

BrokerCheck Report

HEATHER LITZ PACHECO

CRD# 4392724

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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



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.

HEATHER L. PACHECO

CRD# 4392724

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

IA THE AMERIFLEX GROUP
 789 SHERMAN STREET
 SUITE 550
 DENVER, CO 80203
 CRD# 305585
 Registered with this firm since: 04/30/2020

B CAMBRIDGE INVESTMENT RESEARCH, INC.
 6595 W. 14th Ave
 Ste 100
 Lakewood, CO 80214
 CRD# 39543
 Registered with this firm since: 06/27/2025

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
- 29 U.S. states and territories

This broker has passed:

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

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

- B OSAIC WEALTH, INC.**
 CRD# 23131
 LAKEWOOD, CO
 09/2023 - 07/2025
- B SAGEPOINT FINANCIAL, INC.**
 CRD# 133763
 LAKEWOOD, CO
 04/2020 - 09/2023
- IA VOYA FINANCIAL ADVISORS, INC.**
 CRD# 2882
 WINDSOR, CT
 02/2013 - 05/2020

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

Employment 1 of 2

Firm Name: **CAMBRIDGE INVESTMENT RESEARCH, INC.**

Main Office Address: **1776 PLEASANT PLAIN RD.
FAIRFIELD, IA 52556-8757**

Firm CRD#: **39543**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	06/27/2025

	U.S. State/ Territory	Category	Status	Date
B	Alaska	Agent	Approved	06/27/2025
B	Arizona	Agent	Approved	06/27/2025
B	California	Agent	Approved	06/27/2025
B	Colorado	Agent	Approved	06/27/2025
B	Florida	Agent	Approved	06/27/2025
B	Georgia	Agent	Approved	06/27/2025
B	Hawaii	Agent	Approved	06/27/2025
B	Idaho	Agent	Approved	06/27/2025
B	Illinois	Agent	Approved	06/27/2025
B	Indiana	Agent	Approved	06/27/2025
B	Kansas	Agent	Approved	06/27/2025
B	Massachusetts	Agent	Approved	06/27/2025

Broker Qualifications



Employment 1 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Michigan	Agent	Approved	06/27/2025
B	Missouri	Agent	Approved	06/27/2025
B	Nebraska	Agent	Approved	06/27/2025
B	Nevada	Agent	Approved	06/27/2025
B	New Mexico	Agent	Approved	06/27/2025
B	New York	Agent	Approved	06/27/2025
B	North Carolina	Agent	Approved	07/14/2025
B	Ohio	Agent	Approved	06/27/2025
B	Oregon	Agent	Approved	06/27/2025
B	Pennsylvania	Agent	Approved	06/27/2025
B	South Carolina	Agent	Approved	01/02/2026
B	South Dakota	Agent	Approved	06/30/2025
B	Tennessee	Agent	Approved	06/27/2025
B	Texas	Agent	Approved	06/27/2025
B	Virginia	Agent	Approved	06/27/2025
B	Washington	Agent	Approved	06/27/2025
B	Wyoming	Agent	Approved	06/27/2025

Branch Office Locations

CAMBRIDGE INVESTMENT RESEARCH, INC.

6595 W. 14th Ave
Ste 100
Lakewood, CO 80214



Broker Qualifications

Employment 1 of 2, continued

Employment 2 of 2

Firm Name: **THE AMERIFLEX GROUP**
Main Office Address: **8475 W. SUNSET ROAD, SUITE 101**
LAS VEGAS, NV 89113
Firm CRD#: **305585**

	U.S. State/ Territory	Category	Status	Date
IA	Colorado	Investment Adviser Representative	Approved	04/30/2020
IA	Texas	Investment Adviser Representative	Approved	01/02/2021

Branch Office Locations

8475 W. SUNSET ROAD, SUITE 101
LAS VEGAS, NV 89113

789 SHERMAN STREET
SUITE 550
DENVER, CO 80203



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	07/03/2001

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	01/23/2013
B IA Uniform Combined State Law Examination	Series 66	07/28/2001

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 **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 09/2023 - 07/2025	OSAIC WEALTH, INC.	23131	LAKEWOOD, CO
B 04/2020 - 09/2023	SAGEPOINT FINANCIAL, INC.	133763	LAKEWOOD, CO
IA 02/2013 - 05/2020	VOYA FINANCIAL ADVISORS, INC.	2882	DENVER, CO
B 08/2012 - 05/2020	VOYA FINANCIAL ADVISORS, INC.	2882	DENVER, CO
B 03/2009 - 08/2012	HARTFORD SECURITIES DISTRIBUTION COMPANY, INC.	37819	DENVER, CO
B 07/2004 - 03/2009	HARTFORD EQUITY SALES COMPANY INC.	6604	DENVER, CO
B 01/2003 - 05/2003	WADDELL & REED, INC.	866	OVERLAND PARK, KS
IA 01/2003 - 05/2003	WADDELL & REED, INC.	866	ENGLEWOOD, CO
B 07/2002 - 12/2002	A. G. EDWARDS & SONS, INC.	4	ST. LOUIS, MO
IA 07/2002 - 12/2002	A. G. EDWARDS & SONS, INC.	4	DENVER, CO
B 07/2001 - 03/2002	A. G. EDWARDS & SONS, INC.	4	ST. LOUIS, MO

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
06/2025 - Present	Cambridge Investment Research, Inc.	Registered Representative	Y	Fairfield, IA, United States
04/2020 - Present	THE AMERIFLEX GROUP, INC.	INVESTMENT ADVISOR REPRESENTATIVE	Y	DENVER, CO, United States
04/2004 - Present	COONEY ASSOCIATES	VICE PRESIDENT	Y	DENVER, CO, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
09/2023 - 06/2025	OSAIC WEALTH, INC.	Mass Transfer	Y	LAKEWOOD, CO, United States
04/2020 - 09/2023	SAGEPOINT FINANCIAL, INC.	REGISTERED REPRESENTATIVE	Y	DENVER, CO, United States
09/2014 - 04/2020	VOYA FINANCIAL ADVISORS	REGISTERED REPRESENTATIVE	Y	DENVER, CO, 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. COONEY ASSOCIATES, 6595 W 14th Ave, Suite 100, Lakewood CO 80214, United States, 01/01/2020, Owner, DBA Name, INV REL, 173 HR/MO - 130 HR/MO TRADING

2. COONEY ASSOCIATES, 6595 W 14th Ave, Suite 100, Lakewood CO 80214, United States, 11/06/2003, Agent, Insurance/Benefits/Human Resources, INV REL, 30 HR/MO - 15 HR/MO TRADING

3. SECOND WIND FUND, 303 East 17th Ave., Suite 400, Denver CO 80203, United States, 08/01/2022, Treasurer, Board Member/Officer/Director/Committee Member/Board Trustee, NIR, 10 HR/MO - 0 HR/MO TRADING

4. THE AMERIFLEX GROUP, 8485 W Sunset Rd, Suite 204, Las Vegas NV 89113, United States, 04/29/2020, IAR, RIA Affiliation - other than CIRA, INV REL, 173 HR/MO - 130 HR/MO TRADING

5. AUTHOR, 8475 W Sunset Rd, Suite 101, Las Vegas NV 89113, United States, 10/01/2025, Author, Wealth Manager, Author/Educator/Podcast/Speaker, NIR, 2 HR/MO - 2 HR/MO TRADING

End of Report



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