

BrokerCheck Report

ALEJANDRO GONZALEZ

CRD# 5546831

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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.

**ALEJANDRO GONZALEZ**

CRD# 5546831

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

- B PFS INVESTMENTS INC.**
 100 NW 82ND AVE
 STE 306
 PLANTATION, FL 33324
 CRD# 10111
 Registered with this firm since: 01/20/2012

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:

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

Registration History

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

- B PFS INVESTMENTS INC.**
 CRD# 10111
 HIALEAH GRDS, FL
 06/2011 - 12/2011
- B PFS INVESTMENTS INC.**
 CRD# 10111
 HIALEAH GARDENS, FL
 10/2008 - 12/2009

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? **Yes**

The following types of disclosures have been reported:

Type	Count
Financial	1
Judgment/Lien	4



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 1

Firm Name: **PFS INVESTMENTS INC.**

Main Office Address: **1 PRIMERICA PARKWAY
DULUTH, GA 30099-0001**

Firm CRD#: **10111**

	SRO	Category	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	01/20/2012
B	FINRA	Investment Co./Variable Contracts Prin	Approved	03/27/2013

	U.S. State/ Territory	Category	Status	Date
B	Florida	Agent	Approved	01/20/2012

Branch Office Locations

PFS INVESTMENTS INC.
100 NW 82ND AVE
STE 306
PLANTATION, FL 33324



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 0 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Investment Company Products/Variable Contracts Principal Examination	Series 26	03/26/2013

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B Investment Company Products/Variable Contracts Representative Examination	Series 6	09/30/2008

State Securities Law Exams

Exam	Category	Date
No information reported.		

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
B 06/2011 - 12/2011	PFS INVESTMENTS INC.	10111	HIALEAH GRDS, FL
B 10/2008 - 12/2009	PFS INVESTMENTS INC.	10111	HIALEAH GARDENS, FL

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
05/2011 - Present	PFS INVESTMENTS INC	SALES	Y	PLANTATION, FL, United States
12/2007 - Present	PRIMERICA FINANCIAL SERVICES	SALES	Y	PLANTATION, FL, 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.

Sales of investment-related products; part-time or full-time, for companies affiliated with PFS Investments Inc. I may also receive non-investment related compensation from Primerica Mortgage, LLC for the sale of loan products and/or Primerica Client Services, Inc. (a co-located affiliate of PFS Investments Inc.) for part-time referrals of home security and automation products, as well as other home related services.

ASAP & Associates, Inc., Investment Related, 581 N.W. 135th Terr, Plantation, FL 33325, Primerica Business Purposes, Owner, 6/2018 to Present, 160 hours per month (140 hours per month during securities trading hours). Legal entity formed solely for Primerica business purposes.

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
Financial	1	0	N/A
Judgment/Lien	4	N/A	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.

Financial - Pending

This type of disclosure event involves a pending bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation involving the broker or an organization/brokerage firm the broker controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source:	Broker
Action Type:	Bankruptcy
Bankruptcy:	Chapter 13
Action Date:	09/25/2023
Organization Investment-Related?	
Type of Court:	Federal Court
Name of Court:	UNITED STATES BANKRUPTCY COURT - SOUTHERN DISTRICT
Location of Court:	FT. LAUDERDALE, FL
Docket/Case #:	2317748
Action Pending?	Yes
Disposition:	SIPA Trustee Appointed
Disposition Date:	
Amount Paid:	
SIPA (Securities Investor Protection Act) Trustee:	ROBIN R WEINER
Currently Open?	Yes



**Date Direct Payment
Initiated/Filed or Trustee
Appointed:**

09/25/2023



Judgment / Lien

This type of disclosure event involves an unsatisfied and outstanding judgments or liens against the broker.

Disclosure 1 of 4

Reporting Source:	Broker
Judgment/Lien Holder:	TRUIST BANK
Judgment/Lien Amount:	\$19,602.83
Judgment/Lien Type:	Civil
Date Filed with Court:	10/18/2021
Date Individual Learned:	04/04/2022
Type of Court:	State Court
Name of Court:	CLERK OF COURTS
Location of Court:	BROWARD COUNTY, FL
Docket/Case #:	COSO-21-003422
Judgment/Lien Outstanding?	Yes

Disclosure 2 of 4

Reporting Source:	Broker
Judgment/Lien Holder:	IRS
Judgment/Lien Amount:	\$74,417.79
Judgment/Lien Type:	Tax
Date Filed with Court:	01/31/2017
Date Individual Learned:	02/20/2017
Type of Court:	COUNTY COURT
Name of Court:	COUNT COURTHOUSE BROWARD COUNTY, FT. LAUDERDAL FL 33301
Location of Court:	FT. LAUDERDALE, FL BROWARD COUNTY
Docket/Case #:	INSTR#114195498
Judgment/Lien Outstanding?	Yes
Broker Statement	I HAVE HIRED AN ATTORNEY WHO HAS FILED A RESPONSE TO REMOVE THE LIEN. THIS LIEN CAME ABOUT A PROPERTY THAT WAS FORECLOSED



10 YEARS AGO.

Disclosure 3 of 4

Reporting Source: Broker

Judgment/Lien Holder: CAPITAL ONE BANK

Judgment/Lien Amount: \$1,205.15

Judgment/Lien Type: Civil

Date Filed with Court: 07/06/2011

Type of Court: State Court

Name of Court: IN THE COUNTY COURT, IN AND FOR BROWARD COUNTY

Location of Court: BROWARD COUNTY, FL

Docket/Case #: 110169082

Judgment/Lien Outstanding? Yes

Broker Statement HAVE BEEN UNEMPLOYED SINCE 2009. CURRENTLY WORK FOR 100% COMMISSION AND HAVE NOT BEEN ABLE TO PAY MY OBLIGATION. I HAVE CONTACTED THE CREDITOR AND I AM IN THE PROCESS OF SETTING UP A PAYMENT PLAN.

Disclosure 4 of 4

Reporting Source: Broker

Judgment/Lien Holder: ARROW FINANCIAL SERVICES LLC

Judgment/Lien Amount: \$1,349.00

Judgment/Lien Type: Civil

Date Filed with Court: 05/24/2010

Type of Court: State Court

Name of Court: BROWARD COUNTY CIRCUIT COURT

Location of Court: BROWARD, FLORIDA

Docket/Case #: COWE0907015

Judgment/Lien Outstanding? Yes

End of Report



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