



IAPD Report

ALAN LEE SHORR

CRD# 1040305

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Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD 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 representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

ALAN LEE SHORR (CRD# 1040305)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **10/18/2022**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	INVESTMENT ADVISOR ASSOCIATES, INC.	CRD# 157219	02/20/2018

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

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

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	INDEPENDENT FINANCIAL GROUP, LLC	7717	Bakersfield, CA	01/26/2010 - 10/18/2022
IA	INDEPENDENT FINANCIAL GROUP, LLC	7717	Bakersfield, CA	01/26/2010 - 10/18/2022
IA	INVESTMENT ADVISOR ASSOCIATES, INC.	157219	TARZANA, CA	04/04/2012 - 12/31/2017

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1
Customer Dispute	1



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **INVESTMENT ADVISOR ASSOCIATES, INC.**
Main Address: BAKERSFIELD, CA
Firm ID#: 157219

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	02/20/2018

Branch Office Locations

INVESTMENT ADVISOR ASSOCIATES, INC.
99 Summer Street, 13th Floor
Boston, MA 02110






Qualifications

PASSED INDUSTRY EXAMS






This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 3 principal/supervisory exams, 5 general industry/product exams, and 1 state securities law exam.


Principal/Supervisory Exams

Exam	Category	Date
 Registered Options Principal Examination (S4)	Series 4	06/15/2004
 Municipal Fund Securities Principal Examination (S51)	Series 51	03/11/2003
 General Securities Principal Examination (S24)	Series 24	09/29/1986

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Futures Managed Funds Examination (S31)	Series 31	07/20/2005
 General Securities Representative Examination (S7)	Series 7	08/20/1983
 Direct Participation Programs Representative Examination (S22)	Series 22	11/24/1982
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/27/1982

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	02/14/1986



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Chartered Financial Consultant

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	01/26/2010 - 10/18/2022	INDEPENDENT FINANCIAL GROUP, LLC	CRD# 7717	Bakersfield, CA
IA	01/26/2010 - 10/18/2022	INDEPENDENT FINANCIAL GROUP, LLC	CRD# 7717	Bakersfield, CA
IA	04/04/2012 - 12/31/2017	INVESTMENT ADVISOR ASSOCIATES, INC.	CRD# 157219	TARZANA, CA
IA	02/08/2010 - 11/20/2012	QUANTITATIVE STRATEGIES, INC.	CRD# 117908	CALABASAS, CA
IA	08/05/2005 - 01/25/2010	AFA ADVISOR SERVICES LLC	CRD# 129104	CALABASAS, CA
B	09/03/2003 - 01/25/2010	AFA FINANCIAL GROUP, LLC	CRD# 127648	BAKERSFIELD, CA
IA	11/30/1998 - 11/21/2003	SENTRA SECURITIES CORP	CRD# 10249	ENCINO, CA
B	11/16/1998 - 11/21/2003	SENTRA SECURITIES CORPORATION	CRD# 10249	PHOENIX, AZ
B	03/28/1995 - 11/16/1998	UNITED PACIFIC SECURITIES, INC.	CRD# 21986	CARLSBAD, CA
B	10/14/1985 - 03/31/1995	TITAN/VALUE EQUITIES GROUP, INC.	CRD# 6359	IRVINE, CA
B	08/26/1983 - 10/15/1985	FINANCIAL NETWORK INVESTMENT CORPORATION	CRD# 13572	
B	10/28/1982 - 09/06/1983	UNIVERSITY SECURITIES CORPORATION	CRD# 6518	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/2011 - Present	INVESTMENT ADVISOR ASSOCIATES, INC.	PRESIDENT	Y	TARZANA, CA, United States
01/2010 - Present	INDEPENDENT FINANCIAL GROUP	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, CA, United States



Registration & Employment History

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative 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) INVESTMENT ADVISOR ASSOCIATES, INC.

POSITION: Officer/Director NATURE: DBA Name for Marketing Purposes Only INVESTMENT RELATED: Yes NUMBER OF HOURS: 150 SECURITIES TRADING HOURS: 100 START DATE: 08/13/1984
ADDRESS: 2900 Loch Fern Court, Bakersfield CA 93306, United States
DESCRIPTION: 100% OWNER OF DBA USED FOR MARKETING PURPOSES

(2) 253 ORGANIC LLC

POSITION: Officer/Director NATURE: Other: INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 04/10/2018
ADDRESS: 99 summer street, boston MA 02110, United States
DESCRIPTION: 20% BUSINESS OWNER OF 253 ORGANIC LLC

(3) ALMAR PRODUCSTIONS INC

POSITION: CEO NATURE: Other: INVESTMENT RELATED: No NUMBER OF HOURS: 120 SECURITIES TRADING HOURS: 2 START DATE: 03/10/2020
ADDRESS: 304 MARSH ST, BELMONT MA 02478-1734, United States
DESCRIPTION: Produce live theater around the world



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, 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 IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure 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 represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1
Customer Dispute	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source: Regulator

Regulatory Action Initiated By: CALIFORNIA

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 04/13/1990

Docket/Case Number: UNKNOWN

Employing firm when activity occurred which led to the regulatory action:

Product Type: No Product

Other Product Type(s):

Allegations: NON-PAYMENT OF RENEWAL FEE.

