

## BrokerCheck Report

### MICHAEL BUSTAMANTE LOBERIZA

CRD# 2974616

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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](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).

**MICHAEL B. LOBERIZA**

CRD# 2974616

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

- B FORTUNE FINANCIAL SERVICES, INC.**  
 1934 Old Gallows Road  
 Suite 350  
 Tysons Corner, VA 22182  
 CRD# 42150  
 Registered with this firm since: 05/17/2019

**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
- 11 U.S. states and territories

**This broker has passed:**

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

**Registration History**

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

- B INNOVATION PARTNERS LLC**  
 CRD# 146344  
 GAITHERSBURG, MD  
 08/2012 - 06/2019
- B ING FINANCIAL PARTNERS, INC.**  
 CRD# 2882  
 GAITHERSBURG, MD  
 01/2004 - 07/2012
- B LOCUST STREET SECURITIES, INC.**  
 CRD# 1703  
 DES MOINES, IA  
 11/2001 - 01/2004

**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	1
Judgment/Lien	4



## 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 11 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **FORTUNE FINANCIAL SERVICES, INC.**

Main Office Address: **3582 BRODHEAD ROAD  
SUITE 202  
MONACA, PA 15061**

Firm CRD#: **42150**

	SRO	Category	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	05/17/2019

	U.S. State/ Territory	Category	Status	Date
B	California	Agent	Approved	05/17/2019
B	District of Columbia	Agent	Approved	01/29/2020
B	Illinois	Agent	Approved	08/15/2023
B	Maryland	Agent	Approved	05/17/2019
B	Nevada	Agent	Approved	02/24/2023
B	New Jersey	Agent	Approved	11/12/2021
B	New York	Agent	Approved	05/17/2019
B	Pennsylvania	Agent	Approved	09/28/2021
B	South Dakota	Agent	Approved	11/30/2021
B	Texas	Agent	Approved	11/16/2022
B	Virginia	Agent	Approved	05/17/2019

## Broker Qualifications



### Employment 1 of 1, continued Branch Office Locations

**FORTUNE FINANCIAL SERVICES, INC.**  
1934 Old Gallows Road  
Suite 350  
Tysons Corner, VA 22182

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

### Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

### General Industry/Product Exams

Exam	Category	Date
<b>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> Investment Company Products/Variable Contracts Representative Examination	Series 6	02/27/1998

### State Securities Law Exams

Exam	Category	Date
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	01/05/1998

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>B</b> 08/2012 - 06/2019	INNOVATION PARTNERS LLC	146344	GAITHERSBURG, MD
<b>B</b> 01/2004 - 07/2012	ING FINANCIAL PARTNERS, INC.	2882	GAITHERSBURG, MD
<b>B</b> 11/2001 - 01/2004	LOCUST STREET SECURITIES, INC.	1703	DES MOINES, IA
<b>B</b> 08/2001 - 11/2001	CAPITAL BROKERAGE CORPORATION	10465	GLEN ALLEN, VA
<b>B</b> 11/1999 - 08/2001	WASHINGTON SQUARE SECURITIES, INC.	2882	WINDSOR, CT
<b>B</b> 03/1998 - 10/1999	WMA SECURITIES, INC.	32625	DULUTH, GA

### 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
05/2019 - Present	Fortune Financial Services, Inc.	registered representative	Y	Monaca, PA, United States
04/2013 - Present	CENTURY PROPERTIES GROUP	MARKETING REPRESENTATIVE	N	MAKATI, Philippines
07/2012 - Present	INNOVATION PARTNERS LLC	REGISTERED REPRESENTATIVE	Y	MATTHEWS, NC, United States
10/2006 - Present	BIO FUELS TECHNOLOGY ENTERPRISES, INC.	EVP BUSINESS DEVELOPMENT	N	GAITHERSBURG, MD, United States
05/2001 - Present	INDEPENDENT INSURANCE AGENT	FIXED LIFE INSURANCE AGENT	N	BRAINTREE, MD, United States
04/2001 - Present	IFPSI DEBT MANAGEMENT	LIABILITY SPECIALIST	Y	GERMANTOWN, MD, United States



## Registration and Employment History



### Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious or fraternal and is recognized as tax exempt.

