



## IAPD Report

# DAVID MICHAEL HOFF

CRD# 1058737

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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

### DAVID MICHAEL HOFF (CRD# 1058737)

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 **07/19/2022**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	FIRST HEARTLAND CAPITAL, INC.	CRD# 32460	07/20/1993
<b>IA</b>	FIRST HEARTLAND CONSULTANTS, INC.	CRD# 110377	01/01/1996

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **53** 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>	CENTERRE CAPITAL LLC	148091	LAKE ST LOUIS, MO	01/08/2009 - 04/28/2017
<b>B</b>	PROTECTIVE EQUITY SERVICES, INC.	15708	BIRMINGHAM, AL	01/07/1992 - 09/02/1993
<b>B</b>	MUTUAL SERVICE CORPORATION	4806	BOSTON, MA	07/26/1990 - 12/31/1991

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



## 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 **53** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 2

Firm Name: **FIRST HEARTLAND CAPITAL, INC.**  
Main Address: 4101 LAKE ST. LOUIS BLVD.  
LAKE ST. LOUIS, MO 63367  
Firm ID#: 32460

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	Financial and Operations Principal	Approved	07/20/1993
<b>B</b>	FINRA	General Securities Principal	Approved	07/20/1993
<b>B</b>	FINRA	General Securities Representative	Approved	07/20/1993
<b>B</b>	FINRA	Municipal Securities Representative	Approved	08/24/1993
<b>B</b>	FINRA	Municipal Securities Principal	Approved	09/13/1993
<b>B</b>	FINRA	Operations Professional	Approved	10/01/2018
<b>B</b>	Alabama	Agent	Approved	10/01/1996
<b>B</b>	Alaska	Agent	Approved	03/20/2001
<b>B</b>	Arizona	Agent	Approved	10/19/1994
<b>B</b>	Arkansas	Agent	Approved	08/23/1993
<b>B</b>	California	Agent	Approved	08/25/1993
<b>B</b>	Colorado	Agent	Approved	01/06/1994
<b>B</b>	Connecticut	Agent	Approved	02/15/1995



## Qualifications

Regulator	Registration	Status	Date
<b>B</b> Delaware	Agent	Approved	05/13/1997
<b>B</b> District of Columbia	Agent	Approved	09/15/1995
<b>B</b> Florida	Agent	Approved	10/22/1993
<b>B</b> Georgia	Agent	Approved	01/18/1994
<b>B</b> Hawaii	Agent	Approved	01/22/2001
<b>B</b> Idaho	Agent	Approved	01/01/1996
<b>B</b> Illinois	Agent	Approved	08/04/1993
<b>B</b> Indiana	Agent	Approved	09/10/1993
<b>B</b> Iowa	Agent	Approved	06/20/1994
<b>B</b> Kansas	Agent	Approved	08/12/1993
<b>B</b> Kentucky	Agent	Approved	02/17/1994
<b>B</b> Louisiana	Agent	Approved	08/25/1993
<b>B</b> Maine	Agent	Approved	01/30/1998
<b>B</b> Maryland	Agent	Approved	10/18/1995
<b>B</b> Massachusetts	Agent	Approved	08/08/1994
<b>B</b> Michigan	Agent	Approved	09/09/1993
<b>B</b> Minnesota	Agent	Approved	05/04/1994
<b>B</b> Mississippi	Agent	Approved	08/25/1993
<b>B</b> Missouri	Agent	Approved	08/03/1993



## Qualifications

Regulator	Registration	Status	Date
<b>B</b> Montana	Agent	Approved	04/11/1996
<b>B</b> Nebraska	Agent	Approved	02/28/1994
<b>B</b> Nevada	Agent	Approved	12/18/1995
<b>B</b> New Hampshire	Agent	Approved	09/27/1996
<b>B</b> New Jersey	Agent	Approved	08/09/1994
<b>B</b> New Mexico	Agent	Approved	09/02/1994
<b>B</b> New York	Agent	Approved	02/15/1995
<b>B</b> North Carolina	Agent	Approved	04/17/1995
<b>B</b> North Dakota	Agent	Approved	02/22/1996
<b>B</b> Ohio	Agent	Approved	09/10/1993
<b>B</b> Oklahoma	Agent	Approved	09/09/1993
<b>B</b> Oregon	Agent	Approved	12/01/1995
<b>B</b> Pennsylvania	Agent	Approved	05/10/1995
<b>B</b> Puerto Rico	Agent	Approved	05/22/2000
<b>B</b> Rhode Island	Agent	Approved	02/02/1995
<b>B</b> South Carolina	Agent	Approved	01/06/1995
<b>B</b> South Dakota	Agent	Approved	02/13/1996
<b>B</b> Tennessee	Agent	Approved	08/04/1993
<b>B</b> Texas	Agent	Approved	08/23/1993



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Utah	Agent	Approved	07/12/1994
<b>B</b> Vermont	Agent	Approved	04/11/2002
<b>B</b> Virgin Islands	Agent	Approved	08/23/2019
<b>B</b> Virginia	Agent	Approved	07/13/1995
<b>B</b> Washington	Agent	Approved	10/09/1995
<b>B</b> West Virginia	Agent	Approved	08/13/1996
<b>B</b> Wisconsin	Agent	Approved	10/08/1993
<b>B</b> Wyoming	Agent	Approved	03/29/1994

