



## IAPD Report

# DEAN STEVEN GREENBERG

CRD# 1186469

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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

### DEAN STEVEN GREENBERG (CRD# 1186469)

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 **01/23/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	GREENBERG FINANCIAL GROUP	CRD# 38747	02/27/2025

### QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	GREENBERG FINANCIAL GROUP	38747	TUCSON, AZ	10/17/2023 - 01/08/2025
B	GREENBERG FINANCIAL GROUP	38747	TUCSON, AZ	07/17/1997 - 01/08/2025
B	BIRCHTREE FINANCIAL SERVICES, INC.	15014	MINNEAPOLIS, MN	02/27/1990 - 10/01/1997

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	4



## 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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

#### Employment 1 of 1

Firm Name: **GREENBERG FINANCIAL GROUP**  
Main Address: 4511 N CAMPBELL AVE #255  
TUCSON, AZ 85718-6423  
Firm ID#: 38747

Regulator	Registration	Status	Date
<b>IA</b> Arizona	Investment Adviser Representative	Approved	02/27/2025

#### Branch Office Locations

**GREENBERG FINANCIAL GROUP**  
4511 N CAMPBELL AVE #255  
TUCSON, AZ 85718-6423






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



#### Principal/Supervisory Exams

Exam	Category	Date
 Registered Options Principal Examination (S4)	Series 4	10/11/1995
 Municipal Securities Principal Examination (S53)	Series 53	07/28/1995
 General Securities Principal Examination (S24)	Series 24	08/31/1994

#### General Industry/Product Exams

Exam	Category	Date
 Municipal Securities Representative Examination (S52TO)	Series 52TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	10/15/1983

#### State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	10/11/2023
 Uniform Securities Agent State Law Examination (S63)	Series 63	10/17/1984

### 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
IA	10/17/2023 - 01/08/2025	GREENBERG FINANCIAL GROUP	CRD# 38747	TUCSON, AZ
B	07/17/1997 - 01/08/2025	GREENBERG FINANCIAL GROUP	CRD# 38747	TUCSON, AZ
B	02/27/1990 - 10/01/1997	BIRCHTREE FINANCIAL SERVICES, INC.	CRD# 15014	MINNEAPOLIS, MN
B	12/16/1991 - 12/01/1992	JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY	CRD# 5181	BOSTON, MA
B	12/08/1987 - 03/23/1990	BOUCHER, OEHMKE & COMPANY	CRD# 17470	
B	10/11/1984 - 10/29/1987	J.C. BRADFORD & CO.	CRD# 1287	
B	10/19/1983 - 10/17/1984	BLACKSTOCK & CO., INC.	CRD# 8469	

### 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
02/2001 - Present	Greenberg Financial Group	President, Registered Principal	Y	Tucson, AZ, 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.

CAMPBELL FINANCIAL PLAZA LLC- I AM 50% OWNER OF THE OFFICE BUILDING, GREENBERG FINANCIAL IS ONE ON THE TENANTS IN THIS BUILDING.



## 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	4

### 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 4

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	Greenberg Financial Group
<b>Allegations:</b>	Client alleges that his account was not managed properly from 2005 to present since it didn't increase from 1 million to 2 million.
<b>Product Type:</b>	No Product
<b>Alleged Damages:</b>	\$200,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	Client alleges that his account experienced a 10% loss in principal and paid management fees.
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

### Customer Complaint Information

<b>Date Complaint Received:</b>	02/13/2017
<b>Complaint Pending?</b>	No
<b>Status:</b>	Closed/No Action
<b>Status Date:</b>	02/13/2019
<b>Settlement Amount:</b>	

**Individual Contribution Amount:****Broker Statement**

The Firm and Mr. Greenberg believe they have meritorious defenses to the allegations and intends to defend themselves vigorously in the event an action is brought.

**Disclosure 2 of 4****Reporting Source:**

Individual

**Employing firm when activities occurred which led to the complaint:**

GREENBERG FINANCIAL GROUP, INC.

