



IAPD Report

Leonard Raymond Dean

CRD# 1237448

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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

Leonard Raymond Dean (CRD# 1237448)

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 **09/13/2022**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	DEAN BENNETT ADVISORY SERVICES INC.	CRD# 322889	09/14/2022

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	PORTSMOUTH FINANCIAL SERVICES	13980	SAN FRANCISCO, CA	01/27/2021 - 09/13/2022
IA	PORTSMOUTH - SMARTLIFE FINANCIAL GROUP, LLC	168299	Roseville, CA	09/29/2020 - 09/12/2022
B	SUPREME ALLIANCE LLC	45348	CHARLOTTE, NC	10/01/2019 - 10/30/2019

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

Employment 1 of 1

Firm Name: **DEAN BENNETT ADVISORY SERVICES INC.**
Main Address: 3017 DOUGLAS BLVD.
SUITE 300
ROSEVILLE, CA 95661
Firm ID#: 322889

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	09/14/2022

Branch Office Locations

DEAN BENNETT ADVISORY SERVICES INC.
3017 DOUGLAS BLVD.
SUITE 300
ROSEVILLE, CA 95661





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



Principal/Supervisory Exams

Exam	Category	Date
 Municipal Fund Securities Principal Examination (S51)	Series 51	08/07/2004
 General Securities Principal Examination (S24)	Series 24	12/15/1998

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	06/18/1988
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	05/22/1984

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	11/19/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/12/1995

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

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
B	01/27/2021 - 09/13/2022	PORTSMOUTH FINANCIAL SERVICES	CRD# 13980	SAN FRANCISCO, CA
IA	09/29/2020 - 09/12/2022	PORTSMOUTH - SMARTLIFE FINANCIAL GROUP, LLC	CRD# 168299	Roseville, CA
B	10/01/2019 - 10/30/2019	SUPREME ALLIANCE LLC	CRD# 45348	CHARLOTTE, NC
IA	10/01/2019 - 10/30/2019	SUPREME ALLIANCE LLC	CRD# 45348	GRANITE BAY, CA
IA	01/14/2011 - 09/11/2019	ALLSTATE FINANCIAL ADVISORS, LLC	CRD# 109524	GOLD RIVER, CA
B	01/13/2011 - 09/11/2019	ALLSTATE FINANCIAL SERVICES, LLC	CRD# 18272	Gold River, CA
IA	02/14/2001 - 12/17/2010	PRINCOR FINANCIAL SERVICES CORPORATION	CRD# 1137	ROSEVILLE, CA
B	01/17/1990 - 12/17/2010	PRINCOR FINANCIAL SERVICES CORPORATION	CRD# 1137	ROSEVILLE, CA
B	02/15/1988 - 09/29/1989	SHEARSON LEHMAN HUTTON INC.	CRD# 7506	NEW YORK, NY
B	09/15/1987 - 02/15/1988	E. F. HUTTON & COMPANY INC	CRD# 235	
B	03/17/1987 - 11/16/1987	MUTUAL BENEFIT FINANCIAL SERVICE COMPANY	CRD# 4882	
B	05/23/1984 - 03/25/1987	NYLIFE SECURITIES INC.	CRD# 5167	

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
09/2022 - Present	Dean Bennett Advisory Services Inc.	President/Co-Owner/Investment Advisor Representative/Chief Compliance Officer	Y	Roseville, CA, United States
06/2019 - Present	FINRA Office of Dispute Resolution	Arbitrator	N	New York, NY, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2009 - Present	DEAN BENNETT INSURANCE AND FINANCIAL SERVICES, INC.	PRESIDENT/Insurance Agent (DVBE)	Y	ROSEVILLE, CA, United States
01/2021 - 09/2022	Portsmouth Financial Services	Registered Representative	Y	San Francisco, CA, United States
09/2020 - 09/2022	Portsmouth - SmartLife Financial Group, LLC	Investment Advisor Representative	Y	San Francisco, CA, United States
10/2019 - 10/2019	Supreme Alliance LLC	Investment Advisor Representative/Registered Representative	Y	Granite Bay, CA, United States
01/2011 - 09/2019	Allstate Financial Advisors, LLC	Investment Advisor Representative/Registered Representative	Y	Rocklin, CA, 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.

