

BrokerCheck Report

SHEROD NORTON BIGELOW

CRD# 4227114

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Broker Qualifications	2 - 5
Registration and Employment History	7 - 8



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:
 - 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.

**SHEROD N. BIGELOW**

CRD# 4227114

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

IA SEROS FINANCIAL, LLC
 2141 EAST BROADWAY RD.
 SUITE 220
 TEMPE, AZ 85282
 CRD# 166808
 Registered with this firm since: 02/26/2014

B UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
 2141 E BROADWAY RD
 STE 220
 TEMPE, AZ 85282
 CRD# 20804
 Registered with this firm since: 06/28/2013

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
- 27 U.S. states and territories

This broker has passed:

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

Registration History

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

- IA NEWMARK CAPITAL MANAGEMENT, LLC**
 CRD# 153960
 TEMPE, AZ
 02/2014 - 12/2020
- B FIRST FINANCIAL EQUITY CORPORATION**
 CRD# 16507
 TEMPE, AZ
 04/2010 - 07/2013
- B SAGEPOINT FINANCIAL, INC.**
 CRD# 133763
 MESA, AZ
 10/2005 - 07/2009

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? **No**



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 27 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **SEROS FINANCIAL, LLC**
 Main Office Address: **2141 EAST BROADWAY RD.
 SUITE 220
 TEMPE, AZ 85282**
 Firm CRD#: **166808**

	U.S. State/ Territory	Category	Status	Date
IA	Arizona	Investment Adviser Representative	Approved	02/26/2014

Branch Office Locations

2141 EAST BROADWAY RD.
 SUITE 220
 TEMPE, AZ 85282

Employment 2 of 2

Firm Name: **UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED
 PARTNER**
 Main Office Address: **7333 E. DOUBLETREE RANCH ROAD #120
 SCOTTSDALE, AZ 85258-2023**
 Firm CRD#: **20804**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	06/28/2013
B	FINRA	General Securities Representative	Approved	06/28/2013

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Alaska	Agent	Approved	02/05/2024
B	Arizona	Agent	Approved	06/28/2013
B	California	Agent	Approved	07/25/2013
B	Colorado	Agent	Approved	07/25/2013
B	Florida	Agent	Approved	07/25/2013
B	Idaho	Agent	Approved	01/12/2022
B	Illinois	Agent	Approved	08/17/2015
B	Iowa	Agent	Approved	06/12/2020
B	Kansas	Agent	Approved	07/25/2013
B	Michigan	Agent	Approved	05/11/2015
B	Minnesota	Agent	Approved	08/14/2017
B	Missouri	Agent	Approved	04/24/2014
B	Montana	Agent	Approved	07/25/2013
B	Nevada	Agent	Approved	07/25/2013
B	New Mexico	Agent	Approved	07/25/2013
B	New York	Agent	Approved	07/25/2013
B	North Carolina	Agent	Approved	07/25/2013
B	North Dakota	Agent	Approved	02/14/2025
B	Oklahoma	Agent	Approved	07/25/2013
B	Oregon	Agent	Approved	01/06/2025
B	South Carolina	Agent	Approved	01/12/2022

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	South Dakota	Agent	Approved	04/25/2022
B	Texas	Agent	Approved	07/25/2013
B	Utah	Agent	Approved	07/25/2013
B	Virginia	Agent	Approved	07/25/2013
B	Washington	Agent	Approved	07/25/2013
B	Wisconsin	Agent	Approved	08/14/2017

Branch Office Locations

UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
2141 E BROADWAY RD
STE 220
TEMPE, AZ 85282



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B General Securities Principal Examination	Series 24	02/19/2001

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	09/01/2000

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	10/04/2013
B Uniform Securities Agent State Law Examination	Series 63	10/05/2000

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 firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 02/2014 - 12/2020	NEWMARK CAPITAL MANAGEMENT, LLC	153960	TEMPE, AZ
B 04/2010 - 07/2013	FIRST FINANCIAL EQUITY CORPORATION	16507	TEMPE, AZ
B 10/2005 - 07/2009	SAGEPOINT FINANCIAL, INC.	133763	MESA, AZ
B 09/2000 - 10/2005	SUNAMERICA SECURITIES, INC.	20068	PHOENIX, AZ

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
02/2014 - Present	SEROS FINANCIAL, LLC	CHIEF COMPLIANCE OFFICER & PRINCIPAL	Y	TEMPE, AZ, United States
06/2013 - Present	UNITED PLANNERS' FINANCIAL SERVICES	REG REP	Y	SCOTTSDALE, AZ, United States
07/2011 - Present	SEROS FINANCIAL, LLC	OFFICE MANAGER	Y	TEMPE, AZ, United States
01/2011 - Present	SHEROD NORTON BIGELOW	PRODUCER	N	TEMPE, AZ, United States
08/1999 - Present	NOTARY PUBLIC	NOTARY	N	TEMPE, AZ, United States
05/2010 - 12/2020	NEWMARK CAPITAL MANAGMENT, LLC	CHIEF COMPLIANCE OFFICER	Y	TEMPE, AZ, 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.) SHEROD NORTON BIGELOW - PRODUCER - NON-VARIABLE INSURANCE - TEMPE, AZ - SINCE 01/2011 - INVESTMENT RELATED
- 2.) NOTARY PUBLIC - NOTARY - STATE OF ARIZONA NOTARY PUBLIC - TEMPE, AZ - SINCE 08/1999 - NOT INVESTMENT RELATED

Registration and Employment History



Other Business Activities, continued

3.) SEROS FINANCIAL, LLC - OFFICE MANAGER - GENERAL CLERICAL SUPPORT, BOOKKEEPING AND CUSTOMER SERVICE - TEMPE, AZ - SINCE 07/2011 - INVESTMENT RELATED

4.) SEROS FINANCIAL, LLC - CHIEF COMPLIANCE OFFICER & PRINCIPAL - REGISTERED INVESTMENT ADVISOR - TEMPE, AZ - SINCE 02/2014 - INVESTMENT RELATED

5.) SEROS FINANCIAL - SERVICE TEAM - DBA NAME FOR MARKETING PURPOSES ONLY - TEMPE, AZ - SINCE 08/2022 - INVESTMENT RELATED

End of Report



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