

## BrokerCheck Report

### NORMAN JESSIE CONE III

CRD# 3116196

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 3
Registration and Employment History	5 - 6
Disclosure Events	7



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).

**NORMAN J. CONE III**

CRD# 3116196

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

**IA OSAIC WEALTH, INC.**  
 610 MARSHALL STREET  
 SUITE 615  
 SHREVEPORT, LA 71101  
 CRD# 23131  
 Registered with this firm since: 09/01/2023

**B OSAIC WEALTH, INC.**  
 610 MARSHALL STREET  
 SUITE 615  
 SHREVEPORT, LA 71101  
 CRD# 23131  
 Registered with this firm since: 09/01/2023

**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
- 1 U.S. state or territory

**This broker has passed:**

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

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

- IA SAGEPOINT FINANCIAL, INC.**  
 CRD# 133763  
 PHOENIX, AZ  
 06/2020 - 09/2023
- B SAGEPOINT FINANCIAL, INC.**  
 CRD# 133763  
 SHREVEPORT, LA  
 06/2020 - 09/2023
- IA CUNA BROKERAGE SERVICES, INC.**  
 CRD# 13941  
 WAVERLY, IA  
 08/2017 - 08/2019

**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
Termination	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 1 U.S. state or territory through his or her employer.**

### Employment 1 of 1

Firm Name: **OSAIC WEALTH, INC.**

Main Office Address: **18700 N. HAYDEN ROAD  
SUITE 255  
SCOTTSDALE, AZ 85255**

Firm CRD#: **23131**

SRO	Category	Status	Date
<b>B</b> FINRA	Invest. Co and Variable Contracts	Approved	09/01/2023

U.S. State/ Territory	Category	Status	Date
<b>B</b> Louisiana	Agent	Approved	09/01/2023
<b>IA</b> Louisiana	Investment Adviser Representative	Approved	09/01/2023

### Branch Office Locations

**OSAIC WEALTH, INC.**  
610 MARSHALL STREET  
SUITE 615  
SHREVEPORT, LA 71101



## 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 0 state securities law exams.**

### 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	12/03/1998

### State Securities Law Exams

Exam	Category	Date
No information reported.		

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> 06/2020 - 09/2023	SAGEPOINT FINANCIAL, INC.	133763	SHREVEPORT, LA
<b>B</b> 06/2020 - 09/2023	SAGEPOINT FINANCIAL, INC.	133763	SHREVEPORT, LA
<b>IA</b> 08/2017 - 08/2019	CUNA BROKERAGE SERVICES, INC.	13941	Bossier City, LA
<b>B</b> 08/2017 - 08/2019	CUNA BROKERAGE SERVICES, INC.	13941	Bossier City, LA
<b>B</b> 02/2015 - 04/2016	ONEAMERICA SECURITIES, INC.	4173	SHREVEPORT, LA
<b>B</b> 02/2009 - 02/2015	INVEST FINANCIAL CORPORATION	12984	MINDEN, LA
<b>B</b> 10/2005 - 02/2009	SAGEPOINT FINANCIAL, INC.	133763	MINDEN, LA
<b>B</b> 10/1999 - 10/2005	SUNAMERICA SECURITIES, INC.	20068	PHOENIX, AZ
<b>B</b> 12/1998 - 08/1999	NYLIFE SECURITIES INC.	5167	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
09/2023 - Present	OSAIC WEALTH, INC.	Mass Transfer	Y	SHREVEPORT, LA, United States
06/2020 - 09/2023	SAGEPOINT FINANCIAL, INC.	REGISTERED REPRESENTATIVE	Y	BATON ROUGE, LA, United States
08/2019 - 06/2020	Unemployed	Unemployed	N	SHREVEPORT, LA, United States
07/2017 - 08/2019	CUNA Brokerage Services, Inc.	Registered Representative	Y	WAVERLY, IA, United States
07/2017 - 08/2019	CUNA Mutual Group	Agent	Y	WAVERLY, IA, United States



## Registration and Employment History

### Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
01/2015 - 07/2017	AMERICAN UNITED LIFE	AGENT	N	SHREVEPORT, LA, United States
02/2015 - 03/2016	ONEAMERICA SECURITIES	REGISTERED REP	Y	SHREVEPORT, LA, 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.

#### 1. CONE CONSULTING

POSITION: Consultant NATURE: I consult with the Louisiana Small Business Development Center as a business consultant. I consult small business owners on the many resources available, in order to assist them in making their businesses as successful as possible. INVESTMENT RELATED: No NUMBER OF HOURS: 50 SECURITIES TRADING HOURS: 25 START DATE: 07/15/2020

ADDRESS: 167 Chelsea Dr., Shreveport LA 71105, United States

DESCRIPTION: Helping small business owners in Louisiana, with business plans, budgets, sales and marketing, networking, and other areas that need improvement and guidance.