### Branch Office Locations

**FIRST HEARTLAND CAPITAL, INC.**  
 4101 LAKE ST. LOUIS BLVD.  
 LAKE ST. LOUIS, MO 63367

### Employment 2 of 2

Firm Name: **FIRST HEARTLAND CONSULTANTS, INC.**  
 Main Address: 4101 LAKE ST. LOUIS BLVD  
 LAKE ST. LOUIS, MO 63367  
 Firm ID#: 110377

Regulator	Registration	Status	Date
<b>IA</b> Florida	Investment Adviser Representative	Approved	09/16/1996
<b>IA</b> Missouri	Investment Adviser Representative	Approved	04/24/1996
<b>IA</b> Texas	Investment Adviser Representative	Restricted Approval	01/01/1996

### Branch Office Locations



## Qualifications

**FIRST HEARTLAND CONSULTANTS, INC.**  
4101 LAKE ST. LOUIS BLVD  
LAKE ST. LOUIS, MO 63367






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



#### Principal/Supervisory Exams

	Exam	Category	Date
	Municipal Securities Principal Examination (S53)	Series 53	09/10/1993
	Financial and Operations Principal Examination (S27)	Series 27	04/19/1993
	General Securities Principal Examination (S24)	Series 24	02/09/1984

#### General Industry/Product Exams

	Exam	Category	Date
	Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
	Municipal Securities Representative Examination (S52TO)	Series 52TO	01/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	08/21/1982

#### State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	03/31/1997
	Uniform Securities Agent State Law Examination (S63)	Series 63	09/02/1982



## 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	01/08/2009 - 04/28/2017	CENTERRE CAPITAL LLC	CRD# 148091	LAKE ST LOUIS, MO
B	01/07/1992 - 09/02/1993	PROTECTIVE EQUITY SERVICES, INC.	CRD# 15708	BIRMINGHAM, AL
B	07/26/1990 - 12/31/1991	MUTUAL SERVICE CORPORATION	CRD# 4806	BOSTON, MA
B	06/01/1990 - 08/02/1990	TITAN/VALUE EQUITIES GROUP, INC.	CRD# 6359	IRVINE, CA
B	05/24/1984 - 07/15/1988	TITAN CAPITAL CORPORATION	CRD# 6359	IRVINE, CA
B	03/03/1983 - 06/07/1984	FSC SECURITIES CORPORATION	CRD# 7461	
B	08/26/1982 - 03/01/1983	CNA INVESTOR SERVICES, INC.	CRD# 7360	

### 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
06/2008 - Present	CENTERRE CAPITAL, LLC	REGISTERED REPRESENTATIVE	Y	LAKE ST. LOUIS, MO, United States
03/1993 - Present	FIRST HEARTLAND CAPITAL, INC.	NOT PROVIDED	Y	ST. PETERS, MO, United States
03/1993 - Present	FIRST HEARTLAND ADVISORS, INC.	PRESIDENT - President	N	ST. PETERS, MO, United States
03/1982 - Present	FINANCIAL SERVICE GROUP INC	OTHER - FINANCIAL PLANNER	N	LAKE SAINT LOUIS, MO, United States
03/1982 - Present	FIRST HEARTLAND CORPORATION	PRESIDENT - President	N	ST. PETERS, MO, United States
03/1982 - Present	SELF EMPLOYED	INSURANCE_AGENT - Insurance Agent	N	LAKE SAINT LOUIS, MO, 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.

First Heartland Corporation. Investment related. Owner. Insurance general agency. Start 2/15/05.

First Heartland Consultants. Investment related. Owner. IAR. Investment advisory services, managed accounts. Start 2/15/05.

Boulevard Properties. Not investment related. Owner. Real estate, passive investment. Start 2/15/05.

Elite Partners, LLC. Not investment related. Owner. Producer group. Start 12/22/09.

Triton Properties, LLC. Not investment related. Owner. Real estate investment. Start, formed LLC 8/1/17.



## 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

### 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>	FIRST HEARTLAND CAPITAL, INC.
<b>Allegations:</b>	FIRST HEARTLAND CAPITAL, INC. HAS BEEN NAMED IN PENDING LAWSUITS/ARBITRATIONS INVOLVING THE ACTIONS OF A FORMER REGISTERED REPRESENTATIVE. ALLEGATIONS INCLUDE BUT ARE NOT LIMITED TO FRAUD, MISREPRESENTATION, MISAPPROPRIATION OF FUNDS AND NEGLIGENT SUPERVISION. THE ALLEGATIONS AGAINST MR. HOFF SURROUND FAILURE TO SUPERVISE.
<b>Product Type:</b>	No Product
<b>Alleged Damages:</b>	\$4,000,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	ALLEGED DAMAGES ALOS INCLUDE CONSEQUENTIAL DAMAGES, ATTORNEY FEES AND PUNITIVE DAMAGES.
<b>Arbitration Information</b>	
<b>Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):</b>	FINRA
<b>Docket/Case #:</b>	10-00779
<b>Date Notice/Process Served:</b>	05/20/2010
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Settled



<b>Disposition Date:</b>	03/22/2011
<b>Monetary Compensation Amount:</b>	\$1,760,000.00
<b>Individual Contribution Amount:</b>	\$0.00
<b>Broker Statement</b>	SETTLEMENT AGREEMENT SUBJECT TO CONFIDENTIALITY CLAUSE. SETTLED FOR AMOUNT GREATER THAN \$15,000



## End of Report

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