



## IAPD Report

# ROBERT EARL HOLADAY

CRD# 1043463

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5
Disclosure Information	6

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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

### ROBERT EARL HOLADAY (CRD# 1043463)

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 **11/02/2023**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	INFINITY FINANCIAL SERVICES	CRD# 144302	08/16/2012
<b>IA</b>	INFINITY FINANCIAL SERVICES ADVISORY	CRD# 304981	03/02/2021

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **13** 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>B</b>	CENTAURUS FINANCIAL, INC.	30833	LA MESA, CA	12/21/2011 - 07/20/2012
<b>B</b>	ROYAL ALLIANCE ASSOCIATES, INC.	23131	LA MESA, CA	06/20/1996 - 12/19/2011
<b>B</b>	LINSCO/PRIVATE LEDGER CORP.	6413	FORT MILL, SC	03/27/1990 - 06/25/1996

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
Customer Dispute	1
Termination	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 **13** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 2

Firm Name: **INFINITY FINANCIAL SERVICES**  
Main Address: 212 9TH STREET  
SUITE 202  
OAKLAND, CA 94607  
Firm ID#: 144302

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Principal	Approved	08/16/2012
<b>B</b>	FINRA	General Securities Representative	Approved	08/16/2012
<b>B</b>	Alaska	Agent	Approved	11/24/2014
<b>B</b>	Arizona	Agent	Approved	10/05/2012
<b>B</b>	California	Agent	Approved	08/16/2012
<b>B</b>	Colorado	Agent	Approved	09/28/2018
<b>B</b>	Delaware	Agent	Approved	12/07/2012
<b>B</b>	Florida	Agent	Approved	10/12/2012
<b>B</b>	Maryland	Agent	Approved	04/07/2017
<b>B</b>	Nevada	Agent	Approved	10/11/2012
<b>B</b>	New Mexico	Agent	Approved	10/15/2012
<b>B</b>	Oregon	Agent	Approved	10/30/2012
<b>B</b>	Tennessee	Agent	Approved	06/12/2023



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Texas	Agent	Approved	12/05/2012
<b>B</b> Utah	Agent	Approved	09/25/2012

### Branch Office Locations

#### INFINITY FINANCIAL SERVICES

1010 Pioneer Way  
El Cajon, CA 92020

### Employment 2 of 2

Firm Name: **INFINITY FINANCIAL SERVICES ADVISORY**  
 Main Address: 212 9TH STREET  
 SUITE 202  
 OAKLAND, CA 94607  
 Firm ID#: 304981

Regulator	Registration	Status	Date
<b>IA</b> California	Investment Adviser Representative	Approved	03/02/2021

### Branch Office Locations

#### INFINITY FINANCIAL SERVICES ADVISORY

1010 Pioneer Way  
El Cajon, CA 92020



## 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 1 principal/supervisory exam, 3 general industry/product exams, and 1 state securities law exam.**

#### Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	02/16/1987

#### General Industry/Product Exams

	Exam	Category	Date
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	02/18/1984
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/26/1983

#### State Securities Law Exams

	Exam	Category	Date
	Uniform Securities Agent State Law Examination (S63)	Series 63	11/07/1986

### PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



## 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	12/21/2011 - 07/20/2012	CENTAURUS FINANCIAL, INC.	CRD# 30833	LA MESA, CA
B	06/20/1996 - 12/19/2011	ROYAL ALLIANCE ASSOCIATES, INC.	CRD# 23131	LA MESA, CA
B	03/27/1990 - 06/25/1996	LINSCO/PRIVATE LEDGER CORP.	CRD# 6413	FORT MILL, SC
B	01/17/1990 - 04/05/1990	KAVANAUGH SECURITIES, INC.	CRD# 10606	DALLAS, TX
B	03/13/1984 - 02/06/1990	SENTRA SECURITIES CORPORATION	CRD# 10249	PHOENIX, AZ
B	11/17/1983 - 03/30/1984	AMERICAN CAPITAL SECURITIES	CRD# 13606	
B	01/27/1983 - 11/08/1983	ANCHOR NATIONAL FINANCIAL SERVICES, INC.	CRD# 5774	