#### 2. NORMAN J. CONE

POSITION: Agent NATURE: Sole Proprietorship INVESTMENT RELATED: Yes NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 5 START DATE: 08/15/2020

ADDRESS: 167 Chelsea Dr., Shreveport LA 71105, United States

DESCRIPTION: Addressing the insurance needs of my clients, which includes long term care, fixed insurance and fixed annuities.



## 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
Termination	N/A	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.

### Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

#### Disclosure 1 of 1

<b>Reporting Source:</b>	Firm
<b>Employer Name:</b>	CUNA Brokerage Services, Inc.
<b>Termination Type:</b>	Permitted to Resign
<b>Termination Date:</b>	08/07/2019
<b>Allegations:</b>	The RR resigned while under temporary suspension and internal investigation. The firm's internal investigation revealed blank signed documents, the use of white out and undelivered annuity contracts. The firm was prepared to terminate the RR's registration on the basis of it's findings, but he resigned first. The firm chose to accept/permit his resignation.
<b>Product Type:</b>	No Product

<b>Reporting Source:</b>	Broker
<b>Employer Name:</b>	CUNA Brokerage Services
<b>Termination Type:</b>	Voluntary Resignation
<b>Termination Date:</b>	08/07/2019
<b>Allegations:</b>	The RR resigned while under temporary suspension and internal investigation. The firm's internal investigation revealed blank signed documents, the use of white out and undelivered annuity contracts. The firm was prepared to terminate the RR's registration on the basis of it's findings, but he resigned first. The firm chose to accept/permit his resignation.

**Product Type:**

Annuity-Fixed

**Broker Statement**

I resigned from CUNA Brokerage Services and Barksdale Federal Credit Union on August 07, 2019, because of the toxic environment that had taken over our department during the past year, not because of compliance. In fact, I did not discover these disclosures until I received my U5 almost one month later.

I worked with Barksdale Federal Credit Union for 4 years, the first 2 years providing only insurance products through an Insurance Brokerage Firm in Baton Rouge, Louisiana. Barksdale FCU had this selling agreement in place prior to me coming on board. In July of 2017, we changed from the Insurance Brokerage Firm to CUNA Brokerage Service so we could provide investments products, as well as insurance, to our Barksdale Federal Credit Union Members.

After being appointed with CUNA, I recommended a person to be our Coordinator, to handle our appointment scheduling, referral training etc. (see attached Coordinator sales Tasks checklist). She was a Credit Union employee. Soon after her hiring, I spoke on her behalf to get her a raise.

In 2018, we became a top producing program for CUNA. In late 2018, I recruited another Advisor to come on board. Shortly after that, the coordinator's attitude changed and everything began to unravel. The coordinator turned saboteur and became very difficult for myself and the other advisor to work with. In 2019, the coordinator almost completely stopped sending referrals and doing the other tasks that her job required. In addition, the business I booked through my connections, she took credit for and falsified reports to Barksdale Federal Credit Union. I reached out to CUNA and Barksdale FCU for help numerous times regarding the toxic work environment, unfortunately to no avail.

During my 2 years of developing the investment Program with CUNA and Barksdale FCU, we helped a plethora of clients and their families and experienced no problems. The toxicity in the



work setting became too much of a burden by affecting the Team as a whole. The advisor I recruited resigned soon after I did, even though she inherited my book of business of more than \$25 million in accounts and over \$150,000 GDC in pending business. Now there are no advisors at Barksdale FCU, leaving over 300+ clients in the dark with no one to talk to concerning their accounts. To my recollection, there was no indication of any formal investigation at the time. If my resignation. My resignation was acknowledged by CUNA's district sales manager and Barksdale FCU's senior management on August 7, 2019, I had made my decision in January of 2019 to resign but was made to believe CUNA and BFCU would work on the identified work place toxicity problem, that not only affected the synergy and productivity of our Team, but mental health as well. It is unfortunate this matter with Compliance occurred at the same time as my resignation, but I made my decision to resign for my Family and the Clients I've served for over 20 years. Due to my professional and business ethics, I chose to move on from Barksdale FCU and CBSI. There are many Credit Union Members, Managers, and other Staff that I worked with for the past 4 years. I will attest to my Professionalism, Integrity, and Ethics. I gave my all to this program.

## End of Report



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