**Allegations:**

[CUSTOMER] AND [CUSTOMER], THROUGH COUNSEL, WROTE A LETTER TO MR. GREENBERG ALLEGING THAT BEGINNING IN 1997, MR. GREENBERG SOLICITED UNSUITABLE SECURITIES, EXERCISED DISCRETION WITHOUT THE CLIENTS' CONCENT, BREACHED HIS FIDUCIARY DUTY, AND MISREPRESENTED HOW THE ACCOUNTS WOULD BE HANDLED.

**Product Type:**

Equity Listed (Common &amp; Preferred Stock)

**Other Product Type(s):**

OPTIONS

**Alleged Damages:**

\$143,287.00

**Customer Complaint Information****Date Complaint Received:**

10/24/2002

**Complaint Pending?**

No

**Status:**

Settled

**Status Date:**

05/14/2003

**Settlement Amount:**

\$24,000.00

**Individual Contribution Amount:**

\$0.00

**Broker Statement**

THE FIRM AND MR. GREENBERG BELIEVED THE COMPLAINT TO BE WITHOUT MERIT AND HAD MERITORIOUS DEFENSES. TO AVOID THE UNCERTAINTY AND EXPENSE OF LITIGATION, THE FIRM AND MR. GREENBERG, WITHOUT ADMITTING TO ANY ALLIGATIONS OR LIABILITY, ENTERED INTO A SETTLEMENT AGREEMENT WITH [CUSTOMER'S], COMPLETELY AND PERMANENTLY RESOLVING ALL DISPUTES BETWEEN PARTIES.

**Disclosure 3 of 4****Reporting Source:**

Individual

**Employing firm when activities occurred which led to the complaint:**

GREENBERG FINANCIAL GROUP, INC

**Allegations:**

[CUSTOMER] AND [CUSTOMER], THROUGH COUNSEL, WROTE A LETTER TO MR. GREENBERG ALLEGING THAT BEGINNING IN 1997, MR. GREENBERG SOLICITED UNSUITABLE SECURITIES, EXERCISED DISCRETION WITHOUT THE CLIENTS' CONSENT, BREACHED HIS FIDUCIARY DUTY, AND MISREPRESENTED HOW THE ACCOUNTS WOULD BE HANDLED.

**Product Type:**

Equity Listed (Common &amp; Preferred Stock)



**Other Product Type(s):** OPTIONS AND MUTUAL FUNDS

**Alleged Damages:** \$91,500.00

### Customer Complaint Information

**Date Complaint Received:** 10/24/2002

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 05/13/2003

**Settlement Amount:** \$35,000.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** THE FIRM AN MR. GREENBERG BELEIVED THE COMPLAINT TO BE WITHOUT MERIT AND HAD MERITORIOUS DEFENSES. TO AVOID THE UNCERTAINTY AND EXPENSE OF LITIGATION, THE FIRM AND MR. GREENBERG, WITHOUT ADMITTING TO ANY ALLEGATIONS OR LIABILITY, ENTERED INTO A SETTLEMENT AGREEMENT WITH [CUSTOMER'S], COMPLETELY AND PERMANENTLY RESOLVING ALL DISPUTES BETWEEN THE PARTIES.

### Disclosure 4 of 4

**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** J.C. BRADFORD & CO.

**Allegations:**

**Product Type:**

**Alleged Damages:** \$51,500.00

### Customer Complaint Information

**Date Complaint Received:** 11/06/1987

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 09/01/1989

**Settlement Amount:** \$31,000.00

**Individual Contribution Amount:** \$0.00

**Firm Statement** THE FOLLOWING INFORMATION REGARDING A CUSTOMER COMPLAINT BY [CUSTOMER]: "SUBSEQUENT TO THE TERMINATION OF DEAN STEVEN GREENBERG AS A REGISTERED REPRESENTATIVE WITH J.C. BRADFORD & CO., THE FOLLOWING EVENTS OCCURRED. ON FRIDAY, NOVEMBER 6, 1987, THE MANAGER OF THE ATLANTA OFFICE, WHERE MR. GREENBERG WAS EMPLOYED, RECEIVED A VERBAL COMPLAINT FROM A CUSTOMER OF MR. GREENBERG. THE COMPLAINT ALLEGED THAT ON 9/16/87, MR. GREENBERG PURCHASED FOR HER ACCOUNT ON MARGIN 2,000 SHARES OF ADVANCED TELECOMMUNICATION CORP. (ATEL) AT \$27.50 FOR



