BrokerCheck Report

MATTHEW DAVID COPLEY

CRD# 6247665

Section Title	Page(s)

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.

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.

MATTHEW D. COPLEY

CRD# 6247665

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

IA **COPLEY FINANCIAL GROUP, INC.**
5898 COPLEY DR.
SUITE 101
SAN DIEGO, CA 92111
CRD# 283070
Registered with this firm since: 06/15/2016

B **COPLEY ALTERNATIVE INVESTMENTS INC.**
5898 COPLEY DR.
STE 101
SAN DIEGO, CA 92111
CRD# 336405
Registered with this firm since: 01/09/2026

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
- 7 U.S. states and territories

This broker has passed:

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

Registration History

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

B **EMERSON EQUITY LLC**
CRD# 130032
San Diego, CA
01/2020 - 05/2026

IA **GRADIENT ADVISORS, LLC**
CRD# 152665
ARDEN HILLS, MN
11/2013 - 06/2016

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
Regulatory Event	1
Criminal	1
Customer Dispute	7

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

Employment 1 of 2

Firm Name: **COPLEY ALTERNATIVE INVESTMENTS INC.**

Main Office Address: **5898 COPLEY DR.**
STE 101
SAN DIEGO, CA 92111

Firm CRD#: **336405**

	SRO	Category	Status	Date
B	FINRA	Direct Participation Programs	Approved	01/09/2026
B	FINRA	General Securities Principal	Approved	01/09/2026
B	FINRA	General Securities Representative	Approved	01/09/2026
B	FINRA	Operations Professional	Approved	01/09/2026

	U.S. State/ Territory	Category	Status	Date
B	California	Agent	Approved	01/21/2026
B	Idaho	Agent	Approved	03/25/2026
B	Michigan	Agent	Approved	02/06/2026
B	New York	Agent	Approved	02/05/2026
B	Oklahoma	Agent	Approved	02/10/2026
B	Utah	Agent	Approved	06/10/2026

Branch Office Locations

COPLEY ALTERNATIVE INVESTMENTS INC.

Broker Qualifications

Employment 1 of 2, continued

5898 COPLEY DR.
STE 101
SAN DIEGO, CA 92111

Employment 2 of 2

Firm Name: **COPLEY FINANCIAL GROUP, INC.**

Main Office Address: **5898 COPLEY DR.**
SUITE 101
SAN DIEGO, CA 92111

Firm CRD#: **283070**

	U.S. State/ Territory	Category	Status	Date
IA	California	Investment Adviser Representative	Approved	06/16/2016
IA	New York	Investment Adviser Representative	Approved	04/03/2021
IA	Texas	Investment Adviser Representative	Restricted Approval	06/15/2016

Branch Office Locations

5898 COPLEY DR.
SUITE 101
SAN DIEGO, CA 92111

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, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination	Series 24	02/10/2025

General Industry/Product Exams

	Exam	Category	Date
B	Operations Professional Examination	Series 99TO	09/24/2025
B	General Securities Representative Examination	Series 7TO	09/08/2021
B	Securities Industry Essentials Examination	SIE	01/24/2020
B	Direct Participation Programs Representative Examination	Series 22TO	12/13/2019

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination	Series 63	01/24/2020
IA	Uniform Investment Adviser Law Examination	Series 65	08/13/2013

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	01/2020 - 05/2026	EMERSON EQUITY LLC	130032	San Diego, CA
IA	11/2013 - 06/2016	GRADIENT ADVISORS, LLC	152665	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
12/2025 - Present	COPLEY ALTERNATIVE INVESTMENTS INC.	CCO	Y	SAN DIEGO, CA, United States
06/2016 - Present	Copley Financial Group, Inc.	President/Investment Advisor Representative	Y	San Diego, CA, United States
02/2013 - Present	Copley Enterprises dba M&M Quality Vehicles	Owner	N	San Diego, CA, United States
06/2001 - Present	HERITAGE TAX & INSURANCE SERVICES	OWNER/SALES MANAGER	Y	SAN DIEGO, CA, United States
04/2019 - 05/2026	EMERSON EQUITY LLC	REGISTERED REPRESENTATIVE	Y	SAN MATEO, CA, United States
07/2012 - 09/2025	Guild Mortgage	BRANCH MANAGER	N	SAN DIEGO, CA, United States
02/2014 - 12/2018	Copley Financial Group dba Copley Insurance Services	Chief Executive Officer/Insurance Agent	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) COPLEY FINANCIAL GROUP INC.2650 CAMINO DEL RIO N, SAN DIEGO, CA 92108; REGISTERED INVESTMENT ADVISOR; OWNER.

