

BrokerCheck Report

Cheryl M Pointer

CRD# 5342675

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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:
 - 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.



Cheryl M. Pointer

CRD# 5342675

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

- B CETERA ADVISORS LLC**
655 W BROADWAY 12TH FL
SAN DIEGO, CA 92101
CRD# 10299
Registered with this firm since: 11/05/2025
- B CETERA FINANCIAL SPECIALISTS LLC**
655 W BROADWAY 12TH FL
SAN DIEGO, CA 92101
CRD# 10358
Registered with this firm since: 11/05/2025
- B CETERA WEALTH SERVICES, LLC**
655 W BROADWAY 12TH FL
SAN DIEGO, CA 92101
CRD# 13572
Registered with this firm since: 11/05/2025
- B CETERA INVESTMENT SERVICES LLC**
655 W BROADWAY 12TH FL
SAN DIEGO, CA 92101
CRD# 15340
Registered with this firm since: 11/05/2025

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
- 1 U.S. state or territory

This broker has passed:

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

Registration History

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

- B OSAIC WEALTH, INC.**
CRD# 23131
SCOTTSDALE, AZ
01/2025 - 04/2025
- B OSAIC FA, INC.**
CRD# 3978
RADNOR, PA
05/2022 - 01/2025
- B OSAIC FS, INC.**
CRD# 3870
RADNOR, PA
05/2022 - 01/2025

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

Employment 1 of 4

Firm Name: **CETERA ADVISORS LLC**
 Main Office Address: **5299 DTC BLVD #800
 GREENWOOD VILLAGE, CO 80111**
 Firm CRD#: **10299**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	11/05/2025

Branch Office Locations

CETERA ADVISORS LLC
 655 W BROADWAY 12TH FL
 SAN DIEGO, CA 92101

Employment 2 of 4

Firm Name: **CETERA FINANCIAL SPECIALISTS LLC**
 Main Office Address: **1450 AMERICAN LANE
 6TH FLOOR, SUITE #650
 SCHAUMBURG, IL 60173**
 Firm CRD#: **10358**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	11/05/2025

Branch Office Locations

CETERA FINANCIAL SPECIALISTS LLC
 655 W BROADWAY 12TH FL



Broker Qualifications

Employment 2 of 4, continued

SAN DIEGO, CA 92101

Employment 3 of 4

Firm Name: **CETERA INVESTMENT SERVICES LLC**

Main Office Address: **400 FIRST ST. S. SUITE 300
ST. CLOUD, MN 56301**

Firm CRD#: **15340**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	11/05/2025

Branch Office Locations

CETERA INVESTMENT SERVICES LLC

655 W BROADWAY 12TH FL
SAN DIEGO, CA 92101

Employment 4 of 4

Firm Name: **CETERA WEALTH SERVICES, LLC**

Main Office Address: **2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245**

Firm CRD#: **13572**

SRO	Category	Status	Date
B FINRA	General Securities Representative	Approved	11/05/2025

U.S. State/ Territory	Category	Status	Date
B California	Agent	Approved	11/05/2025

Branch Office Locations

CETERA WEALTH SERVICES, LLC

655 W BROADWAY 12TH FL

Broker Qualifications



Employment 4 of 4, continued

SAN DIEGO, CA 92101



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 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	10/01/2018
B General Securities Representative Examination	Series 7	06/03/2013

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	04/29/2016

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 01/2025 - 04/2025	OSAIC WEALTH, INC.	23131	SCOTTSDALE, AZ
B 05/2022 - 01/2025	OSAIC FA, INC.	3978	RADNOR, PA
B 05/2022 - 01/2025	OSAIC FS, INC.	3870	RADNOR, PA
B 06/2013 - 05/2022	LPL FINANCIAL LLC	6413	SAN DIEGO, CA

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
10/2025 - Present	CETERA ADVISORS LLC	SENIOR INVESTMENT SOLUTIONS MANAGER	Y	GREENWOOD VILLAGE, CO, United States
10/2025 - Present	CETERA FINANCIAL SPECIALISTS LLC	SENIOR INVESTMENT SOLUTIONS MANAGER	Y	SCHAUMBURG, IL, United States
10/2025 - Present	CETERA INVESTMENT SERVICES LLC	SENIOR INVESTMENT SOLUTIONS MANAGER	Y	ST CLOUD, MN, United States
10/2025 - Present	CETERA WEALTH SERVICES, LLC	SENIOR INVESTMENT SOLUTIONS MANAGER	Y	EL SEGUNDO, CA, United States
04/2025 - 09/2025	Unemployed	Unemployed	N	San Diego, CA, United States
01/2025 - 03/2025	OSAIC WEALTH, INC.	Mass Transfer	Y	SCOTTSDALE, AZ, United States
05/2022 - 02/2025	LINCOLN FINANCIAL ADVISORS	REGISTERED REPRESENTATIVE	Y	PHILADELPHIA, PA, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
05/2022 - 02/2025	LINCOLN FINANCIAL SECURITIES	REGISTERED REPRESENTATIVE	Y	PHILADELPHIA, PA, United States
04/2007 - 04/2022	LPL Financial, LLC	Home Office Employee - AVP, Regional Transition Partner, Business Transition Partners	Y	SAN DIEGO, CA, 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) CHERYL POINTER
 822 N NAPLES DRIVE
 CHANDLER AZ 85226
 CATEGORY: REAL ESTATE RENTAL, MANAGEMENT
 INVESTMENT RELATED: YES
 TITLE: OWNER
 DUTIES: RENT A RENTAL PROPERTY
 START DATE: 06/12/2023
 HOURS PER MONTH: 1
 HOURS PER MONTH DURING TRADING HOURS: 0

End of Report



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