DEAN BENNETT INSURANCE & FINANCIAL SERVICES, INC

POSITION: President NATURE: Insurance & financial services INVESTMENT RELATED: Yes NUMBER OF HOURS: 5
 SECURITIES TRADING HOURS: 0 START DATE: 09/01/2009

DESCRIPTION: Used as "DBA" for insurance & financial services sales. Administrative duties as officer. Spouse Deborah Bennett does group & individual medical, medicare support & LTC. This is a DVBE (Disabled Veteran Business Ent) & as such I need to be 51% owner

RENTALS

POSITION: owner NATURE: Rental properties :1. 159-161 Wool St., San Francisco, CA 94110. 1820 Discovery Rd., Roseville, CA 95747 INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 0 START DATE: 01/01/1995
 ADDRESS: 3100 Ashridge Way, Granite Bay CA 95746, United States
 DESCRIPTION: See 4.1

FINRA OFFICE OF DISPUTE RESOLUTION

POSITION: Arbitrator NATURE: Director , through Arbitrator assignment process, will assign to a three person panel , act a Arbitrator in a Finra dispute claim. INVESTMENT RELATED: No NUMBER OF HOURS: 15 SECURITIES TRADING HOURS: 15
 START DATE: 06/28/2019

ADDRESS: One Liberty Plaza, 165 Broadway, 27th Floor, New York NY 10006-1404, United States
 DESCRIPTION: Review all claimants/respondents documents, set hearing dates and timelines. Hear evidence and determined winning party to claim.



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:	Firm
Employing firm when activities occurred which led to the complaint:	SHEARSON LEHMAN HUTTON
Allegations:	MISREPRESENTATION, FRAUD, BREACH OF FIDUCIARY DUTY, NEGLIGENT, MISREPRESENTATION ALLEGED DAMAGES- \$150,000.00
Product Type:	
Alleged Damages:	\$150,000.00

Customer Complaint Information

Date Complaint Received:	
Complaint Pending?	No
Status:	Litigation
Status Date:	

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information

Court Details:	STATE; CA; 466369-6
Date Notice/Process Served:	08/01/1992
Litigation Pending?	No
Disposition:	Settled



Disposition Date: 08/01/1993

Monetary Compensation Amount: \$30,000.00

Individual Contribution Amount:

Firm Statement THIS CASE HAS BEEN SETTLED FOR \$30,000: 1/2 OF THE AMOUNT WILL BE REIMBURSED BY MR. DEAN'S INSURER. FOR FURTHER INFORMATION CONTACT ESTHER KOSLOW (212) 464-7289

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: SHEARSON LEHMAN HUTTON

Allegations: THESE ALLEGATIONS STARTED WITH MISREPRESENTATION, FRAUD, BREACH OF FIDUCIARY DUTY, NEGLIGENT, AND DAMAGES FOR \$150,000 WHICH WAS THEIR PREMIUM FOR BOTH LIFE INS. POLICIES. SINCE THESE WERE ALL FALSE AND COULD NOT BE PROVED. (BECAUSE THEY DID NOT HAPPEN) THEY ENDED UP DISMISSING THE CHARGES OF ONLY BREACH OF FIDUCIARY DUTY (WHICH WAS NOT PROVING).

Product Type:

Alleged Damages: \$150,000.00

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Litigation

Status Date:

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information

Court Details: STATE; CA; 466369-6

Date Notice/Process Served: 08/01/1992

Litigation Pending? No

Disposition: Settled

Disposition Date: 08/01/1993

Monetary Compensation Amount: \$30,000.00

Individual Contribution Amount:

Broker Statement A SETTLEMENT WAS REACHED BY SHEARSON LEHMAN ATTORNEY AND PLAINTIFFS ATTORNEY. THIS WAS REACHED DUE TO THE COST FOR SHEARSON TO FIGHT FALSE CHARGES. I WAS NOT IN FAVOR



OF SETTLEMENT, BECAUSE, NOTHING WAS DONE WRONG, BUT, IT WAS TAKEN OUT OF MY HANDS BY MY E.&O. CARRIER. THIS WAS A PROBLEM BECAUSE OF FIRST CAPITAL CASE WENT INTO RECEIVERSHIP AND THE CLIENT WANTED HER MONEY BACK.

I MET WITH PLAINTIFFS FOR ONLY 30 MIN. IN 1989 TO

EXPLAIN HOW A REVERSE SPLIT DOLLAR PLAN WOULD HELP THEM SOLVE A

PROBLEM THEIR C.P.A. HAD UNCOVERED. AFTER GIVING ALL INFORMATION TO C.P.A. HE SUGGESTED HIS CLIENTS (PLAINTIFFS) BUY THE LIFE INSURANCE. I WAS AN INSURANCE CONSULTANT FOR SHEARSON

LEHMAN HUTTON AT THAT TIME. AFTER I LEFT IN SEPT 89-ONE YEAR LATER, WHEN PREMIUM WAS DUE, FIRST CAPITAL LIFE WHO ASK TO RESTRICT ITS OPERATIONS. I HAD NO FURHTER CONTACT WITH PLAINTIFFS BECAUSE SHEARSON MANAGEMENT WANTED ALL INFORMATION

TO COME FROM WITH IN THE CO. FIRST CAPITAL WAS BOUGHT BY PACIFIC MUTUAL AND EVERYTHING WOULD HAVE BEEN FINE IF THE PLAINTIFFS COUNSEL HAD NOT SUGGEST THEY SURRENDER POLICIES. ENTIRE ACTION DISMISSED AND SETTLED FOR LEGAL FEES 30K.



End of Report

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