



IAPD Report

LISA ANN ALLEN

CRD# 1198978

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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

LISA ANN ALLEN (CRD# 1198978)

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 **06/09/2020**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	WATERLOO CAPITAL	CRD# 133705	01/08/2018

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
B	CALTON & ASSOCIATES, INC.	20999	Austin, TX	08/15/2016 - 04/09/2020
IA	SMART MONEY GROUP, LLC	284187	Austin, TX	08/17/2016 - 12/31/2017
IA	VSR ADVISORY SERVICES	14503	AUSTIN, TX	02/07/2003 - 08/15/2016

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



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: **WATERLOO CAPITAL**
Main Address: 2801 VIA FORTUNA
SUITE 250
AUSTIN, TX 78746
Firm ID#: 133705

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Approved	01/08/2018

Branch Office Locations

WATERLOO CAPITAL
2801 VIA FORTUNA
SUITE 250
AUSTIN, TX 78746



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
General Securities Principal Examination (S24)	Series 24	12/13/2001

General Industry/Product Exams

Exam	Category	Date
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	04/27/2001
Uniform Securities Agent State Law Examination (S63)	Series 63	10/19/1983

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	08/15/2016 - 04/09/2020	CALTON & ASSOCIATES, INC.	CRD# 20999	Austin, TX
IA	08/17/2016 - 12/31/2017	SMART MONEY GROUP, LLC	CRD# 284187	Austin, TX
IA	02/07/2003 - 08/15/2016	VSR ADVISORY SERVICES	CRD# 14503	AUSTIN, TX
B	06/25/2002 - 08/15/2016	VSR FINANCIAL SERVICES, INC.	CRD# 14503	AUSTIN, TX
IA	06/26/2002 - 02/07/2003	THE MASTERS, INC.	CRD# 108432	AUSTIN, TX
B	01/18/2001 - 06/28/2002	RUSHMORE SECURITIES CORPORATION	CRD# 8392	DALLAS, TX
B	05/26/2000 - 02/26/2001	NORTHSTAR SECURITIES, INC.	CRD# 11247	DALLAS, TX
B	10/19/1990 - 05/26/2000	CHOICE INVESTMENTS, INC.	CRD# 17665	AUSTIN, TX
B	02/21/1985 - 10/29/1990	KNIBBE FINANCIAL GROUP, INC.	CRD# 14436	
B	05/28/1985 - 12/07/1987	INVESTORS BROKERAGE SERVICES, INC.	CRD# 4257	
B	10/20/1983 - 02/21/1985	UNDERWOOD, NEUHAUS & CO., INCORPORATED	CRD# 839	

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
01/2018 - Present	WATERLOO CAPITAL MANAGEMENT	INVESTMENT ADVISOR	Y	AUSTIN, TX, United States
06/2002 - Present	PLANNING WORKS	REPRESENTATIVE	Y	AUSTIN, TX, United States
08/2016 - 04/2020	CALTON & ASSOCIATES, INC.	REGISTERED REPRESENTATIVE	Y	Austin, TX, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
08/2016 - 12/2017	SMART MONEY GROUP, LLC	INVESTMENT ADVISOR	Y	AUSTIN, TX, United States
08/2007 - 08/2016	VSR ADVISORY SERVICES	IAR	Y	OVERLAND PARK, KS, United States
06/2002 - 08/2016	VSR FINANCIAL SERVICES INC	REGISTERED REPRESENTATIVE/IAR	Y	OVERLAND PK, KS, 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.

NO. 1 - NAME OF BUSINESS: WATERLOO CAPITAL LP. INVESTMENT RELATED. ADDRESS: 7200 N MOPAC SUITE 320 AUSTIN, TX 78731. NATURE OF BUSINESS: INVESTMENT ADVISORY FIRM. POSITION/TITLE/RELATIONSHIP: INVESTMENT ADVISORY REPRESENTATIVE. START DATE: JANUARY 2018. HOURS PER MONTH: 120. HOURS PER MONTH DURING SECURITIES TRADING HOURS: 120. DUTIES/RESPONSIBILITIES: PROVIDES INVESTMENT ADVISORY SERVICES. DBA FOR INVESTMENT ADVISORY SERVICES.

