

BrokerCheck Report

Danielle Lee Halliday

CRD# 5439481

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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.

**Danielle L. Halliday**

CRD# 5439481

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

IA BANKERS LIFE ADVISORY SERVICES, INC.
 107 North State Road 135 Ste 107
 Greenwood, IN 46142
 CRD# 281285
 Registered with this firm since: 06/15/2020

B BANKERS LIFE SECURITIES, INC.
 107 North State Road 135 Ste 107
 Greenwood, IN 46142
 CRD# 173962
 Registered with this firm since: 03/02/2020

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
- 4 U.S. states and territories

This broker has passed:

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

Registration History

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

- IA PNC INVESTMENTS**
 CRD# 129052
 PITTSBURGH, PA
 12/2014 - 01/2016
- B PNC INVESTMENTS**
 CRD# 129052
 INDIANAPOLIS, IN
 12/2014 - 01/2016
- IA FIFTH THIRD SECURITIES, INC.**
 CRD# 628
 CINCINNATI, OH
 06/2012 - 10/2014

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

Employment 1 of 2

Firm Name: **BANKERS LIFE ADVISORY SERVICES, INC.**
 Main Office Address: **303 E. WACKER DRIVE
 5TH FL
 CHICAGO, IL 60601**
 Firm CRD#: **281285**

	U.S. State/ Territory	Category	Status	Date
IA	Indiana	Investment Adviser Representative	Approved	06/15/2020

Branch Office Locations

303 E. WACKER DRIVE
 5TH FL
 CHICAGO, IL 60601

107 North State Road 135 Ste 107
 Greenwood, IN 46142

Employment 2 of 2

Firm Name: **BANKERS LIFE SECURITIES, INC.**
 Main Office Address: **303 E WACKER DRIVE
 5TH FL
 CHICAGO, IL 60601**
 Firm CRD#: **173962**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	03/02/2020



Broker Qualifications

Employment 2 of 2, continued

SRO	Category	Status	Date
B FINRA	Invest. Co and Variable Contracts	Approved	03/02/2020

U.S. State/ Territory	Category	Status	Date
B California	Agent	Approved	09/26/2024
B Florida	Agent	Approved	05/23/2022
B Indiana	Agent	Approved	06/04/2020
B Michigan	Agent	Approved	12/21/2020

Branch Office Locations

BANKERS LIFE SECURITIES, INC.
107 North State Road 135 Ste 107
Greenwood, IN 46142



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, 5 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 Investment Company Products/Variable Contracts Representative Examination	Series 6TO	01/02/2023
B Securities Industry Essentials Examination	SIE	01/02/2023
B General Securities Representative Examination	Series 7TO	03/02/2020
B General Securities Representative Examination	Series 7	04/08/2010
B Investment Company Products/Variable Contracts Representative Examination	Series 6	11/07/2007

State Securities Law Exams

Exam	Category	Date
B IA Uniform Combined State Law Examination	Series 66	05/19/2020
B Uniform Securities Agent State Law Examination	Series 63	11/29/2007

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	12/2014 - 01/2016	PNC INVESTMENTS	129052	INDIANAPOLIS, IN
B	12/2014 - 01/2016	PNC INVESTMENTS	129052	INDIANAPOLIS, IN
IA	06/2012 - 10/2014	FIFTH THIRD SECURITIES, INC.	628	OKEMOS, MI
B	06/2012 - 10/2014	FIFTH THIRD SECURITIES, INC.	628	OKEMOS, MI
IA	10/2010 - 06/2012	CHASE INVESTMENT SERVICES CORP.	25574	SAGINAW, MI
B	11/2007 - 06/2012	CHASE INVESTMENT SERVICES CORP.	25574	SAGINAW, MI

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
11/2019 - Present	Bankers Life Advisory Services, Inc	Financial Advisor	Y	Greenwood, IN, United States
11/2019 - Present	Bankers Life Securities, Inc	Financial Advisor	Y	Greenwood, IN, United States
07/2019 - Present	Bankers Life	Insurance Agent	N	Greenwood, IN, United States
01/2015 - Present	Janell Enterprises LLC	Owner	N	Indianapolis, IN, 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.

BANKERS LIFE AND CASUALTY

Registration and Employment History



Other Business Activities, continued

POSITION: AGENT, UNIT FIELD TRAINER NATURE: HELPING PEOPLE ESTABLISH INSURANCE PRODUCTS FOR THEMSELVES AND OTHERS, PROVIDING ADVICE TO HOW MUCH AND WHAT A CLIENT SHOULD CONSIDER INVESTMENT RELATED: Yes NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 160 START DATE: 07/29/2019
ADDRESS: 6602 E 75TH STREET, SUITE 510, INDIANAPOLIS IN 46250, United States
DESCRIPTION: I am a 1099 agent for Bankers Life and Casualty Company (BLC). As a BLC agent, I am also appointed with KFA through BLC which allows agents to write business for Medicare Supplement, Annuity and Equity Indexed annuity insurance products, life insurance, health and LTC.

