Section 8A of the Securities Act of 1933 ("Securities Act"), Section 15(b) of the Exchange Act of 1934 ("Exchange Act"), Sections 203(f) and 203(k) of the Investment Advisers Act of 1940 ("Advisers Act"), and Section 9(b) of the Investment Company Act of 1940 ("Investment Company Act") against Jeffrey B. Rubin ("Respondent" or "Rubin").

Rubin, the president of a company, failed to disclose to his clients the personal expenses he was reimbursed out of the proceeds of a securities offering in which he advised them to invest. Rubin, a close friend to many professional athletes, started his company to assist professional athletes with their various day-to-day personal needs. Rubin also served as the investment adviser to his company's clients.

At least thirty clients, either at the recommendation of Rubin or an Alabama



businessman (the "Project Developer"), invested a total of approximately \$40 million in the development of an entertainment complex and casino. Pursuant to a private placement memorandum ("PPM"), Rubin's clients invested in the entertainment complex and casino by purchasing promissory notes to help secure the land for the project. In addition, as a note holder, investors received unit interests in the entertainment complex and casino. As stated in the PPM, Rubin had an equity interest in the success of the entertainment complex and casino.

Rubin also spearheaded the marketing of the entertainment complex and casino to all prospective investors. Rubin sought and received from the Project Developer reimbursement of approximately \$600,000 out of the offering proceeds for purported marketing expense reimbursements when, in fact, Rubin had incurred the expenses not for the entertainment complex and casino's marketing purposes but rather to fund his lavish lifestyle, including for the mortgage on a multimillion dollar home, the lease payments on a Lamborghini Gallardo Spyder, cruise vacations, designer handbags and spa services for friends, and a stake in a Florida nightclub. Rubin did not disclose to his clients that he had been reimbursed for these personal expenses from the offering proceeds.

As a result of the conduct described, Rubin willfully violated Sections 17(a)(1) and 17(a)(3) of the Securities Act, which prohibits fraudulent conduct in the offer or sale of securities; willfully violated Section 206(1) of the Advisers Act, which prohibits any investment adviser from employing any device, scheme, or artifice to defraud any client or prospective client; and willfully violated Section 206(2) of the Advisers Act, which prohibits an investment adviser from, directly or indirectly, engaging in any transaction, practice, or course of business which operates as a fraud or deceit upon any client or prospective client.

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?	Yes
Resolution Date:	09/15/2015
Sanctions Ordered:	Bar (Permanent) Cease and Desist Civil and Administrative Penalty(ies)/Fine(s) Prohibition



If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?

Yes

(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?

Yes

(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or

No



(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

No

Sanction 1 of 1

Sanction Type: Bar (Permanent)

Capacities Affected: See Comment

Duration: Indefinite

Start Date: 09/15/2015

End Date:

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$250,000.00

Portion Levied against individual: \$250,000.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual:

Was any portion of penalty waived? No

Amount Waived:

Regulator Statement Respondent has submitted an Offer of Settlement (the "Offer") which the



Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission's jurisdiction over him and the subject matter of these proceedings, which are admitted, and except as provided herein in Section V, Respondent consents to the entry of this Order Instituting Administrative and Cease-and-Desist Proceedings Pursuant to Section 8A of the Securities Act of 1933, Section 15(b) of the Securities Exchange Act of 1934, Sections 203(f) and 203(k) of the Investment Advisers Act of 1940, and Section 9(b) of the Investment Company Act, Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order ("Order").

Accordingly, pursuant to Section 8A of the Securities Act, Section 15(b) of the Exchange Act, Sections 203(f) and 203(k) of the Advisers Act, and Section 9(b) of the Investment Company Act, it is ORDERED that: Respondent shall cease and desist from committing or causing any violations and any future violations of Sections 17(a)(1) and 17(a)(3) of the Securities Act and Sections 206(1) and 206(2) of the Advisers Act.

Respondent is: barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock; and prohibited from serving or acting as an employee, officer, director, member of an advisory board, investment adviser or depositor of, or principal underwriter for, a registered investment company or affiliated person of such investment adviser, depositor, or principal underwriter.

Respondent shall pay a civil money penalty of \$250,000 to the Securities and Exchange Commission. Respondent has submitted a sworn Statement of Financial Condition dated May 12, 2015, and other evidence and has asserted his inability to pay disgorgement plus prejudgment interest.

Disclosure 2 of 2

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	Other: N/A
Date Initiated:	03/07/2013



Docket/Case Number: [2011026555901](#)

Employing firm when activity occurred which led to the regulatory action: ALTERNA CAPITAL CORPORATION AND INTERNATIONAL ASSETS ADVISORY, LLC

