



IAPD Report

RICHARD GEORGE HAFFELE

CRD# 1092153

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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

RICHARD GEORGE HAFLE (CRD# 1092153)

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 **01/15/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PACKERLAND BROKERAGE SERVICES, INC.	CRD# 37031	12/16/2014
IA	PACKERLAND BROKERAGE SERVICES, INC.	CRD# 37031	12/16/2014

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	SUNSET FINANCIAL SERVICES, INC.	3538	MIDDLETON, WI	05/30/2006 - 10/31/2014
B	CATHOLIC FINANCIAL SERVICES CORPORATION	37185	MILWAUKEE, WI	04/28/2005 - 05/23/2006
B	METLIFE SECURITIES INC.	14251	SPRINGFIELD, MA	01/25/2001 - 02/03/2005

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

Employment 1 of 1

Firm Name: **PACKERLAND BROKERAGE SERVICES, INC.**

Main Address: 432 SECURITY BLVD.
STE. 101
GREEN BAY, WI 54313-9709

Firm ID#: 37031

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	12/16/2014
B	FINRA	General Securities Representative	Approved	12/16/2014
B	FINRA	Invest. Co and Variable Contracts	Approved	12/16/2014
B	FINRA	Investment Co./Variable Contracts Prin	Approved	12/16/2014
B	Arizona	Agent	Approved	01/20/2022
B	Arkansas	Agent	Approved	01/08/2016
B	California	Agent	Approved	08/08/2018
IA	California	Investment Adviser Representative	Approved	08/08/2018
B	Florida	Agent	Approved	03/22/2024
B	Illinois	Agent	Approved	01/20/2026
IA	Illinois	Investment Adviser Representative	Approved	01/20/2026
B	Minnesota	Agent	Approved	03/06/2015
B	Missouri	Agent	Approved	08/14/2015



Qualifications

	Regulator	Registration	Status	Date
B	Texas	Agent	Approved	04/18/2018
IA	Texas	Investment Adviser Representative	Restricted Approval	04/18/2018
B	Washington	Agent	Approved	03/09/2020
IA	Wisconsin	Investment Adviser Representative	Approved	12/16/2014
B	Wisconsin	Agent	Approved	12/17/2014

Branch Office Locations

PACKERLAND BROKERAGE SERVICES, INC.

6405 CENTURY AVE
SUITE 103
MIDDLETON, WI 53562

PACKERLAND BROKERAGE SERVICES, INC.

6405 Century Ave
Suite 103
Middleton, WI 53562



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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	07/30/2003
B	Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	03/26/1992

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	07/26/2001
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/02/1983

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	07/23/1999
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/11/1983



PROFESSIONAL DESIGNATIONS

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

Chartered Financial Consultant

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	05/30/2006 - 10/31/2014	SUNSET FINANCIAL SERVICES, INC.	CRD# 3538	MIDDLETON, WI
B	04/28/2005 - 05/23/2006	CATHOLIC FINANCIAL SERVICES CORPORATION	CRD# 37185	MILWAUKEE, WI
B	01/25/2001 - 02/03/2005	METLIFE SECURITIES INC.	CRD# 14251	SPRINGFIELD, MA
B	01/25/2001 - 02/03/2005	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	NEW YORK, NY
B	05/03/1983 - 09/11/2000	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
12/2014 - Present	PACKERLAND BROKERAGE SERVICES	REGISTERED REPRESENTATIVE	Y	GREEN BAY, WI, United States
05/2006 - Present	FINANCIAL PARTNERS OF WI, LLC	PRESIDENT	Y	MIDDLETON, WI, United States
05/2006 - Present	KANSAS CITY LIFE	GENERAL AGENT	N	KANSAS CITY, MO, 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.

FINANCIAL PARTNERS OF WI, LLC
6405 CENTURY AVE, SUITE 103 MIDDLETON, WI 53562
TITLE: PRESIDENT
DUTIES: INSURANCE SALES, LONG TERM CARE, FIXED ANNUITIES, AND INVESTMENTS
HOURS DEVOTED: 40 HOURS A WEEK
START DATE: 5/2006
INSURANCE AND INVESTMENT RELATED
HOURS DEVOTED: 2 HOURS A WEEK
START DATE: 7/2001
NON INVESTMENT OR INSURANCE RELATED

