

BrokerCheck Report

Kenneth James Alfonso

CRD# 2951706

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When communicating online or investing with any professional, make sure you know who you're dealing with. <u>Imposters</u> might link to sites like BrokerCheck from <u>phishing</u> or similar scam websites, or through <u>social media</u>, 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.

www.finra.org/brokercheck User Guidance

Kenneth J. Alfonso

CRD# 2951706

CRD# 250

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

TABLE TO THE TENT OF THE TEN

B EDWARD JONES 7320 U S 90 A SUITE 120 SUGAR LAND, TX 77478

Registered with this firm since: 10/23/2020

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:

- 4 Self-Regulatory Organizations
- 20 U.S. states and territories

This broker has passed:

- 0 Principal/Supervisory Exams
- 3 General Industry/Product Exams
- 3 State Securities Law Exams

Registration History

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

IA EDWARD JONES
CRD# 250

ST. LOUIS, MO 09/2013 - 05/2019

B EDWARD JONES CRD# 250 FEDERAL WAY, WA 08/2013 - 05/2019

B UBS FINANCIAL SERVICES INC. CRD# 8174

WEEHAWKEN, NJ 03/2003 - 02/2004

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



Date

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.

Status

This individual is currently registered with 4 SROs and is licensed in 20 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **EDWARD JONES**

Main Office Address: 12555 MANCHESTER ROAD

ST. LOUIS, MO 63131-3710

Category

Firm CRD#: **250**

SRO

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B	FINRA	General Securities Representative	Approved	10/23/2020
B	NYSE American LLC	General Securities Representative	Approved	10/23/2020
B	Nasdaq Stock Market	General Securities Representative	Approved	10/23/2020
B	New York Stock Exchange	General Securities Representative	Approved	10/23/2020
	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	04/04/2025
B	Arizona	Agent	Approved	12/18/2024
B	California	Agent	Approved	10/23/2020
B	Colorado	Agent	Approved	12/15/2021
B	Idaho	Agent	Approved	10/23/2020
B	Louisiana	Agent	Approved	08/22/2022
B	Mississippi	Agent	Approved	06/15/2023
B	Missouri	Agent	Approved	07/20/2022
B	Montana	Agent	Approved	12/19/2024

Broker Qualifications



Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Nevada	Agent	Approved	09/14/2022
B	New Jersey	Agent	Approved	08/17/2022
B	North Carolina	Agent	Approved	08/18/2022
B	Oregon	Agent	Approved	10/28/2022
B	Pennsylvania	Agent	Approved	09/08/2022
B	South Carolina	Agent	Approved	08/14/2023
B	Tennessee	Agent	Approved	08/17/2022
B	Texas	Agent	Approved	10/23/2020
IA	Texas	Investment Adviser Representative	Approved	10/23/2020
B	Washington	Agent	Approved	10/23/2020
B	Wisconsin	Agent	Approved	01/28/2021
B	Wyoming	Agent	Approved	07/31/2025

Branch Office Locations

EDWARD JONES 7320 U S 90 A SUITE 120 SUGAR LAND, TX 77478

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, 3 general industry/product exams, and 3 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam		Category	Date
В	Securities Industry Essentials Examination	SIE	10/01/2018
В	General Securities Representative Examination	Series 7	08/12/2013
В	Futures Managed Funds Examination	Series 31	11/18/1997

State Securities Law Exams

Exam Cate	tegory	Date
B (A) Uniform Combined State Law Examination Serie	ries 66	08/30/2013
Uniform Investment Adviser Law Examination Series	ries 65	11/12/1997
B Uniform Securities Agent State Law Examination Serie	ries 63	11/12/1997

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/.

www.finra.org/brokercheck
User Guidance

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:

