



IAPD Report

DEBORAH SUE SIMS

CRD# 1275290

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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

DEBORAH SUE SIMS (CRD# 1275290)

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 **07/24/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MADISON AVENUE SECURITIES, LLC	CRD# 23224	03/09/2020
IA	MADISON AVENUE SECURITIES, LLC	CRD# 23224	03/10/2020

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **17** 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	CETERA ADVISOR NETWORKS LLC	13572	SAN DIEGO, CA	09/20/2019 - 03/09/2020
IA	CETERA INVESTMENT ADVISERS LLC	105644	San Diego, CA	10/06/2015 - 03/09/2020
B	SUMMIT BROKERAGE SERVICES, INC.	34643	SAN DIEGO, CA	09/21/2015 - 09/20/2019

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

Employment 1 of 1

Firm Name: **MADISON AVENUE SECURITIES, LLC**
Main Address: 13500 EVENING CREEK DR. N
#555
SAN DIEGO, CA 92128
Firm ID#: 23224

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	03/09/2020
B	Arizona	Agent	Approved	03/16/2020
B	California	Agent	Approved	03/10/2020
IA	California	Investment Adviser Representative	Approved	03/10/2020
B	Colorado	Agent	Approved	03/10/2020
B	Florida	Agent	Approved	08/19/2021
B	Kansas	Agent	Approved	03/17/2020
B	Massachusetts	Agent	Approved	03/10/2020
B	Minnesota	Agent	Approved	03/13/2020
B	Missouri	Agent	Approved	03/09/2020
B	Nevada	Agent	Approved	03/16/2020
B	New Mexico	Agent	Approved	03/13/2020
B	New York	Agent	Approved	03/17/2020



Qualifications

	Regulator	Registration	Status	Date
B	North Carolina	Agent	Approved	01/09/2024
B	Oregon	Agent	Approved	03/17/2020
B	South Carolina	Agent	Approved	07/29/2025
B	Texas	Agent	Approved	03/12/2020
IA	Texas	Investment Adviser Representative	Restricted Approval	06/04/2020
B	Utah	Agent	Approved	03/10/2020
B	Virginia	Agent	Approved	03/10/2020

Branch Office Locations

MADISON AVENUE SECURITIES, LLC
3940 Hortensia Street
Suite 103
San Diego, CA 92110

MADISON AVENUE SECURITIES, LLC
16906 Via De Santa Fe
Rancho Santa Fe , CA 92067



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

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/16/2001

State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	06/25/2012
 Uniform Securities Agent State Law Examination (S63)	Series 63	11/26/2001

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:

	Registration Dates	Firm Name	ID#	Branch Location
B	09/20/2019 - 03/09/2020	CETERA ADVISOR NETWORKS LLC	CRD# 13572	SAN DIEGO, CA
IA	10/06/2015 - 03/09/2020	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	San Diego, CA
B	09/21/2015 - 09/20/2019	SUMMIT BROKERAGE SERVICES, INC.	CRD# 34643	SAN DIEGO, CA
IA	06/27/2012 - 12/31/2015	J P TURNER & COMPANY CAPITAL MANAGEMENT, LLC	CRD# 124446	SAN DIEGO, CA
B	07/05/2007 - 12/04/2015	J.P. TURNER & COMPANY, L.L.C.	CRD# 43177	SAN DIEGO, CA
B	01/03/2003 - 07/12/2007	BROOKSTREET SECURITIES CORPORATION	CRD# 14667	SAN DIEGO, CA
B	04/23/2002 - 12/20/2002	RAYMOND JAMES FINANCIAL SERVICES, INC.	CRD# 6694	ST. PETERSBURG, FL
B	01/02/2002 - 05/09/2002	CROWN CAPITAL SECURITIES, L.P.	CRD# 6312	ORANGE, CA
B	11/19/2001 - 02/01/2002	WOODBURY FINANCIAL SERVICES, INC.	CRD# 421	OAKDALE, MN

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
03/2020 - Present	MADISON AVENUE SECURITIES, LLC	REGISTERED REPRESENTATIVE/ INVESTMENT ADVISER REPRESENTATIVE	Y	SAN DIEGO, CA, United States
09/2019 - 03/2020	CETERA ADVISOR NETWORKS LLC	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, CA, United States
10/2015 - 03/2020	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	San Diego, CA, United States
09/2015 - 09/2019	Summit Brokerage Services Inc	Reg Rep	Y	San Diego, CA, United States