Current Status: Final

Resolution: Decision

Resolution Date: 04/13/1990

Sanctions Ordered: Revocation/Expulsion/Denial

Other Sanctions Ordered:

Sanction Details: INVESTMENT ADVISER'S CERTIFICATE OF ALAN LEE SHORR WAS SUMMARILY REVOKED PURSUANT TO SECTION 25242(C) OF THE CALIFORNIA CORPORATIONS CODE FOR NON-PAYMENT OF RENEWAL FEE.



ALAN LEE SHORR REAPPLIED AND RECEIVED A INVESTMENT ADVISER
CERTIFICATE ON 11/9/90.

Reporting Source: Individual

Regulatory Action Initiated By: STATE OF CALIFORNIA

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 04/13/1990

Docket/Case Number: Unknown

Employing firm when activity occurred which led to the regulatory action:

Product Type:

Other Product Type(s):

Allegations: REVOCATION OF RIA CERTIFICATE DUE TO NON-PAYMENT OF FEES. (RENEWAL STMT & INVOICE SENT TO WRONG ADDRESS).

Current Status: Final

Resolution: Decision

Resolution Date: 03/01/1992

Sanctions Ordered: Revocation/Expulsion/Denial

Other Sanctions Ordered:

Sanction Details: RIA CERTIFICATE REINSTATED

Broker Statement RIA CERTIFICATE WAS REVOKED FOR NON-PAYMENT OF FEES. RENEWAL STATEMENT WAS SENT TO THE WRONG ADDRESS, NOT MINE. APPLICATION FOR REINSTATEMENT WAS SUBMITTED AND APPROVED.
PLEASE REMOVE THIS DISCLOSURE ITEM FROM MY DISCIPLINARY TEXT.
THIS IS NONDISCLOSABLE.



Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 1

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: AFA FINANCIAL GROUP, LLC

Allegations: ON 3/6/2006, INVESTOR PURCHASED AN INTEREST IN EVERGREEN CAMPUS LODGE APARTMENTS. ON 2/4/2010 THE FIRM RECEIVED A WRITTEN COMPLAINT AND SETTLEMENT REQUEST FROM THE INVESTOR'S COUNSEL ALLEGING THE INVESTMENT WAS UNSUITABLE AND SPECIFIED A SETTLEMENT AMOUNT. INVESTOR'S COUNSEL EXPRESSED OTHER NUMEROUS CONCERNS REGARDING THE PROPERTY'S DUE DILIGENCE PERFORMED BY THE THIRD PARTY DUE DILIGENCE PROVIDER AS WELL AS THE REPRESENTATIVE'S INDEPENDENT DUE DILIGENCE REVIEW. COUNSEL IS ALLEGING PROBLEMS WITH THE PROPERTY NOT BEING ADDRESSED DUE TO THE PROPERTY MANAGER'S AFFILIATION WITH THE SPONSOR, EVERGREEN; THE PROPERTY'S LOCATION WAS NOT IN CLOSE PROXIMITY TO THE CAMPUS; OCCUPANCY WAS OVERSTATED AND OVERVALUED IN ITS APPRAISAL; PROPERTY LACKED CURB APPEAL AND HAD A BAD REPUTATION; AND THE PPM'S DISCLOSURE LANGUAGE WAS EXCULPATORY; AND A HIGH DEBT SERVICE WOULD MAKE IT DIFFICULT FOR ADDITIONAL CAPITAL CONTRIBUTION BY INVESTORS. ALL APPROVED SALES MATERIALS WERE PROPERLY PROVIDED TO INVESTOR AT POINT OF SALE. INVESTOR'S COUNSEL HAS STATED THAT THE INVESTOR DID NOT READ ALL THE MATERIALS BUT RATHER RELIED UPON HER FINANCIAL ADVISOR MAKING THE RECOMMENDATION. COUNSEL ALLEGES THE INVESTMENT WAS NOT SUITED FOR THE INVESTOR'S RISK TOLERANCE.

Product Type: Other: TENANTS IN COMMON INTEREST

Alleged Damages: \$28,000.00

Alleged Damages Amount Explanation (if amount not exact): INVESTOR'S COUNSEL HAS REQUESTED A SETTLEMENT OF THE COMPLAINT IN THE AMOUNT OF \$28,000.00 / THE COMMISSION RECEIVED FOR EXECUTING THE TRANSACTION.

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: 02/04/2010

Complaint Pending? No

Status: Settled

Status Date: 04/20/2010



Settlement Amount: \$16,800.00

Individual Contribution Amount: \$0.00

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: AFA FINANCIAL CORP

Allegations: LETTER TO PREVIOUS BD FROM CLIENT COUNSEL ALLEGES INVESTMENT IN TENANT IN COMMON (TIC) OFFERING IN MARCH 2006 WAS UNSUITABLE.

Product Type: Other: TENANT IN COMMON (TIC)

Alleged Damages: \$27,000.00

Alleged Damages Amount Explanation (if amount not exact): COUNSEL'S LETTER REQUESTED SETTLEMENT EQUAL TO THE COMMISSION RECEIVED HOWEVER DID NOT SPECIFY A DOLLAR AMOUNT. WITHOUT ACCESS TO TRANSACTION DOCUMENTATION, REPORTING FIRM HAS MADE GOOD FAITH DETERMINATION OF THE AMOUNT.

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: 03/03/2010

Complaint Pending? No

Status: Settled

Status Date: 04/20/2010

Settlement Amount: \$16,800.00

Individual Contribution Amount: \$0.00



End of Report

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