



IAPD Report

CLEO W HOLDER

CRD# 1067352

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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.



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

CLEO W HOLDER (CRD# 1067352)

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 **06/10/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	08/10/2023
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	08/10/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **30** 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
IA	SECURIAN FINANCIAL SERVICES, INC.	15296	NEWBURGH, IN	10/11/2007 - 08/10/2023
B	SECURIAN FINANCIAL SERVICES, INC.	15296	NEWBURGH, IN	10/03/2007 - 08/10/2023
IA	CHARTER FINANCIAL GROUP	122176	NEWBURGH, IN	09/28/1994 - 12/20/2007

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	3



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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	08/10/2023
B	FINRA	General Securities Representative	Approved	08/10/2023
B	FINRA	Municipal Fund	Approved	08/10/2023
B	Alabama	Agent	Approved	08/10/2023
B	Alaska	Agent	Approved	10/04/2023
B	Arizona	Agent	Approved	08/10/2023
B	California	Agent	Approved	08/10/2023
B	Colorado	Agent	Approved	08/10/2023
B	Delaware	Agent	Approved	09/25/2024
B	Florida	Agent	Approved	08/14/2023
B	Georgia	Agent	Approved	08/10/2023
B	Illinois	Agent	Approved	08/10/2023
B	Indiana	Agent	Approved	08/10/2023



Qualifications

Regulator	Registration	Status	Date
B Kansas	Agent	Approved	08/10/2023
B Kentucky	Agent	Approved	08/10/2023
B Louisiana	Agent	Approved	08/10/2023
B Massachusetts	Agent	Approved	10/12/2023
B Michigan	Agent	Approved	08/10/2023
B Minnesota	Agent	Approved	09/04/2024
B Missouri	Agent	Approved	08/10/2023
B Nevada	Agent	Approved	08/10/2023
B New Mexico	Agent	Approved	08/10/2023
B New York	Agent	Approved	08/10/2023
B North Carolina	Agent	Approved	08/10/2023
B Ohio	Agent	Approved	08/10/2023
B Pennsylvania	Agent	Approved	08/10/2023
B South Carolina	Agent	Approved	08/10/2023
B Tennessee	Agent	Approved	08/10/2023
B Texas	Agent	Approved	08/10/2023
B Virginia	Agent	Approved	08/10/2023
B Washington	Agent	Approved	08/10/2023
B Wisconsin	Agent	Approved	08/10/2023



Qualifications

Regulator	Registration	Status	Date
B Wyoming	Agent	Approved	08/10/2023

Branch Office Locations

CETERA ADVISOR NETWORKS LLC

8988 RUFFIAN LANE
NEWBURGH, IN 47630

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
 Main Address: 1450 AMERICAN LANE
 6TH FLOOR, SUITE 650
 SCHAUMBURG, IL 60173-2096
 Firm ID#: 105644

Regulator	Registration	Status	Date
IA Indiana	Investment Adviser Representative	Approved	08/10/2023
IA Texas	Investment Adviser Representative	Restricted Approval	08/10/2023

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC

8988 RUFFIAN LN
NEWBURGH, IN 47630



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 2 principal/supervisory exams, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
Municipal Fund Securities Principal Examination (S51)	Series 51	01/23/2003
General Securities Principal Examination (S24)	Series 24	06/02/1987

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	10/16/1982

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination (S63)	Series 63	11/17/1982

PROFESSIONAL DESIGNATIONS

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

Certified Financial Planner

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
IA	10/11/2007 - 08/10/2023	SECURIAN FINANCIAL SERVICES, INC.	CRD# 15296	NEWBURGH, IN
B	10/03/2007 - 08/10/2023	SECURIAN FINANCIAL SERVICES, INC.	CRD# 15296	NEWBURGH, IN
IA	09/28/1994 - 12/20/2007	CHARTER FINANCIAL GROUP	CRD# 122176	NEWBURGH, IN
B	10/13/1987 - 12/20/2007	FIRST SECURITIES NETWORK CORPORATION	CRD# 19435	NEWBURGH, IN
B	10/31/1986 - 06/09/1987	ABACUS EQUITY SERVICES, INC.	CRD# 11271	
B	11/07/1985 - 10/31/1986	CARDELL & ASSOCIATES, INCORPORATED	CRD# 7700	
B	11/09/1983 - 02/11/1986	MONY SECURITIES CORP.	CRD# 4386	
B	10/20/1982 - 10/26/1983	STRUCTURED SHELTERS SECURITIES, INC.	CRD# 10307	

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
08/2023 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
08/2023 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	NEWBURGH, IN, United States
10/2007 - Present	SHOEMAKER FINANCIAL ADVISORS	AGENT	Y	GERMANTOWN, TN, United States
01/1986 - Present	CLEO W. HOLDER, CFP & CO.	AGENT/OWNER	Y	NEWBURGH, IN, United States
10/2007 - 08/2023	MINNESOTA LIFE INSURANCE COMPANY	AGENT	Y	ST. PAUL, MN, United States
10/2007 - 08/2023	SECURIAN FINANCIAL SERVICES INC	REGISTERED REP	Y	ST. PAUL, MN, 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.