Reg	istration Dates	Firm Name	CRD#	Branch Location
IA	09/2013 - 05/2019	EDWARD JONES	250	FEDERAL WAY, WA
B	08/2013 - 05/2019	EDWARD JONES	250	FEDERAL WAY, WA
B	03/2003 - 02/2004	UBS FINANCIAL SERVICES INC.	8174	WEEHAWKEN, NJ
IA	03/2003 - 02/2004	UBS FINANCIAL SERVICES INC.	8174	STOCKTON, CA
IA	08/1998 - 03/2003	MORGAN STANLEY	7556	STOCKTON, CA
В	10/1997 - 03/2003	MORGAN STANLEY DW INC.	7556	PURCHASE, 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
10/2020 - Present	Edward Jones	Financial Advisor	Υ	St. Louis, MO, United States
05/2019 - 09/2020	Matvey Foundation Repair Inc	Vice-President	N	Burien, WA, United States
08/2017 - 04/2020	Kennedy Catholic High School	Coach	Υ	Burien, WA, United States
07/2010 - 04/2020	OLYMPIC VIEW SWIM CLUB	WATER POLO COACH	N	NORMANDY PARK, WA, United States
07/2013 - 05/2019	EDWARD JONES	FINANCIAL ADVISOR	Υ	ST LOUIS, MO, 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.

No information reported.

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.
- 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.

3. Disclosure events in BrokerCheck reports come from different sources:

 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.

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 discloure 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 - 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 2

Reporting Source: Firm

Employing firm when

activities occurred which led

to the complaint:

Allegations: CUSTOMER CLAIMS FINANCIAL ADVISOR, INTER ALIA, MADE ALLEGEDLY

UNSUITABLE INVESTMENT IN HER ACCOUNTS FROM ABOUT MARCH 1998

TO DECEMBER 2003.

MSDW

Product Type: Options

Other Product Type(s): EQUITIES

Alleged Damages: \$400,000.00

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 02/17/2006

Settlement Amount:

Individual Contribution

Amount:

Arbitration Information



Arbitration/Reparation Claim filed with and Docket/Case

NASD DISPUTE RESOLUTION CASE NUMBER 05-06704

No.:

Date Notice/Process Served: 02/17/2006

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/01/2006

Monetary Compensation

Amount:

\$96,250.00

Individual Contribution

\$0.00

Amount:

Reporting Source: Broker

Employing firm when activities occurred which led

to the complaint:

MORGAN STANLEY DEAN WITTER

Allegations: CUSTOMER CLAIMED THE FINANCIAL ADVISOR, INTER ALIA, MADE

ALLEGEDLY UNSUITABLE INVESTMENTS IN HER ACCOUNT FROM ABOUT

MARCH 1998 TO DECEMBER 2003.

Product Type: Debt-Corporate

Debt-Government Debt-Municipal Equity-OTC

Equity Listed (Common & Preferred Stock)

Money Market Fund

Mutual Fund **Options**

Alleged Damages: \$400,000.00

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location:

NASD DISPUTE RESOLUTION

Docket/Case #:

05-0674



Filing date of

02/17/2006

arbitration/CFTC reparation

or civil litigation:

Customer Complaint Information

Date Complaint Received: 02/17/2006

Complaint Pending? No

Status: Settled

Status Date: 02/17/2006

Settlement Amount: \$96,250.00

Individual Contribution

Amount:

\$0.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA,

CFTC, etc.):

NASD

Docket/Case #: 05-06704

Date Notice/Process Served: 02/17/2006

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/01/2006

Monetary Compensation

Amount:

\$96,250.00

Individual Contribution

Amount:

\$0.00

Broker Statement THE CUSTOMER WAS MY SISTER-IN-LAW AT THE TIME. SHE, IN

CONJUNCTION WITH MY NOW EX-WIFE FILED THE CUSTOMER COMPLAINTS AT ABOUT THE SAME TIME. HER COMPLAINT WAS THE DECLINE IN THEIR ACCOUNTS FROM THEIR PEAK VALUES PRIOR TO THE EVENTS AROUND 9/11. SHE STARTED HER ACCOUNTS WITH ABOUT \$250K TOTAL AND THEY PEAKED TO ABOUT \$400K. HER CLAIM WAS FOR THE

PEAK VALUE OF THE ACCOUNTS, NOT THE STARTING PRINCIPAL.
AS HER ACCOUNTS WERE DECLINING, I HAD ADVISED HER TO

STOP/DECREASE HER FURIOUS SPENDING HABITS. I HAD ALL OF HER ACCOUNT STATEMENTS SHOWING THE MAJOR REASON FOR THEIR ACCOUNTS DECLINING WAS HER FREQUENT AND OFTEN LARGE



WITHDRAWALS.

