



IAPD Report

Craig Arnold Sorenson

CRD# 1132166

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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

Craig Arnold Sorenson (CRD# 1132166)

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 **01/09/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	ELE WEALTH SOLUTIONS, INC.	CRD# 38931	02/25/2020
IA	ELE ADVISORY SERVICES, INC	CRD# 148228	02/25/2020

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **20** 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	INNOVATION PARTNERS LLC	146344	Centennial, CO	05/18/2016 - 02/25/2020
IA	INNOVATION PARTNERS LLC	146344	Centennial, CO	04/27/2016 - 02/25/2020
IA	IP FINANCIAL ADVISORY SERVICES LLC	305772	Centennial, CO	01/30/2020 - 02/24/2020

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	2
Financial	2
Judgment/Lien	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 **20** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **ELE WEALTH SOLUTIONS, INC.**
Main Address: 18700 W. 10 MILE ROAD, STE 100
SOUTHFIELD, MI 48075
Firm ID#: 38931

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	02/25/2020
B	FINRA	Investment Co./Variable Contracts Prin	Approved	02/25/2020
B	Arizona	Agent	Approved	02/25/2020
B	California	Agent	Approved	02/25/2020
B	Colorado	Agent	Approved	02/25/2020
B	Connecticut	Agent	Approved	02/25/2020
B	Illinois	Agent	Approved	03/11/2020
B	Nebraska	Agent	Approved	08/22/2022
B	New York	Agent	Approved	12/09/2025
B	Oklahoma	Agent	Approved	11/22/2021
B	South Carolina	Agent	Approved	02/23/2022
B	South Dakota	Agent	Approved	04/02/2020
B	Washington	Agent	Approved	02/26/2021



Qualifications

Branch Office Locations

12200 E Briar wood Ave
Suite 165
Centennial, CO 80112

Employment 2 of 2

Firm Name: **ELE ADVISORY SERVICES, INC**
Main Address: 18700 W. 10 MILE ROAD
SUITE 100
SOUTHFIELD, MI 48075
Firm ID#: 148228

	Regulator	Registration	Status	Date
IA	Alabama	Investment Adviser Representative	Approved	01/02/2024
IA	Arizona	Investment Adviser Representative	Approved	02/27/2020
IA	California	Investment Adviser Representative	Approved	04/21/2022
IA	Colorado	Investment Adviser Representative	Approved	02/25/2020
IA	Connecticut	Investment Adviser Representative	Approved	02/13/2025
IA	Florida	Investment Adviser Representative	Approved	04/09/2025
IA	Iowa	Investment Adviser Representative	Approved	02/13/2025
IA	Minnesota	Investment Adviser Representative	Approved	02/25/2020
IA	North Carolina	Investment Adviser Representative	Approved	11/24/2021
IA	North Dakota	Investment Adviser Representative	Approved	03/02/2020
IA	Oklahoma	Investment Adviser Representative	Approved	11/22/2021
IA	Texas	Investment Adviser Representative	Restricted Approval	11/20/2024
IA	Washington	Investment Adviser Representative	Approved	03/04/2021



Qualifications

Regulator	Registration	Status	Date
IA Wisconsin	Investment Adviser Representative	Approved	02/17/2025
IA Wyoming	Investment Adviser Representative	Approved	03/22/2021

Branch Office Locations

ELE ADVISORY SERVICES, INC

12200 E Briarwood Ave.
Suite 165
Centennial, CO 80112



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	01/02/2023

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/22/1983

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	06/11/2008
B Uniform Securities Agent State Law Examination (S63)	Series 63	01/06/2001