1. INDEPENDENT INSURANCE AGENT, YES,, FIXED INSURANCE SALES, INDEPENDENT INSURANCE FOR VARIOUS FIXED LIFE INSURANCE COMPANIES, ALLIANZ, AGENT, 10/10/2011, NO, 0, SALES OF FIXED INSURANCE PRODUCTS THROUGH IFPSI (OWNER. OTHER AFFILIATED FIXED LIFE INSURANCE AGENCY FIXED INSURANCE: LIFE, HEALTH, DI, ANNUITIES, LTC - ALLIANZ. AGENT THROUGH BELLMAN KLEIN ASSOCIATES FOR FIXED LIFE INSURANCE.- BELLMAN KLEIN ASSOCIATES, LTD. - COMMISSIONS - 07/2014 - PRESENT
  2. Belman Klein Associates, LTD - insurance producer - Fixed Life Insurance - Receive commissions form this activity - 5 + hours is spent per week on this activity during regular business hours.
  3. CBIA-MTDA as licensed insurance agent for health insurance. located at 9755 Patuxent Woods Drive Suite 250, Columbia, MD
  4. DBA Custom Financial Blueprint [CFB LLC] President since 07/2016. Located at 1934 Old Gallows Rd, Suite 350, Tyson Corners, VA 22182 marketing, administration
  5. Rep is an insurance agent for Sterlingbridge and Amerilife Marketing Group
-

## 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:**
  - 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.
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4. **There are different statuses and dispositions for disclosure events:**
  - 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.
  - 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	1	N/A
Judgment/Lien	4	N/A	N/A



## Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

### Customer Dispute - 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>	Innovation Partners LLC
<b>Allegations:</b>	Representative was instructed by email to sell my S&P Midcap 400 pure growth A fund held by Guggenheim investments. The sum of the loss is \$2679.46 for Health care A & Boomedical A funds which I did not give Mr Loberiza instruction to sell.
<b>Product Type:</b>	Mutual Fund
<b>Alleged Damages:</b>	\$2,679.46
<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>	12/22/2017
<b>Complaint Pending?</b>	No
<b>Status:</b>	Settled
<b>Status Date:</b>	05/13/2018
<b>Settlement Amount:</b>	\$1,339.00
<b>Individual Contribution</b>	\$0.00

**Amount:****Broker Statement**

[Customer Name] Statement -

On 10/22/2017 Michael B. Loberiza, an Innovations partners LLC registered representative (Rep Number: 24294RR) was instructed by email to sell my S&P MIDCAP 400 PURE GROWTH-A fund held by GUGGENHEIM INVESTMENTS.

On 10/30/2017 Mr Loberiza conducted a breach of fiduciary and completed transactions without authorization. As a result, I have incurred a total loss in the amount of \$2679.46. This is the sum of Unrealized Loss for Health Care-A & Biotechnology-A funds which I did not give Mr. Loberiza instruction or authority to sell.

