



## IAPD Report

# COBY VAN HARPER

CRD# 1073666

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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

### COBY VAN HARPER (CRD# 1073666)

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 **11/04/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>IA</b>	INTEGRITY ALLIANCE, LLC	CRD# 139627	11/03/2025
<b>B</b>	INTEGRITY ALLIANCE, LLC.	CRD# 139627	11/03/2025

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **10** 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>IA</b>	LION STREET ADVISORS, LLC	167610	Sevierville, TN	07/23/2018 - 11/03/2025
<b>B</b>	LION STREET FINANCIAL, LLC	165828	Sevierville, TN	07/19/2018 - 11/03/2025
<b>B</b>	M HOLDINGS SECURITIES, INC.	43285	KNOXVILLE, TN	04/02/2012 - 07/11/2018

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

### Employment 1 of 1

Firm Name: **INTEGRITY ALLIANCE, LLC**  
Main Address: 4135 NW URBANDALE DR  
URBANDALE, IA 50322  
Firm ID#: 139627

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Representative	Approved	11/03/2025
<b>B</b>	FINRA	Invest. Co and Variable Contracts	Approved	11/03/2025
<b>B</b>	Alabama	Agent	Approved	11/03/2025
<b>B</b>	Colorado	Agent	Approved	11/03/2025
<b>B</b>	Florida	Agent	Approved	11/04/2025
<b>B</b>	Georgia	Agent	Approved	11/03/2025
<b>B</b>	Mississippi	Agent	Approved	11/03/2025
<b>B</b>	North Carolina	Agent	Approved	11/03/2025
<b>B</b>	Ohio	Agent	Approved	11/03/2025
<b>B</b>	South Carolina	Agent	Approved	11/03/2025
<b>B</b>	Tennessee	Agent	Approved	11/03/2025
<b>IA</b>	Tennessee	Investment Adviser Representative	Approved	11/03/2025
<b>B</b>	Virginia	Agent	Approved	11/03/2025



## Qualifications

### Branch Office Locations

#### **INTEGRITY ALLIANCE, LLC**

3216 Walkingstick Ct.  
Sevierville, TN 37876



## 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 0 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.**

#### Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

#### General Industry/Product Exams

Exam	Category	Date
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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	04/20/1985
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/24/1982

#### State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	02/15/1999
Uniform Securities Agent State Law Examination (S63)	Series 63	03/23/1983

### 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
IA	07/23/2018 - 11/03/2025	LION STREET ADVISORS, LLC	CRD# 167610	Sevierville, TN
B	07/19/2018 - 11/03/2025	LION STREET FINANCIAL, LLC	CRD# 165828	Sevierville, TN
B	04/02/2012 - 07/11/2018	M HOLDINGS SECURITIES, INC.	CRD# 43285	KNOXVILLE, TN
IA	04/02/2012 - 07/11/2018	M HOLDINGS SECURITIES, INC.	CRD# 43285	KNOXVILLE, TN
IA	04/07/2009 - 04/11/2012	LINCOLN FINANCIAL SECURITIES CORPORATION	CRD# 3870	KNOXVILLE, TN
B	04/01/2009 - 04/11/2012	LINCOLN FINANCIAL SECURITIES CORPORATION	CRD# 3870	KNOXVILLE, TN
IA	03/09/2004 - 04/15/2009	METLIFE SECURITIES INC.	CRD# 14251	KNOXVILLE, TN
B	05/27/2003 - 04/15/2009	METLIFE SECURITIES INC.	CRD# 14251	KNOXVILLE, TN
B	05/27/2003 - 07/09/2007	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	KNOXVILLE, TN
B	02/06/1996 - 05/29/2003	SIGNATOR INVESTORS, INC.	CRD# 468	BOSTON, MA
B	02/06/1996 - 05/01/1997	JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY	CRD# 5181	BOSTON, MA
B	11/29/1982 - 01/11/1996	PRUCO SECURITIES CORPORATION	CRD# 5685	NEWARK, NJ

### 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
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	Sevierville, TN, United States
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	Sevierville, TN, United States
07/2018 - Present	Lion Street Advisor	Investment Advisor	Y	Austin, TX, United States



## Registration & Employment History

### EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/2018 - Present	Lion Street Financial	REGISTERED REPRESENTATIVE	Y	austin, TX, United States
07/2018 - Present	TriStar Strategic Group, LLC	Principal	Y	Sevierville, TN, United States
04/2012 - 07/2018	M HOLDING SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	PORTLAND, OR, United States
04/2012 - 07/2018	THE BENEFITS GROUP, LLC	MARKETER	Y	KNOXVILLE, TN, 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.

1)AGENT FOR COBY HARPER ENTERPRISES, INC. 3216 WALKINGSTICK CT. SEVIERVILLE, TN. INVESTMENT RELATED, INSURANCE BUSINESS OFFERING ACCIDENT AND HEALTH INSURANCE, DISABILITY INSURANCE, FIXED INDEXED ANNUITIES AND TRADITIONAL LIFE INSURANCE PRODUCTS. STARTED ON 03/2009 WORKING 20 HPM ALL ARE TRADING HOURS.

2)OWNER OF LION STREET, INC. INVESTMENT RELATED INSURANCE BUSINESS OFFERING ACCIDENT AND HEALTH INSURANCE, DISABILITY INSURANCE, FIXED AND EQUITY INDEXED ANNUITIES AND TRADITIONAL LIFE INSURANCE PRODUCTS. STARTED ON 07/2018 WORKING 80 HPM 8 ARE TRADING HOURS.

#### MY FINANCIAL COACH

POSITION: Consultant NATURE: My Financial Coach, with Bill McDonald a Lion Street Owner, provides fee based planning for large medical organizations. If the client requires additional planning, they will refer the client to a subject matter expert such as myself. INVESTMENT RELATED: No NUMBER OF HOURS: 4 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2023 ADDRESS: 7014 East Camelback Road, Suite 1452, Scottsdale AZ 85251, United States DESCRIPTION: My Financial Coach will refer their clients to us if additional planning, insurance or annuities is required for their plan.

#### SOUTHERN OAK ADVISORY

POSITION: Employee NATURE: Insurance sales INVESTMENT RELATED: Yes NUMBER OF HOURS: 40 SECURITIES TRADING HOURS: 40 START DATE: 09/19/2023 ADDRESS: 136 Floyd L Griffin Jr St, Suite A, Milledgeville, GA GA 31061, United States DESCRIPTION: Offering accident & health, disability and traditional life insurance products



## 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

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** LINCOLN FINANCIAL SECURITIES CORPORATION

**Allegations:** THE CLIENT ALLEGES THAT THE REPLACEMENT OF HIS DEFERRED VARIABLE ANNUITY CONTRACT WITH A SINGLE PREMIUM IMMEDIATE ANNUITY CONTRACT IN JUNE 2009 WAS UNSUITABLE BECAUSE THE ENTIRE PROCEEDS WERE LOCKED IN AND UNAVAILABLE IN THE EVENT OF AN EMERGENCY.

**Product Type:** Annuity-Variable

**Alleged Damages:** \$0.00

**Alleged Damages Amount Explanation (if amount not exact):** DAMAGES ARE BELIVED TO BE GREATER THAN \$5000.00

**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:** 04/16/2010

**Complaint Pending?** No

**Status:** Denied



**Status Date:** 05/06/2010

**Settlement Amount:**

**Individual Contribution  
Amount:**



## End of Report

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