A TOTAL COST OF \$51,500 WITHOUT HER AUTHORITY TO BUY ANY SECURITY ON MARGIN. SHE CONFIRMED THE COMPLAINT BY LETTER DATED NOVEMBER 10, 1987 AND DEMANDED THAT J.C. BRADFORD & CO. REINSTATE THE PURCHASE PRICE OF \$51,500 AND REMOVE THE ATEL FROM HER ACCOUNT. OUR INVESTIGATION DISCLOSED THAT NO MARGIN AGREEMENT HAD BEEN SIGNED BY THE CUSTOMER. A STATEMENT OBTAINED FROM MR. GREENBERG INDICATED THAT ALTHOUGH EXECUTION OF A MARGIN AGREEMENT HAD BEEN DISCUSSED WITH THE CUSTOMER, NO AGREEMENT WAS SIGNED. MR. GREENBERG'S STATEMENT, WHICH IS UNSIGNED, ALSO INDICATED THE EXERCISE OF DISCRETION IN THE ACCOUNT WITHOUT WRITTEN AUTHORITY. A COPY OF MR. GREENBERG'S STATEMENT IS ATTACHED. J.C. BRADFORD & CO. SETTLED THE COMPLAINT BY DEPOSITING \$51,500 IN THE CUSTOMER'S ACCOUNT AND REMOVING THE 2,000 SHARES OF ATEL WHICH WERE SOLD AT 10 1/4 FOR A TOTAL OF \$20,500 OR A TOTAL SETTLEMENT COST OF \$31,000. NO PART OF THE SETTLEMENT HAS BEEN PAID BY MR. GREENBERG." THE REFERENCED COPY OF AN UNSIGNED STATEMENT BY GREENBERG (BEGINNING "THE INTENT OF THIS LETTER IS TO EXPLAIN THE RELATIONSHIP BETWEEN [CUSTOMER] (CLIENT) AND MYSELF (DEAN GREENBERG)") WAS RECEIVED.

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** J.C. BRADFORD & CO.

**Allegations:** ALLEGATION-[CUSTOMER] CLAIMED THAT SHE NEVER SIGNED A MARGIN AGREEMENT. SHE SUED J.C. BRADFORD FOR \$30,000.00 J.C. BRADFORD COULD NOT PRODUCE THE SIGNED MARGIN AGREEMENT AND THUS PAID HER \$30,000.00. J.C. BRADFORD IN TURN FILED A COMPLAINT AGAINST ME, DEAN GREENBERG IN ORDER TO RECOUP THE SETTLEMENT WITH [CUSTOMER].

**Product Type:**

**Alleged Damages:** \$51,500.00

**Customer Complaint Information**

**Date Complaint Received:** 11/06/1987

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 09/01/1989

**Settlement Amount:** \$31,000.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** THE RESULT WAS A LETTER OF CAUTION FROM THE NASD. J.C. BRADFORD SETTLED WITH DEAN GREENBERG FOR ZERO



DOLLARS.  
[CUSTOMER] FILED A COMPLAINT AGAINST J.C. BRADFORD, NOT DEAN GREENBERG. HER ALLEGATION WAS THAT SHE NEVER SIGNED A MARGIN AGREEMENT. I WAS NO LONGER AN EMPLOYEE OF J.C. BRADFORD. I KNOW SHE SIGNED A MARGIN AGREEMENT BECAUSE I FORWARDED IT TO THE MARGIN DEPARTMENT. J.C. BRADFORD COULD NOT PRODUCE THE DOCUMENT AND SETTLED WITH [CUSTOMER] FOR \$30,000.00. J.C. BRADFORD THEN ATTEMPTED TO FILE A CLAIM AGAINST ME FOR \$30,000.00.



## End of Report

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