Registration and Employment History

Other Business Activities, continued

2) HERITAGE TAX & INSURANCE SERVICES, INC; 2650 CAMINO DEL RIO N, SAN DIEGO, CA 92108; NATURE: FIXED ANNUITIES; POSITION: OWNER/SALES MANAGER; START: 2001.
3) COPLEY ENTERPRISES, INC. (QUALITY M&M QUALITY VEHICLES); NATURE: USED CAR SALES; OWNER; START DATE: 06/2013
5) COPLEY ALTERNATIVE INVESTMENTS, INC.-INVESTMENT RELATED, 2650 CAMINO DEL RIO N. #350, SAN DIEGO, CA 92108, BROKER/DEALER-ALTERNATIVE INVESTMENTS, CCO/OWNER, REGISTERED REPRESENTATIVE, SUPERVISING OTHER REGISTERED REPRESENTATIVES, DUE DILIGENCE, OTHER SUPERVISORY DUTIES, 10 HRS MONTHLY 10 HRS MONTHLY DURING SECURITIES TRADING HOURS, 12/2025

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:**
   - A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
   - 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.
   -
3. **Disclosure events in BrokerCheck reports come from different sources:**
   - 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.
   -
4. **There are different statuses and dispositions for disclosure events:**
   - 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.
   - 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
Regulatory Event	0	1	0
Criminal	0	1	0
Customer Dispute	7	0	N/A

Disclosure Event Details

When evaluating this information, please keep in mind that a discloure 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.

Regulatory - Final

This type of disclosure event may involve (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of a broker's authority to act as an attorney, accountant, or federal contractor.

Disclosure 1 of 1

Reporting Source:	Broker
Regulatory Action Initiated By:	CALIFORNIA DEPARTMENT OF INSURANCE
Sanction(s) Sought:	Revocation
Date Initiated:	05/14/2002
Docket/Case Number:	LBB 0381-A
Employing firm when activity occurred which led to the regulatory action:	NONE - APPLICATION MISTATEMENT ALLEGED
Product Type:	No Product
Allegations:	ALLEGED MISTATEMENT ON MY LICENSE APPLICATION REGARDING 1998 MISDEMEANOR THAT WAS DISCLOSED.
Current Status:	Final
Resolution:	Decision

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	01/23/2003
Sanctions Ordered:	Other: NONE
Broker Statement	JUDGE RELED THAT MATTER WAS INDEED DISCLOSED AND THE DEPARTMENT OF INSURANCE ADOPTED THE JUDGE'S DECISOIN AND ALLOWED TO KEEP INSURANCE LICENSE.

Criminal - Final Disposition

This type of disclosure event involves a criminal charge against the broker that has resulted in a conviction, acquittal, dismissal, or plea. The criminal matter may pertain to any felony or certain misdemeanor offenses, including bribery, perjury, forgery, counterfeiting, extortion, fraud, and wrongful taking of property.

Disclosure 1 of 1

Reporting Source:	Broker
Formal Charges were brought in:	State Court
Name of Court:	MUNICIPAL COURT OF CALIFORNIA, COUNTY OF SAN DIEGO
Location of Court:	EL CAJON, CALIFORNIA
Docket/Case #:	SCE193326
Charge Date:	11/10/1998
Charge(s) 1 of 2	
Formal Charge(s)/Description:	UNLAWFUL DRIVING OF A VEHICLE AND RECEIVING OF STOLEN GOODS
No of Counts:	1
Felony or Misdemeanor:	Felony
Plea for each charge:	NOT GUILTY
Disposition of charge:	Dismissed
Charge(s) 2 of 2	
Formal Charge(s)/Description:	RECEIVING OF STOLEN GOODS
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	GUILTY
Disposition of charge:	Dismissed
Date of Amended Charge:	09/30/1999
Charge was Amended or reduced to:	charge reduced to a misdemeanor on 9/30/1999 and dismissed on 7/23/2004.
Amended No of Counts:	1
Amended Charge:	Misdemeanor

Amended Plea:	Guilty
Disposition of Amended Charge:	Dismissed
Current Status:	Final
Status Date:	07/23/2004
Disposition Date:	07/23/2004
Sentence/Penalty:	20 DAYS PUBLIC WORK SERVICE
Broker Statement	AS A 22 YEAR OLD COLLEGE STUDENT, I MADE A FOOLISH DECISION TO BUY STOLEN WHEELS FOR MY VEHICLE FROM MY FRIENDS FATHER. THE CASE WAS DISMISSED IN 2004.

Customer Dispute - Pending

This type of disclosure event involves (1) a pending consumer-initiated, investment-related arbitration or civil suit that contains allegations of sales practice violations against the broker; or (2) a pending, 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.