I BELIEVE THAT I MET WITH THE MORGAN STANLEY DEAN WITTER ATTORNEY IN SAN FRANCISCO ONCE, MAYBE TWICE AND GAVE HIM MY INFORMATION, COPIES OF ALL HER STATEMENTS AND ANSWERED ALL QUESTIONS ABOUT THE ACCOUNT ACTIVITY. I WAS CONTACTED BY THAT ATTORNEY IN 2006 AND HE LET ME KNOW THAT THE COMPLAINT WAS SETTLED FOR CONSIDERABLY LESS THAN THEY WERE ASKING FOR AND

THAT I WAS NO LONGER NEEDED FOR ANY INFORMATION.

WITHOUT GOING TOO MUCH INTO THE BEHAVIORS AND SPENDING HABITS OF MY THEN SISTER-IN-LAW AND EX-WIFE, SHE WAS HOPING TO RECOUP WHAT SHE HAD SPENT AND GAINED THROUGH THEIR INVESTMENT INCREASE AND PAY DOWN VERY LARGE CREDIT CARD DEBT. I DON'T THINK THE SETTLEMENT SHOWED ANY WRONG DOING ON MY PART AND NONE OF MY OTHER CLIENTS EVER FILED A COMPLAINT, INCLUDING MY FORMER IN-LAWS (HER PARENTS) WHOSE ACCOUNTS I ALSO MANAGED.

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led

to the complaint:

MORGAN STANLEY DW INC.

Allegations: CUSTOMER CLAIMS FINANCIAL ADVISOR, INTER ALIA, MADE ALLEGEDLY

UNSUITABLE INVESTMENTS IN HER ACCOUNTS FROM ABOUT MARCH 1998

TO DECEMBER 2003.

Product Type: Other

Other Product Type(s): OPTIONS & EQUITIES

Alleged Damages: \$300,000.00

Customer Complaint Information

Date Complaint Received: 03/07/2005

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 04/20/2005

Settlement Amount:

Individual Contribution

Amount:

Arbitration Information



Arbitration/Reparation Claim

filed with and Docket/Case

No.:

NASD DISPUTE RESOLUTION CASE NUMBER 06-00008

Date Notice/Process Served: 02/10/2006

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/01/2006

Monetary Compensation

Amount:

\$96,250.00

Individual Contribution

\$0.00

Amount:

Civil Litigation Information

Court Details: SUPERIOR COURT OF THE STATE OF CALIFORNIA, COUNTY OF SAN

FRANCISCO, CASE NO. CGC-05-439851

Date Notice/Process Served: 04/20/2005

Litigation Pending? No

Disposition: Other

Disposition Date: 02/10/2006

Monetary Compensation

\$0.00

Amount:

Individual Contribution \$0.00

Amount:

Firm Statement PREVIOUSLY DENIED ON 3/8/2005.

Reporting Source: Broker

Employing firm when

MORGAN STANLEY DEAN WITTER

activities occurred which led to the complaint:

Allegations: CUSTOMER CLAIMED THAT THE FINANCIAL ADVISOR, INTER ALIA, MADE

ALLEGEDLY UNSUITABLE INVESTMENTS IN THEIR ACCOUNTS FROM

ABOUT MARCH 1998 TO DECEMBER 2003.

Product Type: Debt-Corporate

Debt-Government Debt-Municipal



Equity-OTC

Equity Listed (Common & Preferred Stock)

Money Market Fund

Mutual Fund Options

Alleged Damages: \$400,000.00

Is this an oral complaint?