Registration & Employment History



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. NAME: ESTATE MANAGEMENT GROUP; INV RELATED: NO; ADDRESS: 3940 HORTENSIA STREET, SUITE 103 SAN DIEGO, CA 92110 & 16906 VIA DE SANTA FE, RANCHO SANTA FE, CA 92067; NATURE: DBA ONLY; POSITION: PRINCIPLE START DATE: 11/30/2014; HOURS/MONTH: LESS THAN 1; TRADING HOURS/MONTH: 0; DUTIES: PRINCIPLE-DBA ONLY
2.NAME: ENGAGING WOMEN IN WEALTH; INV RELATED: NO; ADDRESS: 3940 HORTENSIA STREET, SUITE 103 SAN DIEGO, CA 92110 & 16906 VIA DE SANTA FE, RANCHO SANTA FE, CA 92067; NATURE: DBA ONLY; POSITION: PRINCIPLE START DATE: 11/30/2014; HOURS/MONTH: LESS THAN 1; TRADING HOURS/MONTH: 0; DUTIES: PRINCIPLE-DBA ONLY
3.NAME: ADVISORS EXCEL; INV RELATED: YES; ADDRESS: 2950 SW MCCLURE ROAD, TOPEKA, KS 66614; NATURE:INSURANCE PRODUCTS OFFERED THROUGH AE, CREATIVE SERVICES PROVIDED BY AE; POSITION:INSURANCE AGENT; START DATE:02/21/2020; HOURS/MONTH:40; TRADING HOURS/MONTH:40; DUTIES:INSURANCE SALES
4.NAME: LTC Insurance & Life Insurance; INV RELATED: NO; ADDRESS: 3940 HORTENSIA STREET, SUITE 103 SAN DIEGO, CA 92110 & 16906 VIA DE SANTA FE, RANCHO SANTA FE, CA 92067; NATURE: LTC Insurance; POSITION: Agent; START DATE: 9/2020; HOURS/MONTH: LESS THAN 1; TRADING HOURS/MONTH: 0; DUTIES: LTC Insurance Agent.
5. RENTAL PROPERTY; INV RELATED: NO; ADDRESS:2517 OCEAN COVE, CARDIFF CA 92007; NATURE: HOME RENTAL; OWNER AND LANDLORD; START DATE: 09/2014; HOURS/MONTH: LESS THAN 5 A WEEK; TRADING HOURS/MONTH: 0;
6. NAME D SIMS INC.; INV RELATED: NO; NATURE: SUB CHAPTER S FOR TAXES;
7. ChFEBC DESIGNATION; INVESTMENT RELATED: NO; POSITION: HELP FEDERAL EMPLOYEES UNDERSTAND BENEFITS, RETIREMENT, TSP, AND OTHER. HOURS PER WEEK: 1 HOUR; START DATE: 07/2024



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:	BROOKSTREET SECURITIES
Allegations:	Dispute with taxes owed on an irrevocable trust that offered deferred capital gains
Product Type:	No Product
Alleged Damages:	\$225,974.00

Customer Complaint Information

Date Complaint Received:	
Complaint Pending?	No
Status:	Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date:	10/07/2007
Settlement Amount:	
Individual Contribution Amount:	

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	07-02389
Date Notice/Process Served:	07/29/2008



Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	07/29/2008
Monetary Compensation Amount:	\$4,900.00
Individual Contribution Amount:	\$4,900.00
Broker Statement	This was a client of mine for a short period of time. The allegations and the arbitration that was filed were based on taxes being owed from a real estate sale and had nothing to do with investments that I recommended. The client established a trust to defer the capital gains on a real estate sale. There were taxes owed on some of the monies used to fund the trust that went into the trust. The clients knew about the tax situation before the real estate was sold and choose to move forward with establishing the trust.

Disclosure 2 of 2

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	AMERICAN INVESTORS LIFE INSURANCE COMPANY INC
Allegations:	ALLEGED UNSUITABILITY.
Product Type:	Annuity-Fixed
Alleged Damages:	\$5,000.00

Customer Complaint Information

Date Complaint Received:	02/13/2004
Complaint Pending?	No
Status:	Evolved into Civil litigation (the individual is a named party)
Status Date:	02/13/2004
Settlement Amount:	
Individual Contribution Amount:	

Civil Litigation Information

Type of Court:	State Court
Name of Court:	San Diego County Superior Court
Location of Court:	San Diego County CA
Docket/Case #:	GIC810588
Date Notice/Process Served:	02/13/2004
Litigation Pending?	No
Disposition:	Settled
Disposition Date:	02/13/2004



Monetary Compensation Amount: \$29,000.00

Individual Contribution Amount: \$19,000.00

Broker Statement

This was a client I knew for a long time.
The allegations and the lawsuit that was filed had nothing to do with investments I recommended.
They were based on the client changing the beneficiary on her fixed annuity.
She changed the primary beneficiary from her daughter to a care-giver that had help her for years.
The daughter became aware of the change and sued me. The client was alive when this lawsuit was filed.



End of Report

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