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



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	05/18/2016 - 02/25/2020	INNOVATION PARTNERS LLC	CRD# 146344	Centennial, CO
IA	04/27/2016 - 02/25/2020	INNOVATION PARTNERS LLC	CRD# 146344	Centennial, CO
IA	01/30/2020 - 02/24/2020	IP FINANCIAL ADVISORY SERVICES LLC	CRD# 305772	Centennial, CO
IA	01/10/2014 - 01/25/2016	1ST CONSUMER ADVISORY GROUP LLC	CRD# 169633	GREENWOOD VILLAGE
IA	01/10/2014 - 12/31/2014	1ST CONSUMER ADVISORY GROUP LLC	CRD# 169633	GREENWOOD VILLAGE
B	01/14/2014 - 08/14/2014	REGULUS ADVISORS, LLC	CRD# 150631	Greenwood Village, CO
IA	03/06/2013 - 01/10/2014	SOUTHEAST INVESTMENTS, N.C., INC.	CRD# 43035	GREENWOOD VILLAGE
B	02/19/2013 - 01/10/2014	SOUTHEAST INVESTMENTS, N.C., INC.	CRD# 43035	CHARLOTTE, NC
IA	04/27/2012 - 12/31/2012	AUSDAL FINANCIAL PARTNERS, INC.	CRD# 7995	GREENWOOD VILLAGE
B	04/16/2012 - 12/31/2012	AUSDAL FINANCIAL PARTNERS, INC.	CRD# 7995	GREENWOOD VILLAGE
B	04/15/2011 - 04/18/2012	COLORADO FINANCIAL SERVICE CORPORATION	CRD# 104343	GREENWOOD VILLAGE
IA	03/17/2009 - 10/28/2010	QA3 FINANCIAL LLC	CRD# 104957	ENGLEWOOD, CO
B	03/16/2009 - 10/28/2010	QA3 FINANCIAL CORP.	CRD# 14754	ENGLEWOOD, CO
IA	07/07/2008 - 03/26/2009	INTERSECURITIES, INC.	CRD# 16164	CENTENNIAL, CO
B	03/16/2007 - 03/26/2009	INTERSECURITIES, INC.	CRD# 16164	CENTENNIAL, CO
B	06/18/2004 - 03/22/2007	EQUITY LEADERSHIP SECURITIES GROUP, INC.	CRD# 128624	CENTENNIAL, CO



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	09/10/2002 - 06/18/2004	STERNE AGEE FINANCIAL SERVICES, INC.	CRD# 18456	BIRMINGHAM, AL
B	04/26/2002 - 09/24/2002	CAPWEST SECURITIES, INC.	CRD# 30002	GREELEY, CO
B	02/22/2002 - 05/06/2002	LOCUST STREET SECURITIES, INC.	CRD# 1703	DES MOINES, IA
B	10/12/1995 - 02/19/2002	WMA SECURITIES, INC.	CRD# 32625	DULUTH, GA
B	11/08/1993 - 10/10/1995	PFS INVESTMENTS INC.	CRD# 10111	DULUTH, GA
B	09/23/1983 - 12/02/1991	FIRST AMERICAN NATIONAL SECURITIES, INC.	CRD# 10111	DULUTH, GA

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
02/2020 - Present	ELE Advisory Services, Inc.	Investment Advisor Representative	Y	Southfield, MI, United States
02/2020 - Present	ELE Wealth Advisors, Inc.	Registered Representative	Y	Southfield, MI, United States
01/2017 - Present	Financial Wealth Solutions Inc.	Part Owner	N	Centennial, CO, United States
07/2009 - Present	1ST CONSUMER INSURANCE AGENCY, INC.	CEO	N	GREENWOOD VILLAGE, CO, United States
12/2019 - 02/2020	IP Financial Advisry services LLC	Investment Advisor Representative	Y	Charlotte, NC, United States
04/2016 - 02/2020	Innovation Partners LLC	Investment Advisor Representative	Y	Charlotte, NC, United States
01/2014 - 02/2020	1ST CONSUMER ADVISORY GROUP, LLC	IAR	Y	GREENWOOD VILLAGE, CO, United States
07/2009 - 02/2020	1ST CONSUMER MARKETING AGENCY	CEO	N	GREENWOOD VILLAGE, CO, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2005 - 02/2020	SORENSEN FAMILY REAL ESTATE, LLC	CONSULTANT	N	CENTENNIAL, CO, United States
01/1959 - 02/2020	SORENSEN HUNTING LODGE & RESORT	CEO	N	OLDHAM, SD, United States
07/2009 - 01/2017	1ST CONSUMER FINANCIAL SOLUTIONS	CEO	N	GREENWOOD VILLAGE, 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) Financial Wealth Solutions Inc: 12200 E Briarwood Ave. Suite 165 Centennial CO 80112 - market and support growth and development of financial services business - Agent- Start Date: 1/2017 - (10 Hrs/Mth)
- 2) Financial Advisor/Agent, 1st Consumer Insurance Agency Inc. 1220 Briarwood Ave. Ste. 165, Centennial, CO 80112. Insurance Sales. 07/2009 (40 Hrs/Mth).
- 3) Investment Advisor Representative, ELE Advisory Services, Inc. 18700 W 10 Mile Rd, Ste.100 Southfield, MI 48075. Provides financial advice. 02/2020 (40 Hrs/Mth).