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation?

Yes

Arbitration/Reparation forum or court name and location:

SUPERIOR COURT OF THE STATE OF CALIFORNIA, COUNTY OF SAN

FRANCISCO

Docket/Case #: CGC-05-439851

Filing date of

arbitration/CFTC reparation

or civil litigation:

03/07/2005

Customer Complaint Information

Date Complaint Received: 02/10/2006

Complaint Pending? No

Status: Settled

Status Date: 04/20/2005

Settlement Amount: \$96,250.00

Individual Contribution

Amount:

\$0.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):

NASD

Docket/Case #: 06-00008

Date Notice/Process Served: 02/10/2006

Arbitration Pending? No

Disposition: Settled



Disposition Date: 09/01/2006

Monetary Compensation

\$96,250.00

Amount:

Individual Contribution

Amount:

\$0.00

Civil Litigation Information

Type of Court: State Court

Name of Court: SUPERIOR COURT OF CALIFORNIA, COUNTY OF SAN FRANCISCO

Location of Court: SAN FRANCISCO

Docket/Case #: CGC-05-439851

Date Notice/Process Served: 04/20/2005

Litigation Pending? No

Disposition: Settled

Disposition Date: 02/10/2006

Monetary Compensation

Amount:

\$96,250.00

Individual Contribution

Amount:

\$0.00

Broker Statement

THIS CUSTOMER IS MY NOW EX-WIFE. OUR DIVORCE WASN'T FINAL UNTIL JULY OF 2006 AND IT TOOK FOUR YEARS TO COMPLETE IF I REMEMBER CORRECTLY, THEIR CHIEF COMPLAINT WAS THE DECLINE IN THEIR ACCOUNTS FROM THEIR PEAK VALUES PRIOR TO THE EVENTS AROUND 9/11. SHE STARTED HER ACCOUNTS WITH ABOUT \$250K TOTAL AND THEY PEAKED TO ABOUT \$400K. HER CLAIM WAS FOR THE PEAK VALUE OF THE

ACCOUNTS, NOT THE STARTING PRINCIPAL.

AS THEIR ACCOUNTS WERE DECLINING, I HAD ADVISED HER TO STOP/DECREASE HER FURIOUS SPENDING HABITS. I HAD ALL OF HER ACCOUNT STATEMENTS SHOWING THE MAJOR REASON FOR THEIR ACCOUNTS DECLINING WAS HER FREQUENT AND OFTEN LARGE

WITHDRAWALS.

I BELIEVE THAT I MET WITH THE MORGAN STANLEY DEAN WITTER ATTORNEY IN SAN FRANCISCO ONCE, MAYBE TWICE AND GAVE HIM MY INFORMATION, COPIES OF ALL HER STATEMENTS AND ANSWERED ALL QUESTIONS ABOUT THE ACCOUNT ACTIVITY. I WAS CONTACTED BY THAT ATTORNEY IN 2006 AND HE LET ME KNOW THAT THE COMPLAINT WAS SETTLED FOR CONSIDERABLY LESS THAN THEY WERE ASKING FOR AND THAT I WAS NO LONGER NEEDED FOR ANY INFORMATION.



WITHOUT GOING TOO MUCH INTO THE BEHAVIORS AND SPENDING HABITS OF MY EX-WIFE, SHE WAS HOPING TO RE-COUP WHAT SHE HAD SPENT AND GAINED THROUGH THEIR INVESTMENT INCREASE AND PAY DOWN VERY LARGE CREDIT CARD DEBT. MY WIFE HAD OVER \$70,000 IN CREDIT CARD DEBT. I DON'T THINK THE SETTLEMENT SHOWED ANY WRONG DOING ON MY PART AND NONE OF MY OTHER CLIENTS EVER FILED A COMPLAINT, INCLUDING MY FORMER IN-LAWS (HER PARENTS) WHOSE ACCOUNTS I ALSO MANAGED.

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End of Report



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