Product Type: Other: LIMITED LIABILITY INTERESTS AND HIGH-RISK, ILLIQUID SECURITIES

Allegations: FINRA RULES 1122, 2010, NASD RULES 2110, 2310, 3040, INTERPRETATIVE MATERIAL-1000-1, AND INTERPRETATIVE MATERIAL-2310-2: RUBIN OPERATED A COMPANY THAT PROVIDED FINANCIAL-RELATED "CONCIERGE" SERVICES FOR PROFESSIONAL ATHLETES FOR AN ANNUAL FEE OF APPROXIMATELY \$40,000. RUBIN ALSO SOLD SECURITIES AND INSURANCE PRODUCTS TO HIS CLIENTS. RUBIN'S COMPANY CLIENTELE WAS PRIMARILY COMPRISED OF ACTIVE NFL PLAYERS, INCLUDING ONE PARTICULAR PLAYER. THIS PLAYER OPENED A BROKERAGE ACCOUNT WITH RUBIN SHORTLY AFTER SIGNING A MULTI-MILLION DOLLAR CONTRACT WITH AN NFL TEAM. ON THE PLAYER'S NEW ACCOUNT FORM, RUBIN LISTED HIS INVESTMENT OBJECTIVE AS "GROWTH" WITH A "MODERATE" RISK TOLERANCE. THE PLAYER COMMUNICATED TO RUBIN THAT HIS PRIMARY INVESTMENT GOAL WAS TO HAVE SUFFICIENT FUNDS SO THAT HE WOULD NOT HAVE TO WORK UPON RETIREMENT. FOR OVER TWO YEARS, AND NOTWITHSTANDING THE PLAYER'S INVESTMENT OBJECTIVES AND RISK TOLERANCE, RUBIN RECOMMENDED THAT THE PLAYER INVEST APPROXIMATELY \$3.5 MILLION, WHICH WAS THE MAJORITY OF HIS LIQUID NET WORTH, IN HIGH-RISK, ILLIQUID SECURITIES. RUBIN RECOMMENDED THOSE TRANSACTIONS WITHOUT HAVING REASONABLE GROUNDS FOR BELIEVING THAT SUCH TRANSACTIONS WERE SUITABLE FOR THE CUSTOMER IN VIEW OF THE NATURE OF THE ACCOUNT AND THE CUSTOMER'S FINANCIAL SITUATION, INVESTMENT OBJECTIVES AND NEEDS. MOREOVER, RUBIN FAILED TO UNDERSTAND THE RISKS ASSOCIATED WITH INVESTING IN THOSE SECURITIES. THE PLAYER LOST AT LEAST \$3.2 OF HIS \$3.5 MILLION PRINCIPAL INVESTMENT IN THE FOUR, HIGH-RISK, ILLIQUID SECURITIES THAT RUBIN RECOMMENDED. THE PLAYER FILED AN ARBITRATION CLAIM AGAINST RUBIN AND OTHERS IN CONNECTION WITH THE UNSUITABLE INVESTMENTS AND THE PLAYER SETTLED HIS CLAIM WITH ALL OF THE PARTIES. FOR OVER TWO YEARS, RUBIN REFERRED SEVERAL OF HIS NFL CLIENTS TO A LIMITED LIABILITY COMPANY, THE PROMOTER FOR A NOW-BANKRUPT CASINO PROJECT. SUBSEQUENTLY, APPROXIMATELY 31 OF THOSE CLIENTS INVESTED APPROXIMATELY \$40 MILLION IN THE CASINO PROJECT, ULTIMATELY LOSING THEIR ENTIRE INVESTMENT. SOME OF RUBIN'S CLIENTS INVESTED DIRECTLY WITH THE LIMITED LIABILITY COMPANY, WHILE OTHERS INVESTED BY PURCHASING LIMITED LIABILITY INTERESTS THROUGH ANOTHER LIMITED LIABILITY COMPANY THAT WAS



ESTABLISHED AS A VEHICLE FOR RUBIN'S CLIENTS FOR HIS COMPANY. RUBIN, HOWEVER, FAILED TO PROVIDE WRITTEN NOTICE TO, OR OBTAIN WRITTEN APPROVAL FROM, HIS EMPLOYER MEMBER FIRMS PRIOR TO REFERRING PROSPECTIVE INVESTORS TO THESE COMPANIES. IN RETURN FOR THESE REFERRALS AND OTHER WORK FOR THE PROJECT, THE COMPANY, THE PROMOTER FOR CASINO PROJECT, GAVE RUBIN A FOUR PERCENT OWNERSHIP STAKE IN THE CASINO PROJECT. IN ADDITION, THE COMPANY PAID RUBIN AT LEAST \$500,000 IN CONNECTION WITH THESE ACTIVITIES. THE INTERNAL REVENUE SERVICE (IRS) FILED TWO FEDERAL TAX LIENS AGAINST RUBIN, ON APRIL 9, 2008 AND JUNE 2, 2009. FROM THE TIME THEY WERE FILED TO AT LEAST MARCH 10, 2011, THE LIENS REMAINED UNSATISFIED. NEVERTHELESS, THROUGHOUT THAT TIME PERIOD, RUBIN WILLFULLY FAILED TO DISCLOSE THAT MATERIAL FACT ON HIS FORM U4 FILED THROUGH TWO EMPLOYER MEMBER FIRMS.

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:	03/07/2013
Sanctions Ordered:	Bar (Permanent)
If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?	Yes



(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?

No

(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or

No



(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

No

Sanction 1 of 1

Sanction Type:

Bar (Permanent)

Capacities Affected:

All Capacities

Duration:

Start Date:

03/07/2013

End Date:

Regulator Statement

WITHOUT ADMITTING OR DENYING THE FINDINGS, RUBIN CONSENTED TO THE DESCRIBED SANCTION AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS BARRED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY. RUBIN UNDERSTANDS THAT THIS SETTLEMENT INCLUDES A FINDING THAT HE WILLFULLY MISREPRESENTED, AND OMITTED TO STATE, A MATERIAL FACT ON A FORM U4, AND THAT UNDER SECTION 3(A)(39)(F) OF THE SECURITIES EXCHANGE ACT OF 1934 AND ARTICLE III, SECTION 4 OF FINRA'S BY-LAWS, THOSE OMISSIONS/MISREPRESENTATIONS MAKE HIM SUBJECT TO A STATUTORY DISQUALIFICATION WITH RESPECT TO ASSOCIATION WITH A MEMBER.

End of Report



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