Disclosure 1 of 7

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Breach of contract and warranties, promissory estoppel, consumer protection and deceptive trade practices act, violation of state securities statutes, breach of fiduciary duty, negligence and gross negligence, misrepresentation/omission and negligent misrepresentation/omission, unjust enrichment, common law, statutory claims and damages.
Product Type:	Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant is seeking an award between $500,000.00 and $1,000,000.00, including all direct and/or consequential damages and statutory damages and/or punitive damages; plus interest and costs provided by statute, legal fees.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	26-01207
Date Notice/Process Served:	06/05/2026
Arbitration Pending?	Yes

Disclosure 2 of 7

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	compensatory damages, breach of written contract, breach of fiduciary duty,

negligence and gross negligence, misrepresentations and omissions, violation of FINRA Rules, violation of California Securities Act and federal securities laws and violation of Regulation Best Interest Obligations. Investment done in 2021

Product Type:	Real Estate Security
Alleged Damages:	$10,000,000.00
Alleged Damages Amount Explanation (if amount not exact):	General and compensatory damages of 10,000,000.00 (for all claimants, not individual alleged damages) under-performance damages; attorneys' fees; cost of proceedings; punitive damages according to proof, interest on all sums recovered at legal rate, such other relief the panel deems just and appropriate

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	26-00434
Date Notice/Process Served:	05/19/2026
Arbitration Pending?	Yes

Disclosure 3 of 7

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Breach of contract and warranties, promissory estoppel, violation of securities statutes, breach offiduciary duty, claims under common law, vicarious liability, violation of Regulation Best Interest, trade placed in 2023
Product Type:	Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	SOC says claimant is seeking an award between $500,000.00 and $1,000,000.00 , including all directand/or consequential damages and statutory and/or punitive damages, plus interest and costs,including attorneys' fees.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA

Docket/Case #:	26-00666
Date Notice/Process Served:	03/31/2026
Arbitration Pending?	Yes

Disclosure 4 of 7

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	Emerson Equity LLC
Allegations:	Suitability, violation of Reg. BI, breach of fiduciary duty, negligence/gross negligence, negligent misrepresentations, intentional misrepresentations/omission, breach of contract, equitable rescission,
Product Type:	Real Estate Security
Alleged Damages:	$760,928.81
Alleged Damages Amount Explanation (if amount not exact):	In addition to the alleged compensatory damages listed above, claimants are requesting rescission, interest, costs, forum fees, lost opportunity damages and disgorgement of commissions/fees. As well as any other amount the panel deems just and fair. purchased done in or around 2021

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	26-01060
Date Notice/Process Served:	05/08/2026
Arbitration Pending?	Yes

Disclosure 5 of 7

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Breach of contract, violation of state securities statutes, Violation of Regulation Best Interest, vicarious liability, breach of fiduciary duty

Product Type:	Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimants are seeking between $100,000 and $500,000, including all direct and/or consequential damages and statutory and/or punitive damages, plus interest and costs, including attorneys' fees, an amount which claimant reserves the right to amend at any time during these hearings.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	26-00515
Date Notice/Process Served:	03/09/2026
Arbitration Pending?	Yes

Disclosure 6 of 7

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Wrongful conduct, breach of fiduciary duty, breach of written contract, misrepresentation and omission, violation of state and federal securities laws; FINRA rules of fair practice and Kansas Law.
Product Type:	Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant is requesting general and compensatory damages in an amount according to proof, but not less than $688,536.32., lost opportunity cost in an amount according to proof, rescission of the unsuitable investments respondents recommended, cost of proceedings, punitive damages in an amount according to proof, interest at the legal rate on all sums recovered, attorney's fees and costs; and such other relief as this panel deems just and appropriate.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA

Docket/Case #:	25-01936
Date Notice/Process Served:	09/16/2025
Arbitration Pending?	Yes

Disclosure 7 of 7

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	EMERSON EQUITY LLC
Allegations:	Breach of contract and warranties, promissory estoppel, consumer protection and deceptive trade practices act, violation of securities statutes, breach of fiduciary duty, claims under common law, vicarious liability, violation of Regulation Best Interest
Product Type:	Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant is seeking an award between $100,000 and $500,000 including all direct and/or consequential damages and statutory and/or punitive damages, plus interest and costs, including attorneys' fees, an amount which claimant reserves the right to amend at any time including during hearings held on these matters, all sums lost in any account on all transactions made or not made; plus additionally, or alternatively, all lost opportunities incurred as a result of acts and/or omissions, plus, additionally or alternatively, rescission of any or all transactions as sought, plus, additionally or alternatively, statutory damages as provided by applicable law; plus, additionally or alternatively, punitive damages in an amount that the panel shall deem appropriate; plus, additionally or alternatively, pre-award and pre-judgment interest on all sums invested from the date deposited until the date of the award and/or judgment and until such sums are paid, all at the highest rate allowed by law; plus, additionally or alternatively, all cost of these proceedings and for recovery of damages incurred, including legal fees, including while on appeal, if any, and for collection; plus, additionally or alternatively, any and all other relief available to claimant, in law or equity or otherwise, which may be granted to claimant by this arbitration panel.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	25-01950

Date Notice/Process Served: 09/17/2025

Arbitration Pending? Yes

End of Report

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