Michael Loberiza's Statement - If someone would take the time to read through you will find that I have executed her requests and provided accurate services for her. Unfortunately the current issue had placed our business relationship unfavorably. Her most recent request initially via phone instruction was to liquidate 100% of her Guggenheim accounts. I repeatedly asked and confirmed during the conversation that it is 100% of Guggenheim Funds and she said yes. She even verbally expressed that she lost money on Biotechnology. During that phone call she expressed urgency on the matter and wants it done immediately. Although I was out in the field the whole day on appointments I immediately placed the call to Guggenheim and expeditiously requested to do exactly as I was told. After that initial call we had 2-3 other conversations before the funds actually were liquidated and in no time she was specific about the funds' liquidation as she was in the past. FYI she indicated that she sent an email to the contrary after the fact. After such time she did not return any of my phone calls and prefer communication via email. Immediately when she inform me that she did not want to sell Biotech and Healthcare I immediately inform her that the transaction can still be reversed without any cost or loss whatsoever. Refer to emails attached. Since that time she changed her mind as to what she really wants to do every 1-2 days and stalled days and weeks, as evidenced by her emails to me. And now she claimed she lost \$3,644.54 from June, 2015, the day she opened the account. I also reminded her that during the application we discussed her how the market works especially we do not guarantee future results. She knows that and signed documents to this fact. A witness was there during that time (will be available to testify). Now it has come to light why all the stalling and no return of calls. I also have call logs on my attempts to reach her practically every day. FYI- even a week after the transaction the pricings of both Biotech and Healthcare have not moved and if ever to her favor. The documentation from Mr. Loberiza will be uploaded through the FINRA Document Review system.



## Judgment / Lien

This type of disclosure event involves an unsatisfied and outstanding judgments or liens against the broker.

### Disclosure 1 of 4

<b>Reporting Source:</b>	Broker
<b>Judgment/Lien Holder:</b>	Cedar Ridge FFB LLC
<b>Judgment/Lien Amount:</b>	\$982.00
<b>Judgment/Lien Type:</b>	Civil
<b>Date Filed with Court:</b>	03/16/2012
<b>Date Individual Learned:</b>	09/01/2014
<b>Type of Court:</b>	District Court of Montgomery County
<b>Name of Court:</b>	District Court of Montgomery County
<b>Location of Court:</b>	Rockville, Montgomery Couty, MD
<b>Docket/Case #:</b>	060100053252012
<b>Judgment/Lien Outstanding?</b>	Yes
<b>Broker Statement</b>	I was under the impression that since this account was related to my property foreclosure that it was included. Unaware that it was separate reportable event

### Disclosure 2 of 4

<b>Reporting Source:</b>	Broker
<b>Judgment/Lien Holder:</b>	Cedar Ridge Homeowners Association
<b>Judgment/Lien Amount:</b>	\$5,106.00
<b>Judgment/Lien Type:</b>	Civil
<b>Date Filed with Court:</b>	08/05/2011
<b>Date Individual Learned:</b>	01/01/2014
<b>Type of Court:</b>	District Court of Montgomery County
<b>Name of Court:</b>	District Court of Montgomery County
<b>Location of Court:</b>	Rockville, Montgomery, MD
<b>Docket/Case #:</b>	060100190492011
<b>Judgment/Lien Outstanding?</b>	Yes

**Broker Statement**

I was under the impression this account would have been taken care of since it was related to my property foreclosure years ago. I was completely unaware that it is a reportable event.

**Disclosure 3 of 4**

**Reporting Source:** Broker

**Judgment/Lien Holder:** Diamond Farms Condominium

**Judgment/Lien Amount:** \$10,757.00

**Judgment/Lien Type:** Civil

**Date Filed with Court:** 02/20/2008

**Date Individual Learned:** 05/26/2015

**Type of Court:** District Court of Montgomery County

**Name of Court:** District Court of Montgomery County

**Location of Court:** Rockville, Montgomery, MD

**Docket/Case #:** 060200031862008

**Judgment/Lien Outstanding?** Yes

**Broker Statement**

I was made aware of the account's existence only when IPLLC called it to my attention. This was related to my property foreclosure. Unaware it was a reportable event.

**Disclosure 4 of 4**

**Reporting Source:** Broker

**Judgment/Lien Holder:** CEDAR RIDGE FFB

**Judgment/Lien Amount:** \$876.33

**Judgment/Lien Type:** Civil

**Date Filed with Court:** 11/09/2010

**Type of Court:** State Court

**Name of Court:** DISTRICT COURT OF MARYLAND

**Location of Court:** MONTGOMERY COUNTY, MARYLAND

**Docket/Case #:** 0601-0001045-2010



**Judgment/Lien Outstanding?**      Yes

## End of Report



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