Cure Cancer Foundation, not investment related, 9032 Diamond Pointe Dr. Indianapolis, IN 46236, non-profit that raises money for families in need, board of directors, 09/15, 5 hours/month, no hours during security trading hours, fundraising and run meetings.

Janell Enterprises LLC, not investment related, 9032 Diamond Pointe Dr. Indianapolis, IN 46236, weight loss coaching, owner, 07/2015, 6 hours/month, no hours during security trading hours, coach people on weight loss and nutrition.

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:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o 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.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o 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.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o 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.
 - o 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 - 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 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	FIFTH THIRD SECURITIES, INC.
Allegations:	CUSTOMERS ALLEGE POOR PERFORMANCE OF A MANAGED ACCOUNT FOR APPROXIMATELY A YEAR, FOR WHICH MS. HALLIDAY WAS THE REPRESENTATIVE ON THE ACCOUNT FROM JANUARY THROUGH SEPTEMBER OF 2014.
Product Type:	Other: MANAGED ACCOUNT
Alleged Damages:	\$81,093.19
Alleged Damages Amount Explanation (if amount not exact):	CUSTOMER ALLEGED HE COULD HAVE HAD A 7% RETURN ON HIS OWN, VERSUS A 2.5% RETURN IN THE MANAGED ACCOUNT.
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: 12/31/2014



Complaint Pending? No

Status: Denied

Status Date: 01/15/2015

Settlement Amount: \$0.00

Individual Contribution Amount: \$0.00

Reporting Source: Broker

Employing firm when activities occurred which led to the complaint: FIFTH THIRD SECURITIES, INC.

Allegations: CUSTOMERS ALLEGE POOR PERFORMANCE OF A MANAGED ACCOUNT FOR APPROXIMATELY A YEAR, FOR WHICH MS. HALLIDAY WAS THE REPRESENTATIVE ON THE ACCOUNT FROM JANUARY THROUGH SEPTEMBER OF 2014.

Product Type: Other: MANAGED ACCOUNT

Alleged Damages: \$81,093.19

Alleged Damages Amount Explanation (if amount not exact): CUSTOMER ALLEGED HE COULD HAVE HAD A 7% RETURN ON HIS OWN, VERSUS A 2.5% RETURN IN THE MANAGED ACCOUNT.

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: 12/31/2014

Complaint Pending? No

Status: Denied

Status Date: 01/15/2015

Settlement Amount:

Individual Contribution Amount:

**Broker Statement**

I MAINTAINED CONSISTENT COMMUNICATION WITH THE CUSTOMERS AND PERFORMED CONSISTENT ACCOUNT REVIEWS WITH THEM. I ENGAGED IN NO ACTIVITY ON THE CUSTOMERS' ACCOUNTS WITHOUT THE CUSTOMERS' DIRECTION. THE MANAGED ACCOUNT COMPLIED WITH THE RISK TOLERANCE OF THE CUSTOMERS AND WAS OTHERWISE SUITABLE GIVEN THEIR EXPRESSED INVESTMENT OBJECTIVES. THE CUSTOMERS WERE AWARE THAT THE INVESTMENTS WITHIN THE MANAGED ACCOUNT WERE CONTROLLED BY A THIRD PARTY AND NOT BY ME. THERE WAS NO LOSS ON THE ACCOUNT, AND IT INCREASED IN VALUE. I HAVE NEITHER RECEIVED NOR BEEN PERMITTED TO REVIEW A COPY OF THE CUSTOMERS' COMPLAINT. THE CUSTOMERS' SUGGESTION THAT, IN RETROSPECT, THEY SHOULD HAVE EARNED GREATER RETURNS IGNORES THE FACT THAT PREDICTIONS OF MARKET ACTIVITIES ARE NOT CERTAIN AND THE CUSTOMERS SELECTED INVESTMENTS WITHIN THEIR OWN RISK TOLERANCE.

Disclosure 2 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	FIFTH THIRD SECURITIES, INC.
Allegations:	CUSTOMER ALLEGES REGISTERED REPRESENTATIVE MADE AN UNSUITABLE RECOMMENDATION WHICH LED TO A 1035 EXCHANGE OF A FIXED ANNUITY INTO A VARIABLE ANNUITY IN APRIL OF 2014.
Product Type:	Annuity-Fixed Annuity-Variable
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	THE FIRM CANNOT DETERMINE THE EXACT DISPUTED AMOUNT, BUT HAS REASONABLE BASIS TO BELIEVE IT TO BE GREATER THAN \$5,000.
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: 06/13/2014



Complaint Pending?	No
Status:	Closed/No Action
Status Date:	06/30/2014
Settlement Amount:	\$0.00
Individual Contribution Amount:	\$0.00

End of Report



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