### 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
02/2021 - Present	INFINITY FINANCIAL SERVICES ADVISORY	FINANCIAL ADVISOR	Y	EL CAJON, CA, United States
07/2012 - Present	INFINITY FINANCIAL SERVICES	REGISTERED REPRESENTATIVE	Y	EL CAJON, CA, United States
02/1974 - Present	HOLADAY & ASSOC. FIN. & INS. SER.	OTHER - PRESIDENT/OWNER	N	LA MESA, CA, United States

### 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.

OWNER, HOLADAY FINANCIAL AND INSURANCE SERVICES, 2340 TAMPA AVE. SUITE H, EI CAJON, CA 92020. NON INVESTMENT RELATED SINCE 06/2008 AND I SPEND APPROX. 5 HOURS PER MONTH ON THIS ACTIVITY. FIXED INSURANCE. FOR BRANDING PURPOSES ONLY.



## 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
Customer Dispute	1
Termination	1

### 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

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	ROYAL ALLIANCE ASSOCIATES, INC.
<b>Allegations:</b>	ALLEGE NEGLIGENCE, BREACH OF FIDUCIARY DUTY AND UNSUITABILITY RE: MUTUAL FUND PORTFOLIO FROM 1996 TO 2003.
<b>Product Type:</b>	Mutual Fund(s)
<b>Alleged Damages:</b>	\$64,000.00

### Customer Complaint Information

<b>Date Complaint Received:</b>	01/06/2004
<b>Complaint Pending?</b>	No
<b>Status:</b>	Arbitration/Reparation
<b>Status Date:</b>	08/11/2005

#### Settlement Amount:

Individual Contribution Amount:

### Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD 03-08417



<b>Date Notice/Process Served:</b>	01/06/2004
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	08/11/2005
<b>Monetary Compensation Amount:</b>	\$50,000.00
<b>Individual Contribution Amount:</b>	\$0.00



### Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

#### Disclosure 1 of 1

**Reporting Source:** Firm  
**Firm Name:** CENTAURUS FINANCIAL, INC.  
**Termination Type:** Discharged  
**Termination Date:** 07/16/2012

**Allegations:** DURING THE COURSE OF THE FIRM'S INTERNAL INVESTIGATION, THERE APPEARED TO BE SEVERAL SIGNATURE IRREGULARITIES ON CHANGE OF DEALER DOCUMENTS. THESE ITEMS WERE REFERRED TO THE FIRM BY AN INSURANCE CARRIER AND MUTUAL FUND COMPANY. THE LATTER ALSO RECEIVED VERBAL CUSTOMER COMPLAINTS STATING THEY HAD NOT AUTHORIZED THE DEALER CHANGE. IT APPEARS THAT THE REPRESENTATIVE CIRCUMVENTED OUR PROCEDURES ON MANY OCCASIONS BY NOT SENDING THE CHANGE OF DEALER FORMS TO BE PROCESSED AND APPROVED BY THE HOME OFFICE.

**Product Type:** No Product

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**Reporting Source:** Individual  
**Firm Name:** ROBERT EARL HOLADAY  
**Termination Type:** Discharged  
**Termination Date:** 07/16/2012

**Allegations:** DURING THE COURSE OF THE FIRM'S INTIAL INVESTIGATION, THERE APPEARED TO SEVERAL SIGNATURE IRREGULARITIES ON CHANGE OF DEALER DOCUMENTS. THESE ITEMS WERE REFERRED TO THE FIRM BY AN INSURANCE CARRIER AND MUTUAL FUND COMPANY. THE LATTER ALSO RECEIVED VERBAL CUSTOMER COMPLIANTS STATING THEY HAD NOT AUTHORIZED THE DEALER CHANGE. IT APPEARS THAT THE REPRESENTATIVE CIRCUMVENTED CENTAURUS PROCEDURES ONMANY OCCASIONS BY NOT SENDING THE CHANGE OF DEALER FORMS TO BE PROCESSED AND APPROVED BY HOME OFFICE.

**Product Type:** No Product

**Broker Statement** THE PREVIOUS FIRM TERMINATED FOR CAUSE BECAUSE OF "APPEARANCE" OF SIGNATURE IRREGULARITIES IN ACCOUNT TRANSFER DOCUMENTS. ROBERT HOLADAY DENIES ALL ALLEGATIONS AND HAS NO KNOWLEDGE OF ANY IRREGULARITIES AND, THE PREVIOUS FIRM, CENTAURUS, REFUSED TO BE SPECIFIC.



## End of Report

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