



IAPD Report

MARK ALVIN RICHEY

CRD# 1106405

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



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

MARK ALVIN RICHEY (CRD# 1106405)

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 **12/03/2019**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	ASSET SOLUTIONS, INC.	CRD# 113717	01/01/1999
B	GENEOS WEALTH MANAGEMENT, INC.	CRD# 120894	10/02/2007

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **4** 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	GENEOS WEALTH MANAGEMENT, INC.	120894	ENGLEWOOD, CO	10/04/2007 - 12/31/2008
B	RICHEY FINANCIAL GROUP, INC.	17113	LITTLETON, CO	06/10/1987 - 10/04/2007
B	INTEGRATED RESOURCES EQUITY CORPORATION	6403	LITTLETON, CO	03/23/1983 - 06/25/1987

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

Employment 1 of 2

Firm Name: **ASSET SOLUTIONS, INC.**
Main Address: 8441 WEST BOWLES AVENUE
SUITE 225
LITTLETON, CO 80123
Firm ID#: 113717

	Regulator	Registration	Status	Date
IA	Colorado	Investment Adviser Representative	Approved	01/01/1999
IA	Florida	Investment Adviser Representative	Approved	08/11/2016
IA	Texas	Investment Adviser Representative	Approved	08/18/2009

Branch Office Locations

ASSET SOLUTIONS, INC.
8441 WEST BOWLES AVENUE
SUITE 225
LITTLETON, CO 80123

Employment 2 of 2

Firm Name: **GENEOS WEALTH MANAGEMENT, INC.**
Main Address: 9635 MAROON CIRCLE
SUITE 100
ENGLEWOOD, CO 80112
Firm ID#: 120894

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	10/02/2007
B	FINRA	General Securities Representative	Approved	10/02/2007
B	Colorado	Agent	Approved	10/02/2007



Qualifications

Regulator	Registration	Status	Date
B Utah	Agent	Approved	01/05/2015

Branch Office Locations

GENEOS WEALTH MANAGEMENT, INC.
8441 WEST BOWLES AVE
SUITE #225
LITTLETON, CO 80123



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

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	12/11/1987

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	03/19/1983

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	08/14/1984



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	10/04/2007 - 12/31/2008	GENEOS WEALTH MANAGEMENT, INC.	CRD# 120894	ENGLEWOOD, CO
B	06/10/1987 - 10/04/2007	RICHEY FINANCIAL GROUP, INC.	CRD# 17113	LITTLETON, CO
B	03/23/1983 - 06/25/1987	INTEGRATED RESOURCES EQUITY CORPORATION	CRD# 6403	

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
10/2007 - Present	GENEOS WEALTH MANAGEMENT, INC.	REGISTERED REP/INVESTMENT ADVISOR	Y	LITTLETON, CO, United States
01/1998 - Present	ASSET SOLUTIONS, INC.	PRESIDENT, ADVISORY REPRESENTATIVE	Y	LITTLETON, CO, 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)DBA:OWNER OF ASSET SOLUTIONS, INC. AN INVESTMENT RELATED BUSINESS LOCATED AT BRANCH LOCATION- APPROXIMATELY 40 HOURS PER YEAR ARE DEVOTED TO GIVING CLASSES FOR MEMBERS OF FEDERAL GOVERNMENT AGENCIES EXPLAINING CIVIL SERVICE, RETIREMENT, LIFE AND HEALTH INSURANCE BENEFITS. DURING THESE HOURS, HE IS ALSO ENGAGED IN FINANCIAL PLANNING WHICH ENTAILS THE CREATION OF CASH FLOW, RETIREMENT PROJECTIONS, AND ESTATE CALCULATIONS ON A CLIENT-BY-CLIENT BASIS.
- 2)INDEPENDENT REP WITH VARIOUS INSURANCE CARRIERS FOR FIXED INSURANCE BUSINESS.



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: INTEGRATED RESOURCES

Allegations: PLAINTIFF PLEAD 5 CLAIMS FOR RELIEF. 1ST CLAIM - \$84,500 COMPENSATORY DAMAGES + INTEREST + ALTERNATIVE THEORIES - NO SPECIFIC AMOUNT; 2ND CLAIM - \$253,000 PUNITIVE DAMAGES + INTEREST; OTHER 3 CLAIMS - NO SPECIFIC AMOUNT. UNDER COLORADO RULE OF CIVIL PROCEEDINGS #8(A)3 "NO DOLLAR AMOUNT NEED BE STATED IN THE PRAYER FOR RELIEF." PLAINTIFF ALLEGED THAT CERTAIN INVESTMENTS, WHICH SHE AUTHORIZED AND FOR WHICH SHE RECEIVED PROSPECTUSES, DIDN'T MEET HER OBJECTIVES.

Product Type: Mutual Fund(s)

Alleged Damages: \$84,500.00

Customer Complaint Information

Date Complaint Received: 05/02/1989

Complaint Pending? No

Status: Litigation

Status Date: 11/09/1989

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information



Court Details: 89CV1806 CIVIL COURT IN DENVER, COLORADO

Date Notice/Process Served: 05/02/1989

Litigation Pending? No

Disposition: Settled

Disposition Date: 11/09/1989

Monetary Compensation Amount: \$25,000.00

Individual Contribution Amount: \$6,000.00

Broker Statement

THE DEFENDANTS DECIDED TO SETTLE OUT OF COURT FOR THE NUISANCE VALUE OF LITIGATION. THE TOTAL SETTLEMENT WAS \$25,000. INTEGRATED RESOURCES PAID \$10,000; MARK RICHEY PAID \$6,000; [CUSTOMER] PAID \$6,000; RICHELLY FINANCIAL GROUP, INC. (THE CORPORATION) PAID \$3,000. A CRITICAL ELEMENT OF THE SETTLEMENT WAS THAT THE PARTIES AGREED THAT NONE OF THE DEFENDANTS ADMITTED ANY WRONG-DOING OR LIABILITY. IN MARCH OF 1989 WE RECEIVED, FROM A VERY REPUTABLE DENVER LAW FIRM ([THIRD PARTY]), A REQUEST, ON BEHALF OF THE PLAINTIFF, FOR AN EXPLANATION OF THE CLAIMS AGAINST US. WE COMPLIED IN WRITING WITH THEIR REQUEST; SUBSEQUENTLY, [THIRD PARTY] REFUSED TO HANDLE THE CASE. OUR ATTORNEYS ADVISED SETTLEMENT FOR THE "NUISANCE VALUE" AFTER THE PLAINTIFF FOUND OTHER COUNSEL. WE AGREED, ALTHOUGH WE INSIST THAT THE PLAINTIFF'S CLAIM WAS WITHOUT MERIT.



End of Report

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