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	2
Financial	2
Judgment/Lien	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 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: Innovation Partners LLC

Allegations: Client paid three months premium, he decided he no longer wanted the policy and requested \$400 refund of premium.

Product Type: Insurance

Alleged Damages: \$400.00

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: 12/18/2016

Complaint Pending? No

Status: Closed/No Action

Status Date: 12/20/2016

Settlement Amount:

Individual Contribution



Amount:

Arbitration Information

Disposition: No Action

Disposition Date: 01/16/2017

Broker Statement Craig Sorenson is not the originating agent. The client was referred to Craig Sorenson as an servicing agent as as such the compliant simply included Mr. Sorenson. The associated company is 1st Consumer Financial This transaction was not conducted through Innovation Partners LLC Broker Dealer nor fixed life agency and as such no complaint was filed against Innovation Partners LLC.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: WMA SECURITTES

Allegations: COMPLAINANT ALLEGED THAT HE RECEIVED POLICY APPLICATION THAT HAD BEEN ALTERED AND CONTAINED A FORGERY OF HIS INITIALS. HE SOUGHT A REFUND OF \$950 IN PREMIUMS.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$950.00

Customer Complaint Information

Date Complaint Received: 10/20/1997

Complaint Pending? No

Status: Closed/No Action

Status Date: 11/13/1997

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Disposition:

Disposition Date: 11/13/1997

Broker Statement CLAIM DENIED



Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 2

Reporting Source:	Individual
Action Type:	Bankruptcy
Bankruptcy:	Chapter 7
Action Date:	09/18/2018
Organization Investment-Related?	No
Type of Court:	Federal Court
Name of Court:	UNITED STATES BANKRUPTCY COURT DISTRICT OF COLORADO
Location of Court:	DENVER, CO
Docket/Case #:	18-18190-EEB
Action Pending?	No
Disposition:	Discharged
Disposition Date:	01/04/2019
Broker Statement	BUSINESS DEBT INCURRED DUE TO HEALTH COMPLICATIONS/TREATMENTS

Disclosure 2 of 2

Reporting Source:	Individual
Action Type:	Bankruptcy
Bankruptcy:	Chapter 13
Action Date:	03/08/2017
Organization Investment-Related?	
Type of Court:	Federal Court
Name of Court:	Unite States Bankruptcy Court, Denver District
Location of Court:	Denver, Co
Docket/Case #:	17-11823-EEB
Action Pending?	No
Disposition:	Dismissed
Disposition Date:	09/29/2017
Broker Statement	The case was dismissed.



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	INTERNAL REVENUE SERVICE
Judgment/Lien Amount:	\$46,824.98
Judgment/Lien Type:	Tax
Date Filed with Court:	05/12/2021
Date Individual Learned:	06/12/2021
Type of Court:	State Court
Name of Court:	18th JUDICIAL DISTRICT
Location of Court:	ARAPAHOE, CO
Docket/Case #:	E1077380
Judgment/Lien Outstanding?	Yes
Broker Statement	The lien is a result of under payment of quarterly income taxes for the years 2018 and 2019.



End of Report

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