ADVANTAGE TAX AND ACCOUNTING INC

POSITION: Owner NATURE: Accountant/CPA INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 2 START DATE: 01/01/2008
ADDRESS: , Newburgh IN , United States
DESCRIPTION: Owner

CLEO W HOLDER CFP & CO

POSITION: Agent/Broker NATURE: Fixed Insurance Sales INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 01/01/1986
ADDRESS: , Newburgh IN , United States
DESCRIPTION: Agent/Broker

NOAH'S ARK PRESCHOOL

POSITION: Member NATURE: Board Member INVESTMENT RELATED: No NUMBER OF HOURS: 2 SECURITIES TRADING HOURS: 0 START DATE: 07/01/2017
ADDRESS: , Newburgh IN , United States
DESCRIPTION: Member

RENTAL PROPERTY

POSITION: Owner NATURE: Rental Property INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2014
ADDRESS: , Gulf Shores AL , United States
DESCRIPTION: Owner

HOLDER PROPERTIES LLC

POSITION: Owner NATURE: Rental Property INVESTMENT RELATED: No NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2021
ADDRESS: 8988 Ruffian Lane, Newburgh IN 47629, United States
DESCRIPTION: Rental of Office building

STUDENT CHRISTIAN FELLOWSHIP

POSITION: Advisory Board NATURE: Volunteer/Community Outreach INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2021
ADDRESS: 440 S Weinbach Ave, Evansville IN 47714, United States
DESCRIPTION: On Board to help promote Christian values at University of Southern Indiana and University of Evansville

HOLDER INVESTMENT SERVICES, INC

POSITION: Owner NATURE: Business Owner INVESTMENT RELATED: Yes NUMBER OF HOURS: 240 SECURITIES TRADING HOURS: 8 START DATE: 01/01/2021
ADDRESS: 8988 Ruffian Lane, Newburgh IN 47630, United States
DESCRIPTION: Holder Investment Services is the Corp that all compensation is moved to from Cleo W. Holder, CFP and Assoc. to pay salaries and ongoing business expenses

SHOEMAKER FINANCIAL FIXED INSURANCE

POSITION: Agent/Broker NATURE: Fixed Insurance Sales INVESTMENT RELATED: Yes NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 5 START DATE: 02/17/2021
ADDRESS: 2176 West St Ste 100, Germantown TN 38138, United States
DESCRIPTION: Fixed Insurance sales



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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	SECURIAN FINANCIAL SERVICES
Allegations:	CUSTOMERS ALLEGE THAT STOP LOSS ORDERS WERE NOT PLACED AS REQUESTED.
Product Type:	Equity-OTC Mutual Fund
Alleged Damages:	\$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	UNABLE TO DETERMINE, IN EXCESS OF \$5000.
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:	06/09/2009
Complaint Pending?	No
Status:	Denied
Status Date:	06/30/2009



Settlement Amount: \$0.00

Individual Contribution Amount: \$0.00

Disclosure 2 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: SECURIAN FINANCIAL SERVICES, INC.

Allegations: CLIENT ALLEGES THAT SHE WAS SOLD A VARIABLE ANNUITY WHICH WAS UNSUITABLE FOR HER.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$11,489.62

Customer Complaint Information

Date Complaint Received: 11/12/2008

Complaint Pending? No

Status: Settled

Status Date: 02/23/2009

Settlement Amount: \$7,129.92

Individual Contribution Amount: \$7,129.92

Broker Statement CONTRACT WAS RESCINDED.

Disclosure 3 of 3

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: FIRST SECURITIES NETWORK CORPORATION

Allegations: BREACH OF FIDUCIARY OBLIGATION; FAILURE TO FOLLOW CLIENT'S INSTRUCTIONS; BREACH OF CONTRACT; BREACH OF AGENCY RELATIONSHIP; AND UNSUITABILITY.

Product Type: Other

Other Product Type(s): ANNUITIES AND STOCKS

Alleged Damages: \$170,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD - CASE #01-06106

Date Notice/Process Served: 11/12/2001

Arbitration Pending? No

Disposition: Award

Disposition Date: 11/08/2002



Disposition Detail: RESPONDENT IS JOINTLY AND SEVERALLY LIABLE FOR AND SHALL PAY TO THE CLAIMANT THE SUM OF \$500.00 AS REIMBURSEMENT OF THE FINANCIAL PLANNING FEE.

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: FIRST SECURITIES NETWORK CORP.

Allegations: [CUSTOMER]ALLEGES HOLDER RECOMMENDED INVESTMENTS NOT SUITABLE FOR HER. SHE ALLEGES SHE LOST \$170,000 FROM JUNE 25, 1998 TO APRIL 30, 2001. [CUSTOMER]WAS INVESTED IN A VARIABLE ANNUITY AND TWO MUTUAL FUNDS. HOLDER BELIEVES ALLEGATIONS ARE FALSE AND CAN PROVE THAT [CUSTOMER]ACTUALLY MADE \$90,000 ON HER ACCOUNTS FROM INITIAL INVESTMENT ON NOVEMBER 30, 1990 TO APRIL 30, 2001. NO SALES PRACTICE VIOLATION AWARDED. \$500.00 FINANCIAL PLANNING FEE REIMBURSEMENT AND ATTORNEY FEE COMPENSATION AWARDED.

Product Type: Annuity(ies) - Variable

Other Product Type(s): MUTUAL FUNDS

Alleged Damages: \$170,000.00

Customer Complaint Information

Date Complaint Received: 11/21/2001

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 11/21/2001

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: 01-06106

Date Notice/Process Served: 11/21/2001

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 11/11/2002

Monetary Compensation Amount: \$7,500.00

Individual Contribution Amount: \$0.00



End of Report

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