NO. 2 - NAME OF BUSINESS: IOTA OF CHI OMEGA FRATERNITY. INVESTMENT RELATED. ADDRESS: 2711 RIO GRANDE ST AUSTIN TX 78701. NATURE OF BUSINESS: NON-PROFIT SORORITY HOUSE CORPORATION. POSITION/TITLE/RELATIONSHIP: BOARD MEMBER. START DATE: 1998. HOURS PER MONTH: 2. HOURS PER MONTH DURING SECURITIES TRADING HOURS: 2. DUTIES/RESPONSIBILITIES: PROVIDES OVERSIGHT TO THE TREASURER ON FINANCIAL STATEMENTS AND REPORTING FOR THE ORGANIZATION. PROVIDES GUIDANCE ON OUTSIDE MONEY MANAGEMENT.

NO. 3 - NAME OF BUSINESS: PLANNINGWORKS, INC. INVESTMENT RELATED. ADDRESS: 7200 N MOPAC SUITE 320 AUSTIN, TX 78731. NATURE OF BUSINESS: FINANCIAL PLANNING AND FIXED INSURANCE. POSITION/TITLE/RELATIONSHIP: PARTNER. START DATE: 2002. HOURS PER MONTH: 200. HOURS PER MONTH DURING SECURITIES TRADING HOURS: 100. DUTIES/RESPONSIBILITIES: DBA FOR FULL FINANCIAL PLANNING AND INSURANCE SOLUTIONS.

NO. 4 - NAME OF BUSINESS: LISA ALLEN INSURANCE. NON-INVESTMENT RELATED. ADDRESS: 7200 N MOPAC SUITE 320 AUSTIN, TX 78731. NATURE OF BUSINESS: INSURANCE. POSITION/TITLE/RELATIONSHIP: OWNER/SOLE PROPRIETOR. START DATE: 1983. HOURS PER MONTH: 5-10. HOURS PER MONTH DURING SECURITIES TRADING HOURS: 5-10. DUTIES/RESPONSIBILITIES: SALE OF DISABILITY, LONG TERM CARE, AND LIFE INSURANCE.



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

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:	VSR FINANCIAL SERVICES, INC.
Allegations:	ALLEGED UNSUITABLE INVESTMENTS, NEGLIGENCE, AND BREACH OF CONTRACT. ACTIVITIES DATED FROM NOVEMBER 2007-FEBRUARY 2008.
Product Type:	Direct Investment-DPP & LP Interests Real Estate Security
Alleged Damages:	\$260,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	13-02256
Filing date of arbitration/CFTC reparation or civil litigation:	07/30/2013

Customer Complaint Information

Date Complaint Received:	08/12/2013
Complaint Pending?	No



Status: Settled
Status Date: 07/09/2014
Settlement Amount: \$14,999.00
Individual Contribution Amount: \$5,000.00

Disclosure 2 of 2

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: CHOICE INVESTMENTS, INC.

Allegations: ALLEGATION FIRST REALIZED WHEN NASD DIST. 6 OFFICE NOTIFIED CHOICE INVESTMENTS, INC. OF COMPLAINT. CUSTOMER CLAIMED LOSS OF \$50,000 BECAUSE HER MONEY WAS PLACED IN A HIGH-RISK, VOLATILE MUTUAL FUND. ON MAY 24, 1996 NASD DETERMINED NO ACTION WAS WARRANTED. CUSTOMER FILED SUIT ON OCT.28, 1996. CHOICE SETTLED BECAUSE IT COST LESS THAN GOING TO COURT WOULD HAVE COST.

Product Type: Mutual Fund(s)
Alleged Damages: \$50,000.00

Customer Complaint Information

Date Complaint Received: 03/14/1996
Complaint Pending? No
Status: Settled
Status Date: 11/05/1997
Settlement Amount: \$20,000.00
Individual Contribution Amount: \$13,000.00

Civil Litigation Information

Court Details: TRAVIS COUNTY DISTRICT COURT, AUSTIN, TX. CAUSE NO. 232,603
Date Notice/Process Served: 10/28/1996
Litigation Pending? No
Disposition: Settled
Disposition Date: 11/05/1997
Monetary Compensation Amount: \$20,000.00
Individual Contribution Amount: \$13,000.00

Broker Statement AT SETTLEMENT OF CUSTOMER COMPLAINT, PLAINTIFF WITHDREW ALL CLAIMS, ALLEGATIONS, AND COMPLAINTS AGAINST THE DEFENDANT, CHOICE INVESTMENTS, INC. AND LISA ALLEN AS REPRESENTATIVE.



End of Report

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