



IAPD Report

DAVID WAYNE VERHILLE

CRD# 1175777

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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

DAVID WAYNE VERHILLE (CRD# 1175777)

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 **01/06/2026**.

CURRENT EMPLOYERS

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

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **14** 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	LION STREET ADVISORS, LLC	167610	CEDAR RAPIDS, IA	08/28/2020 - 11/03/2025
B	LION STREET FINANCIAL, LLC	165828	CEDAR RAPIDS, IA	08/28/2020 - 11/03/2025
IA	LPL FINANCIAL LLC	6413	CEDAR RAPIDS, IA	04/28/2017 - 09/25/2020

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	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 **14** 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 FINRA	General Securities Principal	Approved	11/03/2025
B FINRA	General Securities Representative	Approved	11/03/2025
B FINRA	Invest. Co and Variable Contracts	Approved	11/03/2025
B Arizona	Agent	Approved	11/03/2025
B Colorado	Agent	Approved	11/03/2025
B Florida	Agent	Approved	11/05/2025
B Illinois	Agent	Approved	11/03/2025
B Indiana	Agent	Approved	11/14/2025
B Iowa	Agent	Approved	11/03/2025
IA Iowa	Investment Adviser Representative	Approved	11/03/2025
B Kansas	Agent	Approved	11/03/2025
B Kentucky	Agent	Approved	11/03/2025
B Minnesota	Agent	Approved	11/03/2025



Qualifications

Regulator	Registration	Status	Date
B Missouri	Agent	Approved	11/03/2025
B Nebraska	Agent	Approved	11/03/2025
B Oklahoma	Agent	Approved	11/03/2025
B Tennessee	Agent	Approved	01/09/2026
B Texas	Agent	Approved	11/03/2025

Branch Office Locations

INTEGRITY ALLIANCE, LLC
500 1st St SE
Cedar Rapids, IA 52401



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

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination (S24)	Series 24	01/04/1999

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	12/28/1998
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	07/07/1984

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination (S63)	Series 63	04/02/1987

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	08/28/2020 - 11/03/2025	LION STREET ADVISORS, LLC	CRD# 167610	CEDAR RAPIDS, IA
B	08/28/2020 - 11/03/2025	LION STREET FINANCIAL, LLC	CRD# 165828	CEDAR RAPIDS, IA
IA	04/28/2017 - 09/25/2020	LPL FINANCIAL LLC	CRD# 6413	CEDAR RAPIDS, IA
B	03/01/2013 - 09/25/2020	LPL FINANCIAL LLC	CRD# 6413	CEDAR RAPIDS, IA
IA	03/04/2013 - 08/28/2020	PRIVATE ADVISOR GROUP, LLC	CRD# 155216	CEDAR RAPIDS, IA
IA	10/01/1999 - 03/01/2013	SUNSET FINANCIAL SERVICES, INC.	CRD# 3538	CEDAR RAPIDS, IA
B	07/25/1996 - 03/01/2013	SUNSET FINANCIAL SERVICES, INC.	CRD# 3538	CEDAR RAPIDS, IA
B	01/20/1994 - 01/08/1997	WALNUT STREET SECURITIES, INC.	CRD# 15840	EL SEGUNDO, CA
B	01/27/1992 - 01/26/1994	LOCUST STREET SECURITIES, INC.	CRD# 1703	DES MOINES, IA
B	02/08/1990 - 01/15/1992	SECURITIES AMERICA, INC.	CRD# 10205	LAVISTA, NE
B	05/10/1989 - 12/31/1989	BERTHEL, FISHER & FLEISCHMAN FINANCIAL SERVICES, INC.	CRD# 13609	
B	03/02/1987 - 12/31/1989	BERTHEL, FISHER & FLEISCHMAN FINANCIAL SERVICES, INC.	CRD# 13609	CEDAR RAPIDS, IA
B	04/14/1986 - 03/16/1988	LINCOLN NATIONAL PENSION INSURANCE COMPANY	CRD# 10293	
B	07/18/1984 - 03/12/1987	KCL SERVICE COMPANY	CRD# 6598	



Registration & Employment History

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	CEDAR RAPIDS, IA, United States
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	CEDAR RAPIDS, IA, United States
03/2013 - Present	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	CEDAR RAPIDS, IA, United States
03/2013 - Present	PRIVATE ADVISOR GROUP, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	CEDAR RAPIDS, IA, United States
06/2001 - Present	TRUENORTH COMPANIES	EXECUTIVE VICE PRESIDENT	N	CEDAR RAPIDS, IA, United States
06/1985 - Present	VERHILLE AGENCY OF KANSAS CITY LIFE	AGENT - AGENT	N	MARION, IA, 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.

