IAPD Report

NICHOLAS LOUIS KEATING III

CRD# 1234118

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

User Guidance

www.adviserinfo.sec.gov

Report Summary

NICHOLAS LOUIS KEATING III (CRD# 1234118)

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 **01/24/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PFS INVESTMENTS INC.	CRD# 10111	02/02/1984
IA	PRIMERICA ADVISORS	CRD# 10111	09/12/2011

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **10** 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

No information reported.

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
Regulatory Event	1
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 **10** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PRIMERICA ADVISORS**

Main Address: 1 PRIMERICA PARKWAY
DULUTH, GA 30099-0001

Firm ID#: 10111

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	02/02/1984
B	FINRA	Investment Co./Variable Contracts Prin	Approved	11/24/1998
B	Alabama	Agent	Approved	01/09/2024
B	Arizona	Agent	Approved	08/13/2024
B	Florida	Agent	Approved	03/10/2011
IA	Florida	Investment Adviser Representative	Approved	09/23/2016
B	Maryland	Agent	Approved	07/18/2024
B	Massachusetts	Agent	Approved	01/27/2025
B	New Jersey	Agent	Approved	02/07/1984
B	North Carolina	Agent	Approved	10/06/2022
B	South Carolina	Agent	Approved	02/28/2022
B	Texas	Agent	Approved	08/23/2019
IA	Texas	Investment Adviser Representative	Restricted Approval	12/23/2019

Qualifications

	Regulator	Registration	Status	Date
B	Virginia	Agent	Approved	05/05/2017

Branch Office Locations

PRIMERICA ADVISORS
801 WEST BAY DR
STE 315
LARGO, FL 33770

PRIMERICA ADVISORS
LARGO, FL

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 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	10/29/1998

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	05/18/1985
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/01/1984

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	06/23/2011
B	Uniform Securities Agent State Law Examination (S63)	Series 63	02/01/1984

PROFESSIONAL DESIGNATIONS

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

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at IARD and NASAA.

Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

No information reported.

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
01/2020 - Present	APPOINTMENTS 4 ADVISORS	CUSTOMER	N	SEVERNA PARK, MD, United States
02/1991 - Present	PRIMERICA FINANCIAL SERVICES	SALES	Y	LARGO, FL, United States
12/1983 - Present	PFS INVESTMENTS INC	SALES	Y	LARGO, FL, 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.

Sales of investment-related products; part-time or full-time, for companies affiliated with PFS Investments Inc. I may also receive non-investment related compensation from Primerica Mortgage, LLC for the sale of loan products and/or Primerica Client Services, Inc. (a co-located affiliate of PFS Investments Inc.) for part-time referrals of home security and automation products, as well as other home related services.

Rental Home, 11417 74th Ave., Seminole, FL, Owner, 11/2016 to Present, Commits 1 hour per month on outside business (spends 0 hours during securities trading hours).

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
Regulatory Event	1
Customer Dispute	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.
Sanction(s) Sought:	
Other Sanction(s) Sought:	
Date Initiated:	06/04/1998
Docket/Case Number:	C10980028
Employing firm when activity occurred which led to the regulatory action:	PFS INVESTMENTS, INC.
Product Type:	
Other Product Type(s):	
Allegations:	
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	06/04/1998
Sanctions Ordered:	Censure Monetary/Fine $12,500.00 Suspension
Other Sanctions Ordered:	
Sanction Details:	

Regulator Statement	ON JUNE 4, 1998, DISTRICT NO. 10 NOTIFIED RESPONDENT NICHOLAS L. KEATING III THAT THE LETTER OF ACCEPTANCE, WAIVER AND CONSENT NO. C10980028 WAS ACCEPTED; THEREFORE, HE IS CENSURED, FINED $12,500, SUSPENDED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY FOR 15 DAYS, AND ORDERED TO REQUALIFY FOR HIS INVESTMENT COMPANY AND VARIABLE CONTRACT PRINCIPAL LICENSE (SERIES 26) WITHIN 90 DAYS FROM THE DATE THE AWC IS ISSUED BY THE ASSOCIATION. IF HE FAILS TO REQUALIFY WITHIN THIS MANDATED PERIOD, HE WILL BE SUSPENDED FROM ACTING IN SUCH CAPACITY UNTIL THIS EXAMINATION IS FULLY COMPLETED - (NASD RULE 2110 - RESPONDENT KEATING SIGNED CLIENT SIGNATURES TO NEW ACCOUNT APPLICATIONS AFTER THE CUSTOMERS HAD SIGNED SIMILAR FORMS ACKNOWLEDGING THEIR TRANSACTIONS, AND HE ALSO SIGNED THE NAME OF A LICENSED AGENT OF HIS EMPLOYER FIRM ON LIFE INSURANCE APPLICATIONS AFTER THE CUSTOMERS HAD SIGNED THE APPLICATIONS). THE SUSPENSION WILL COMMENCE WITH THE OPENING OF BUSINESS ON JULY 20, 1998 AND WILL CONCLUDE AT THE CLOSE OF BUSINESS AUGUST 3, 1998. *** $12,500 FULLY PAID AS OF 7/29/98, INVOICE NO. 98-10-523 ***