2) SIA BROKERAGE



Registration & Employment History



OTHER BUSINESS ACTIVITIES

1730 BURNT BOAT DR BISMARK, ND 58503

TITLE: ADVISOR

DUTIES: LONG TERM SALES

HOURS DEVOTED: 10 HOURS A WEEK

START DATE: 12/2012

NON INVESTMENT, BUT IS INSURANCE RELATED

3)HIGHLAND CAPITAL BROKERAGE MILWAUKEE BRANCH

12700 W BLUEMOND RD ELM GROVE, WI 53122

TITLE: ADVISOR

DUTIES: INSURANCE SALES, LONG TERM CARE, DISABILITY, INDEXED ANNUITIES

HOURS DEVOTED: 10 HOURS A WEEK

START DATE: 05/2006

INVESTMENT AND INSURANCE RELATED

4)KANSAS CITY LIFE

3520 BROADWAY KANSAS CITY, MO 64111

TITLE: GENERAL AGENT

DUTIES: INSURANCE SALES, FIXED ANNUITIES

HOURS DEVOTED: 20 HOURS A WEEK

START DATE: 05/2006

INVESTMENT AND INSURANCE RELATED



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:	Firm
Regulatory Action Initiated By:	WISCONSIN INSURANCE DEPARTMENT
Sanction(s) Sought:	Revocation
Other Sanction(s) Sought:	
Date Initiated:	01/10/2005
Docket/Case Number:	04-C29320
Employing firm when activity occurred which led to the regulatory action:	METLIFE
Product Type:	No Product
Other Product Type(s):	
Allegations:	MR. HAFEFLE'S INSURANCE LICENSE WAS REVOKED BY THE WISCONSIN INSURANCE DEPARTMENT BECAUSE MR HAFEFLE FAILED TO PAY DELINQUENT TAXES. THE DELINQUENT TAXES HAVE SINCE BEEN PAID.
Current Status:	Final
Resolution:	Order
Resolution Date:	01/10/2005
Sanctions Ordered:	Revocation/Expulsion/Denial
Other Sanctions Ordered:	
Sanction Details:	MR. HAFEFLE'S INSURANCE LICENSE WAS REVOKED BY THE WISCONSIN



INSURANCE DEPARTMENT BECAUSE MR HAFFELE FAILED TO PAY DELINQUENT TAXES. THE DELINQUENT TAXES HAVE SINCE BEEN PAID. IN ORDER TO GET RELICENSED, MR. HAFFELE WILL HAVE TO TAKE PRE-LICENSING EDUCATION, TEST, AND THEN REAPPLY FOR HIS LICENSE.

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Reporting Source: Individual

Regulatory Action Initiated By: WISCONSIN INSURANCE DEPARTMENT

Sanction(s) Sought: Revocation

Other Sanction(s) Sought:

Date Initiated: 12/12/2004

Docket/Case Number: 04-C29320

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

Product Type: No Product

Other Product Type(s):

Allegations: MR. HAFFELE'S INSURANCE LICENSE WAS REVOKED BY THE WISCONSIN INSURANCE DEPARTMENT BECAUSE MR. HAFFELE FAILED TO PAY DELINQUENT TAXES. THE DELINQUENT TAXES HAVE SINCE BEEN PAID.

Current Status: Final

Resolution: Order

Resolution Date: 01/10/2005

Sanctions Ordered: Revocation/Expulsion/Denial

Other Sanctions Ordered:

Sanction Details: MR. HAFFELE'S INSURANCE LICENSE WAS REVOKED BY THE WISCONSIN INSURANCE DEPARTMENT BECAUSE MR. HAFFELE FAILED TO PAY DELINQUENT TAXES. THE DELINQUENT TAXES HAVE SINCE BEEN PAID. IN ORDER TO GET RELICENSED, MR. HAFFELE WILL HAVE TO SCHEDULE THE PRELICENSING SCHOOL AND RETAKE THE LIFE AND HEALTH EXAMS. THE SCHOOL WAS SCHEDULED FOR 3/21/05-3/24/05.



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: SUNSET FINANCIAL SERVICES, INC.

Allegations: CUSTOMER COMPLAINED THAT SHE WAS UNAWARE OF BOTH A SURRENDER CHARGE OF \$2,918.61 AND A MARKET VALUE ADJUSTMENT OF \$3,716.49 WHEN REPLACING A FIXED ANNUITY PRODUCT ON FEBRUARY 19, 2008.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$6,635.10

Customer Complaint Information

Date Complaint Received: 05/09/2008

Complaint Pending? No

Status: Settled

Status Date: 06/20/2008

Settlement Amount: \$6,635.10

Individual Contribution Amount: \$1,224.57



End of Report

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