1.10/24/2012: TrueNorth Wealth Management LLC - DBA for LPL Business (entity for LPL business) - Investment Related - At Reported Business Location(s) - 25% Time Spent

2.OHNWARD BANK & TRUST

POSITION: Board Member NATURE: Community, Civic and Charitable Board INVESTMENT RELATED: Yes NUMBER OF HOURS: 3 SECURITIES TRADING HOURS: 0 START DATE: 06/01/2004

ADDRESS: 665 Marion Blvd, Marion IA 52302, United States

DESCRIPTION: Board of directors

3.HUNTERS RIDGE DEVELOPMENT

POSITION: Owner NATURE: Golf Course & Real Estate Development INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 0 START DATE: 03/01/1997

ADDRESS: 2901 Hunters Ridge Road, Marion IA 52302, United States

DESCRIPTION: President and Treasurer for golf course operation management and residential real estate development.

4.TRUEORTH PRINCIPALS

POSITION: Owner NATURE: Evp & Owner INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2001

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Management of Insurance Agency

5.TRUEORTH REAL ESTATE LLC

POSITION: Owner NATURE: Real Estate INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 07/01/2002

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Building ownership for primary business,

6.VERHILLE & ASSOCIATES

POSITION: Owner NATURE: Fixed Insurance and Investment products via Lion Street. INVESTMENT RELATED: Yes NUMBER



Registration & Employment History



OTHER BUSINESS ACTIVITIES

OF HOURS: 35 SECURITIES TRADING HOURS: 25 START DATE: 01/01/1994

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Management and sales of insurance and investment products.

7.03/18/2013: Private Advisor Group, LLC - Registered Investment Advisor - DBA: (HYBRID) Private Advisor Group, LLC -

Investment Related - At Reported Business Location(s) - 10% Time Spent - Provide asset management for a fee

8.05/09/2014: TrueNorth Wealth Management - DBA for LPL Business (entity for LPL business) - Investment Related - At

Reported Business Location(s)

9.TRUE NORTH COMPANIES

POSITION: Owner NATURE: Non-Variable Insurance INVESTMENT RELATED: No NUMBER OF HOURS: 10 SECURITIES

TRADING HOURS: 10 START DATE: 01/01/2001

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Insurance Sales

10.KD4

POSITION: Owner NATURE: Investment Group INVESTMENT RELATED: Yes NUMBER OF HOURS: 0 SECURITIES TRADING

HOURS: 0 START DATE: 01/01/1995

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Analisis of investments for our investment group.

11.3/26/2020 - Verhille Investments, LLLP - Not Investment Related - At Reported Business Location(s) - Other-General Partner -

Contingent General Partner - Start Date: 11/01/2017 - 1 Hour Per Month/0 Hours During Securities Trading - Limited liability

partnership set up by father for estate planning purposes for family.

12.FIRST MAINSTREET INSURANCE

POSITION: Owner NATURE: Retail property and casualty for personal lines and small commercial, as well as life insurance (non-

variable). INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2021

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Provide marketing support to agents in FMSI for non-securities life insurance, annuities and long term care.

13.BIG BIRD,LLC

POSITION: Owner NATURE: This group of friends participates in investment offerings similar to a previously approved OBA

(KD4) but due to the death of one of the LLC owners, a new LLC is being drawn. KD4 remains in place. The LLC is Big Bird

Investments, LLC. INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE:

09/15/2023

ADDRESS: 500 1st St SE, Cedar Rapids IA 52401, United States

DESCRIPTION: Investor but not an active manager.



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:	SUNSET FINANCIAL SERVICES, INC.
Allegations:	ARBITRATION ALLEGES THAT INVESTMENTS MADE ON 11/08/2004, 04/12/2005, AND 03/12/2007 WERE NOT SUITABLE.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	\$100,000.00
Alleged Damages Amount Explanation (if amount not exact):	THERE WAS NOT A SPECIFIC AMOUNT OF DAMAGES ALLEGED IN THE ARBITRATION.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	10-05072
Date Notice/Process Served:	11/18/2010
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	09/15/2011
Monetary Compensation Amount:	\$35,000.00



Individual Contribution Amount: \$0.00



End of Report

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