

BrokerCheck Report
Yolanda Goodwin
 CRD# 6946985

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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.



Yolanda Goodwin

CRD# 6946985

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

IA PRINCIPAL ADVISED SERVICES

Riverview, FL
CRD# 297324
Registered with this firm since: 02/05/2025

B PRINCIPAL SECURITIES, INC.

401 McCullough Dr Ste 200
Charlotte, NC 28262
CRD# 1137
Registered with this firm since: 01/31/2025

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
- 51 U.S. states and territories

This broker has passed:

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

Registration History

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

IA PRUDENTIAL FINANCIAL PLANNING SERVICES

CRD# 5685
NEWARK, NJ
07/2024 - 10/2024

B PRUCO SECURITIES, LLC.

CRD# 5685
TAMPA, FL
12/2023 - 10/2024

B NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC

CRD# 2881
TAMPA, FL
09/2020 - 09/2023

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

Employment 1 of 2

Firm Name: **PRINCIPAL ADVISED SERVICES**
Main Office Address: **655 9TH STREET
DES MOINES, IA 50309**
Firm CRD#: **297324**

	U.S. State/ Territory	Category	Status	Date
IA	Florida	Investment Adviser Representative	Approved	02/06/2025
IA	Iowa	Investment Adviser Representative	Approved	02/05/2025

Branch Office Locations

Riverview, FL

Employment 2 of 2

Firm Name: **PRINCIPAL SECURITIES, INC.**
Main Office Address: **711 HIGH STREET
DES MOINES, IA 50392**
Firm CRD#: **1137**

	SRO	Category	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	01/31/2025

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	01/31/2025

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Alaska	Agent	Approved	01/31/2025
B	Arizona	Agent	Approved	01/31/2025
B	Arkansas	Agent	Approved	01/31/2025
B	California	Agent	Approved	01/31/2025
B	Colorado	Agent	Approved	01/31/2025
B	Connecticut	Agent	Approved	01/31/2025
B	Delaware	Agent	Approved	01/31/2025
B	District of Columbia	Agent	Approved	01/31/2025
B	Florida	Agent	Approved	01/31/2025
B	Georgia	Agent	Approved	01/31/2025
B	Hawaii	Agent	Approved	01/31/2025
B	Idaho	Agent	Approved	01/31/2025
B	Illinois	Agent	Approved	01/31/2025
B	Indiana	Agent	Approved	01/31/2025
B	Iowa	Agent	Approved	01/31/2025
B	Kansas	Agent	Approved	01/31/2025
B	Kentucky	Agent	Approved	01/31/2025
B	Louisiana	Agent	Approved	01/31/2025
B	Maine	Agent	Approved	01/31/2025
B	Maryland	Agent	Approved	01/31/2025
B	Massachusetts	Agent	Approved	01/31/2025

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Michigan	Agent	Approved	01/31/2025
B	Minnesota	Agent	Approved	01/31/2025
B	Mississippi	Agent	Approved	01/31/2025
B	Missouri	Agent	Approved	01/31/2025
B	Montana	Agent	Approved	01/31/2025
B	Nebraska	Agent	Approved	01/31/2025
B	Nevada	Agent	Approved	01/31/2025
B	New Hampshire	Agent	Approved	01/31/2025
B	New Jersey	Agent	Approved	01/31/2025
B	New Mexico	Agent	Approved	01/31/2025
B	New York	Agent	Approved	01/31/2025
B	North Carolina	Agent	Approved	01/31/2025
B	North Dakota	Agent	Approved	01/31/2025
B	Ohio	Agent	Approved	01/31/2025
B	Oklahoma	Agent	Approved	01/31/2025
B	Oregon	Agent	Approved	01/31/2025
B	Pennsylvania	Agent	Approved	01/31/2025
B	Rhode Island	Agent	Approved	01/31/2025
B	South Carolina	Agent	Approved	01/31/2025
B	South Dakota	Agent	Approved	01/31/2025
B	Tennessee	Agent	Approved	01/31/2025



Broker Qualifications

Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Texas	Agent	Approved	01/31/2025
B	Utah	Agent	Approved	01/31/2025
B	Vermont	Agent	Approved	01/31/2025
B	Virginia	Agent	Approved	01/31/2025
B	Washington	Agent	Approved	01/31/2025
B	West Virginia	Agent	Approved	01/31/2025
B	Wisconsin	Agent	Approved	01/31/2025
B	Wyoming	Agent	Approved	01/31/2025

Branch Office Locations

PRINCIPAL SECURITIES, INC.
401 McCullough Dr Ste 200
Charlotte, NC 28262



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 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	09/05/2020
B Securities Industry Essentials Examination	SIE	03/01/2019

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	07/22/2024
B Uniform Securities Agent State Law Examination	Series 63	10/16/2020

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.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 07/2024 - 10/2024	PRUDENTIAL FINANCIAL PLANNING SERVICES	5685	TAMPA, FL
B 12/2023 - 10/2024	PRUCO SECURITIES, LLC.	5685	TAMPA, FL
B 09/2020 - 09/2023	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	TAMPA, 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
01/2025 - Present	Principal Advised Services	Investment Advisor Representative	Y	Riverview, FL, United States
01/2025 - Present	Principal Life Insurance Company	Financial Consultant I	Y	St. Petersburg, FL, United States
01/2025 - Present	Principal Securities, Inc	Registered Representative	Y	St. Petersburg, FL, United States
11/2024 - 01/2025	Macy's	Part time asset protection detective (loss prevention)	N	St. Petersburg, FL, United States
10/2024 - 12/2024	The Guess Store	Part time seasonal sales associate	N	St. Petersburg, FL, United States
12/2023 - 10/2024	Pruco Securities LLC	registered representative	Y	Tampa, FL, United States
12/2023 - 10/2024	The Prudential Insurance Company of America	Financial Professional	Y	Tampa, FL, United States
10/2023 - 10/2023	Signature Medicare Solutions	Insurance Agent	N	Sarasota, FL, United States
07/2023 - 09/2023	Vitality Investments	Financial professional	Y	Sarasota, FL, United States



Registration and Employment History

Employment History, continued

Employment	Employer Name	Position	Investment Related	Employer Location
09/2021 - 07/2023	Northwestern Mutual Wealth Management Company	Representative	Y	Milwaukee, WI, United States
02/2019 - 07/2023	Northwestern Mutual Investment Services LLC	Registered Representative	Y	Tampa, FL, United States
02/2019 - 07/2023	Northwestern Mutual Life Insurance Company	Agent	Y	Milwaukee, WI, United States
09/2018 - 02/2019	Colonial Life	Account Executive	N	Tampa, FL, United States
05/2018 - 02/2019	AXA Advisors, LLC	Registered Representative	Y	New York, NY, United States
07/2018 - 09/2018	Medicare Medigap Hotline	Agent	N	Tampa, FL, United States
05/2018 - 07/2018	Lowes	Fulfillment clerk	N	brandon, FL, United States
03/2018 - 05/2018	Unemployed	Unemployed	N	Riverview, FL, United States
09/2017 - 03/2018	Student	Student	N	Bordeaux, France
09/2014 - 09/2017	Aetna Life Insurance Co	LTD Benefits Manager	N	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.

No information reported.

End of Report



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