

## BrokerCheck Report

**SIENNA PUALANI YOSHIDA**

CRD# 3217359

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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).

**SIENNA P. YOSHIDA**

CRD# 3217359

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

**IA WESTSIDE INVESTMENT MANAGEMENT, LLC**  
 KAHULUI OFFICE CENTER  
 140 HOOHANA ST., STE.320  
 KAHULUI, HI 96732  
 CRD# 154522  
 Registered with this firm since: 01/24/2014

**B LPL FINANCIAL LLC**  
 24 N CHURCH ST STE 405  
 WAILUKU, HI 96793  
 CRD# 6413  
 Registered with this firm since: 12/23/2013

**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
- 18 U.S. states and territories

**This broker has passed:**

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

**Registration History**

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

- IA LPL FINANCIAL LLC**  
 CRD# 6413  
 FORT MILL, SC  
 12/2013 - 10/2015
- B BANCWEST INVESTMENT SERVICES, INC.**  
 CRD# 29357  
 KAHULUI, HI  
 05/2012 - 12/2013
- IA BANCWEST INVESTMENT SERVICES, INC. (BWIS) AND BWIS D/B/A FTHIS**  
 CRD# 29357  
 OMAHA, NE  
 05/2012 - 12/2013

**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

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

### Employment 1 of 2

Firm Name: **LPL FINANCIAL LLC**

Main Office Address: **1055 LPL WAY  
FORT MILL, SC 29715**

Firm CRD#: **6413**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	12/23/2013

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	05/22/2024
B	Arizona	Agent	Approved	04/11/2022
B	California	Agent	Approved	02/07/2014
B	Colorado	Agent	Approved	07/03/2025
B	Florida	Agent	Approved	09/02/2014
B	Hawaii	Agent	Approved	12/23/2013
B	Idaho	Agent	Approved	02/16/2022
B	Massachusetts	Agent	Approved	01/02/2019
B	Michigan	Agent	Approved	12/05/2023
B	Nevada	Agent	Approved	01/06/2022
B	North Carolina	Agent	Approved	04/27/2021
B	North Dakota	Agent	Approved	02/07/2025



## Broker Qualifications

### Employment 1 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Oklahoma	Agent	Approved	07/16/2020
B	Oregon	Agent	Approved	04/29/2024
B	South Carolina	Agent	Approved	08/22/2022
B	Tennessee	Agent	Approved	09/20/2024
B	Utah	Agent	Approved	01/06/2022
B	Washington	Agent	Approved	05/09/2019

### Branch Office Locations

**LPL FINANCIAL LLC**  
 24 N CHURCH ST STE 405  
 WAILUKU, HI 96793

### Employment 2 of 2

Firm Name: **WESTSIDE INVESTMENT MANAGEMENT, LLC**  
 Main Office Address: **2444 WILSHIRE BLVD**  
**SUITE 303**  
**SANTA MONICA, CA 90403**  
 Firm CRD#: **154522**

	U.S. State/ Territory	Category	Status	Date
IA	California	Investment Adviser Representative	Approved	01/22/2016
IA	Hawaii	Investment Adviser Representative	Approved	01/24/2014

### Branch Office Locations

## Broker Qualifications



### Employment 2 of 2, continued

2444 WILSHIRE BLVD  
SUITE 303  
SANTA MONICA, CA 90403

KAHULUI OFFICE CENTER  
140 HOOHANA ST., STE.320  
KAHULUI, HI 96732

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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, 3 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> Futures Managed Funds Examination	Series 31	06/11/1999
<b>B</b> General Securities Representative Examination	Series 7	05/19/1999

### State Securities Law Exams

Exam	Category	Date
<b>B IA</b> Uniform Combined State Law Examination	Series 66	06/10/1999

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> 12/2013 - 10/2015	LPL FINANCIAL LLC	6413	WAILUKU, HI
<b>B</b> 05/2012 - 12/2013	BANCWEST INVESTMENT SERVICES, INC.	29357	KAHULUI, HI
<b>IA</b> 05/2012 - 12/2013	BANCWEST INVESTMENT SERVICES, INC. (BWIS) AND BWIS D/B/A FHS	29357	KAHULUI, HI
<b>IA</b> 04/2005 - 05/2012	BANKOH INVESTMENT SERVICES, INC.	29280	WAILUKU, HI
<b>B</b> 09/2003 - 05/2012	BANKOH INVESTMENT SERVICES, INC.	29280	WAILUKU, HI
<b>IA</b> 09/2003 - 05/2004	BANKOH INVESTMENT SERVICES, INC.	29280	WAILUKU, HI
<b>IA</b> 12/1999 - 09/2003	MORGAN STANLEY	7556	MAUI WAILULUI, HI
<b>B</b> 05/1999 - 09/2003	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
12/2013 - Present	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	WAILUKU, HI, United States
12/2013 - Present	WESTSIDE INVESTMENT MANAGEMENT, LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	KAHULUI, HI, 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) 06/03/2014 - REAL ESTATE RENTAL - HEALANI PLACE PUKALANI, HI



## Registration and Employment History

### Other Business Activities, continued

(2) 01/06/2015 - WESTSIDE INVESTMENT MANAGEMENT, INC. - REGISTERED INVESTMENT ADVISOR HYBRID - TIME SPENT 160 HOURS PER MONTH - KAHULUI, HI

(3) 02/25/2022 - Westside Investment Management, LLC - Investment Related - At Reported Business Location(s) - DBA for LPL Business (entity for LPL business) - Start Date: 02/08/2022 - 120 Hours Per Month/5 Hours During Securities Trading.

