

BrokerCheck Report

KENNETH ROBERT PIERCE

CRD# 5184314

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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.](http://www.finra.org)

KENNETH R. PIERCE

CRD# 5184314

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

- B NORTH CAPITAL PRIVATE SECURITIES CORPORATION**
623 E FT UNION BLVD
SUITE 101
SALT LAKE CITY, UT 84047
CRD# 154559
Registered with this firm since: 10/07/2025

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
- 0 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):**

- B NORTH CAPITAL PRIVATE SECURITIES CORPORATION**
CRD# 154559
SALT LAKE CITY, UT
05/2023 - 09/2023
- B LOCKTON CAPITAL, LLC**
CRD# 300285
New York, NY
06/2020 - 06/2021
- B STRATFORD PARTNERS**
CRD# 164954
NEW YORK, NY
02/2020 - 06/2020

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

Employment 1 of 1

Firm Name: **NORTH CAPITAL PRIVATE SECURITIES CORPORATION**

Main Office Address: **623 E FT UNION BLVD
SUITE 101
SALT LAKE CITY, UT 84047**

Firm CRD#: **154559**

SRO	Category	Status	Date
B FINRA	Investment Banking Representative	Approved	10/07/2025

Branch Office Locations

NORTH CAPITAL PRIVATE SECURITIES CORPORATION

623 E FT UNION BLVD
SUITE 101
SALT LAKE CITY, UT 84047



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 Securities Industry Essentials Examination	SIE	08/03/2017
B Investment Banking Registered Representative Examination	Series 79	11/15/2016
B General Securities Representative Examination	Series 7	02/23/2007

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	11/16/2020

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.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 05/2023 - 09/2023	NORTH CAPITAL PRIVATE SECURITIES CORPORATION	154559	SALT LAKE CITY, UT
B 06/2020 - 06/2021	LOCKTON CAPITAL, LLC	300285	New York, NY
B 02/2020 - 06/2020	STRATFORD PARTNERS	164954	NEW YORK, NY
B 01/2019 - 02/2020	NORTH CAPITAL PRIVATE SECURITIES CORPORATION	154559	SALT LAKE CITY, UT
B 11/2016 - 08/2017	HALES SECURITIES, LLC	104415	NEW YORK, NY
B 02/2007 - 02/2009	MORGAN STANLEY & CO. INCORPORATED	8209	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
04/2023 - Present	North Capital Private Securities	Contract Registered Representative	Y	Salt Lake City, UT, United States
06/2021 - Present	American Equity Investment Life Holding Company	Managing Director	N	Des Moines, IA, United States
06/2020 - 06/2021	Lockton Capital Advisors, LLC	CEO	Y	New York, NY, United States
06/2020 - 06/2021	Lockton Capital Markets	CEO	N	New York, NY, United States
02/2020 - 06/2020	Stratford Securities	Registered Representative	Y	New York, NY, United States
07/2019 - 06/2020	Vanpoint Advisors LLC	Managing Principal	N	Ossining, NY, United States
01/2019 - 02/2020	North Capital Private Securities	REGISTERED REPRESENTATIVE	Y	Salt Lake City, UT, United States
01/2014 - 07/2019	Vanbridge LLC	Managing Principal	Y	New York, NY, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
11/2015 - 08/2017	Hales Securities LLC	Registered Rep	Y	New York, NY, 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.

American Equity Investment Life Holding Company

It is not Investment-Related

Address: 6000 Westown Parkway, West Des Moines IA 50266

Insurance Company

My title: Managing Director

Start date: June 9, 2021

I devote 160 hours per month to this business, virtually all during trading hours

Duties: reinsurance advisory, officer & director of captive reinsurer subsidiary, assist in structuring of assets

End of Report



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