Reporting Source:	Individual
Regulatory Action Initiated By:	NASD REGULATION, INC.
Sanction(s) Sought:	Censure
Other Sanction(s) Sought:	- $12,500 FINE - 15 DAY SUSPENSION FROM ASSOCIATING WITH ANY NASD MEMBER FIRM IN ANY CAPACITY - REQUALIFICATION OF INVESTMENT COMPANY AND VARIABLE CONTRACT PRINCIPAL LICENSE (SERIES 26)
Date Initiated:	06/04/1997
Docket/Case Number:	DI#E 1097 1618 (NASD REG.)
Employing firm when activity occurred which led to the regulatory action:	PFS INVESTMENTS, INC.
Product Type:	Mutual Fund(s)
Other Product Type(s):	NOT APPLICABLE
Allegations:	DURING 1996, RESPONDENT KEATING SIGNED CLIENT SIGNATURES TO ONE (1) PFS NEW ACCOUNT APPLICATION AND TWO (2) SMITH BARNEY ACCOUNT APPLICATIONS KEATING HAD SIGNED THE THREE (3) CUSTOMERS NAMES TO THESE DOCUMENTS AFTER THE CUSTOMERS HAD SIGNED SIMILAR FORMS ACKNOWLEDGING THEIR TRANSACTION KEATING ALSO SIGNED THE NAME OF A LICENSED AGENT OF PFS ON THREE (3) SEPARATE LIFE INSURANCE APPLICATIONS AFTER THE CUSTOMERS HAD SIGNED THE APPLICATIONS NEITHER PFS NOR ANY OF THE CUSTOMERS ASSOCIATED WITH THE DOCUMENTATION WERE HARMED A RESULT OF THIS ACTIVITY.
Current Status:	Final

Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	10/07/1997
Sanctions Ordered:	Censure Monetary/Fine $12,500.00 Suspension
Other Sanctions Ordered:	REQUALIFICATION OF INVESTMENT COMPANY AND VARIABLE CONTRACT PRINCIPAL LICENSE (SERIES 26)
Sanction Details:	- 15 DAY SUSPENSION FROM 11/8/98 TO 11/23/98 FROM ASSOCIATING WITH ANY NASD MEMBER FIRM IN ANY CAPACITY. - REQUALIFICATION OF SERIES 26 WITHIN 90 DAYS FROM THE DATE THE AWC IS ISSUED BY THE ASSOCIATION, CONDITION WAS SATISFIED BY RE-TAKING EXAM AND PASSING IT ON 10/29/98. - $12,500 FINE PAID
Broker Statement	15 DAY SUSPENSION, REQUALIFICATION OF SERIES 26 EXAM AND $12,500 FINE ALL HAVE BEEN SATISFIED.

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:	PFS INVESTMENTS, INC.
Allegations:	[CUSTOMER] ALLEGED THAT KEATING TOLD HIM THAT DOLLAR-COST AVERAGING WAS NOT AVAILABLE IN A MUTUAL FUND [CUSTOMER] PURCHASED FROM KEATING. [CUSTOMER] INVESTED A LUMP SUM INTO THE FUND AND THE NAV OF THE FUND DECLINED OVER THE SUCEEDING FIVE MONTHS. SHORTLY AFTER THE TRADE, [CUSTOMER] BECAME SERIES 6 LICENSED (CRD 2735172) WITH PFSI. UPDATE U-4 08/02/2000. PREVIOUS U-4 SUBMISSION WAS ANSWERED IN ERROR. DUPLICATE DISCLOSURE, FILE IN ERRON. PLEASE DELETE OCCURENCE #875602
Product Type:	Mutual Fund(s)
Alleged Damages:	$16,697.00

Customer Complaint Information

Date Complaint Received:	05/16/1997
Complaint Pending?	No
Status:	Settled
Status Date:	07/24/1997
Settlement Amount:	$16,697.00
Individual Contribution Amount:	$2,160.00
Broker Statement	PFS INVESTMENTS, INC ELECTED TO SETTLE WITH [CUSTOMER] TO AVOID THE TIME AND EXPENSE OF ARBITRATION. PURSUANT TO THE SETTLEMENT, PFSI DEPOSITED $16,697 INTO [CUSTOMER'S] PFSI DUPLICATE DISCLOSURE FILE IN ERROR. PLEASE DELETE OCCURRENCE #875602 MUTUAL FUND ACCOUNT AND KEATING WAS REQUIRED TO REFUND TO THE FIRM THE $2,160 IN COMISSIONS HE WAS PREVIOUSLY PAID. [CUSTOMER], WHO I WAS RECRUITING TO BE A PFSI AGENT, TOLD ME HE WANTED ME TO INVEST $400,000 FOR HIM. I CATEGORICALLY DENY [CUSTOMER'S] ALLEGATION THAT I TOLD HIM THAT DOLLAR-COST AVERAGING WAS NOT AVAILABLE IN THE SMITH BARNEY CONCERT SERIES OF MUTUAL FUNDS WHICH WE WERE DISCUSSING. WHERE

THIS MONEY WAS TO BE INVESTED WAS DISCUSSED WITH HIM OVER A SERIES OF MEETINGS. [CUSTOMER] MAY HAVE MISCONSTRUED SOMETHING I
SAID TO HIM ABOUT THE SMITH BARNEY CONCERT SERIES BUT I NEVER TOLD HIM THAT DOLLAR-COST AVERAGING WAS NOT AVAILABLE IN THAT SERIES OF MUTUAL FUNDS. [CUSTOMER] MADE THE FINAL DECISION AS TO
HOW TO INVEST THE $400,000.

End of Report

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