(4) 03/06/2024 - Real Estate Rental - Investment Related - Pualani St., Wailuku, HI - Start Date 02/15/2024 - 4 Hours Per Month/ 0 Hours During Trading

(5) 03/06/2024 - Real Estate Rental - Investment Related - Malako St., Wailuku, HI - Start Date 02/01/2024 - 4 Hours Per Month/ 0 Hours During Trading

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## 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.
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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	2	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

**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** BANKOH INVESTMENT SERVICES, INC.

**Allegations:** [CUSTOMER] ESTABLISHED BROKERAGE ACCOUNTS IN APRIL 2011 AND PURCHASED TWO INCOME MUTUAL FUNDS, WHICH WERE CONSISTENT WITH HER STATED INVESTMENT OBJECTIVE, BUT COMPLAINED ABOUT THE MARKET LOSS IN HER ACCOUNTS OF \$9,000.00 VIA E-MAIL ON 9/1/2011. SHE FURTHER STATED IN HER E-MAIL THAT SHE DID NOT WANT ANY MARKET EXPOSURE. A GOODWILL OFFERING OF INVESTMENT PRINCIPAL WITH INTEREST (RATE THAT SHE WOULD HAVE EARNED IN HER BOH BANKOHANA BANK ACCOUNT, THE ORIGINAL SOURCE OF THE INVESTMENT) WAS RETURNED TO HER. REPRESENTATIVE'S COMMISSIONS WERE REVERSED (\$2,053.86) AND REPRESENTATIVE WAS CHARGED FOR MARKET LOSS (4,662.83), WHICH REPRESENTS THE REPRESENTATIVE'S SETTLEMENT PORTION OF \$6,716.69.

**Product Type:** Mutual Fund

**Alleged Damages:** \$9,000.00

**Is this an oral complaint?** No

**Is this a written complaint?** Yes

**Is this an arbitration/CFTC reparation or civil litigation?** No

### Customer Complaint Information



**Date Complaint Received:** 09/01/2011

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 10/28/2011

**Settlement Amount:** \$10,286.33

**Individual Contribution Amount:** \$6,716.69

**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** BANKOH INVESTMENT SERVICES, INC.

**Allegations:** [REDACTED] ESTABLISHED BROKERAGE ACCOUNTS IN APRIL 2011 AND PURCHASED TWO INCOME MUTUAL FUNDS, WHICH WERE CONSISTENT WITH HER STATED INVESTMENT OBJECTIVE, BUT COMPLAINED ABOUT THE MARKET LOSS IN HER ACCOUNTS OF \$9,000.00 VIA E-MAIL ON 9/1/2011. SHE FURTHER STATED IN HER E-MAIL THAT SHE DID NOT WANT ANY MARKET EXPOSURE. A GOODWILL OFFERING OF INVESTMENT PRINCIPAL WITH INTEREST (RATE THAT SHE WOULD HAVE EARNED IN HER BOH BANKOHANA BANK ACCOUNT, THE ORIGINAL SOURCE OF THE INVESTMENT) WAS RETURNED TO HER. REPRESENTATIVE'S COMMISSIONS WERE REVERSED (\$2,053.86) AND REPRESENTATIVE WAS CHARGED FOR MARKET LOSS (4,662.83), WHICH REPRESENTS THE REPRESENTATIVE'S SETTLEMENT PORTION OF \$6,716.69.

**Product Type:** Mutual Fund

**Alleged Damages:** \$9,000.00

**Is this an oral complaint?** No

**Is this a written complaint?** Yes

**Is this an arbitration/CFTC reparation or civil litigation?** No

### Customer Complaint Information

**Date Complaint Received:** 09/01/2011

**Complaint Pending?** No

**Status:** Settled



<b>Status Date:</b>	10/28/2011
<b>Settlement Amount:</b>	\$10,286.33
<b>Individual Contribution Amount:</b>	\$6,716.69



## Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

### Disclosure 1 of 1

<b>Reporting Source:</b>	Firm
<b>Employing firm when activities occurred which led to the complaint:</b>	BANCWEST INVESTMENT SERVICES, INC.
<b>Allegations:</b>	CLIENT ALLEGES THAT HER FINANCIAL ADVISOR DID NOT SWITCH HER 3 FRANKLIN INCOME FUNDS INTO THE FRANKLIN MODERATE PORTFOLIO FUND FOR MORE THAN 6 MONTHS AFTER THE REQUEST WAS MADE.
<b>Product Type:</b>	Mutual Fund
<b>Alleged Damages:</b>	\$23,244.00
<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>	04/11/2014
<b>Complaint Pending?</b>	No
<b>Status:</b>	Denied
<b>Status Date:</b>	05/08/2014
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	

<b>Reporting Source:</b>	Broker
<b>Employing firm when activities occurred which led to the complaint:</b>	BANCWEST INVESTMENT SERVICES, INC.
<b>Allegations:</b>	CLIENT ALLEGES THAT HER FINANCIAL ADVISOR DID NOT SWITCH HER 3



FRANKLIN INCOME FUNDS INTO FRANKLIN MODERATE PORTFOLIO FUND  
FOR MORE THAN 6 MONTHS AFTER THE REQUEST WAS MADE.

**Product Type:** Mutual Fund

**Alleged Damages:** \$23,244.00

**Is this an oral complaint?** No

**Is this a written complaint?** Yes

**Is this an arbitration/CFTC  
reparation or civil litigation?** No

### Customer Complaint Information

**Date Complaint Received:** 04/11/2014

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 05/08/2014

**Settlement Amount:**

**Individual Contribution  
Amount:**



## End of Report



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