



## IAPD Report

# Kenneth Robert Picerno

CRD# 1286500

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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

### Kenneth Robert Picerno (CRD# 1286500)

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 **09/07/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	CETERA WEALTH SERVICES, LLC	CRD# 13572	09/05/2025
<b>IA</b>	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	09/05/2025

### QUALIFICATIONS

This representative is currently registered in **1** 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>IA</b>	AVANTAX ADVISORY SERVICES	104556	Murphy, TX	08/25/2010 - 09/05/2025
<b>B</b>	AVANTAX INVESTMENT SERVICES, INC.	13686	Murphy, TX	08/12/2010 - 09/05/2025
<b>IA</b>	MONEY CONCEPTS CAPITAL CORP	12963	PLANO, TX	03/07/2006 - 05/26/2010

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
Termination	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 1 SRO(s) through his or her employer(s).

#### Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**  
Main Address: 2301 ROSECRANS AVE #5100  
EL SEGUNDO, CA 90245  
Firm ID#: 13572

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	09/05/2025
<b>B</b> Texas	Agent	Approved	09/05/2025

#### Branch Office Locations

**CETERA ADVISOR NETWORKS LLC**  
Murphy, TX

#### Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**  
Main Address: 1450 AMERICAN LANE  
6TH FLOOR, SUITE 650  
SCHAUMBURG, IL 60173-2096  
Firm ID#: 105644

Regulator	Registration	Status	Date
<b>IA</b> Texas	Investment Adviser Representative	Approved	09/05/2025

#### Branch Office Locations

**CETERA INVESTMENT ADVISERS LLC**  
MURPHY, TX



## 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 1 state securities law exam.**

#### 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
General Securities Representative Examination (S7)	Series 7	11/27/2000

#### State Securities Law Exams

Exam	Category	Date
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Uniform Securities Agent State Law Examination (S63)	Series 63	12/29/2000
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### 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
IA	08/25/2010 - 09/05/2025	AVANTAX ADVISORY SERVICES	CRD# 104556	Murphy, TX
B	08/12/2010 - 09/05/2025	AVANTAX INVESTMENT SERVICES, INC.	CRD# 13686	Murphy, TX
IA	03/07/2006 - 05/26/2010	MONEY CONCEPTS CAPITAL CORP	CRD# 12963	PLANO, TX
B	05/16/2002 - 05/26/2010	MONEY CONCEPTS CAPITAL CORP	CRD# 12963	PLANO, TX
B	12/21/2000 - 12/31/2001	SWS FINANCIAL SERVICES	CRD# 17587	DALLAS, TX

### 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
09/2025 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
09/2025 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Murphy, TX, United States
03/2025 - Present	SRK 741 Enterprises LLC	owner	Y	Murphy, TX, United States
07/2010 - 09/2025	AVANTAX INVESTMENT SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	Murphy, TX, United States
02/1997 - 11/2022	KENNETH R PICERNO CPA	CPA (OWNER)	N	PLANO, TX, United States
07/2010 - 05/2021	AVANTAX INSURANCE AGENCY, LLC	INSURANCE AGENT	Y	Murphy, TX, 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.

1) Fiduciary Appointment-Trustee 2308 Tamarisk Lane~Plano~TX~75023~6/7/2014~4hrs~2hrs~Prepare the financial reports and tax returns, make distributions to the beneficiary as required by the trust document, and determine where to best invest the



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

money in the trust

2) 4th Street Development LLC 218 W. 4th Street~Anna~TX~75409~Rental Property Owner/Management~Partner/General Partner~8/1/2013~2hrs~0hrs~I have a 50% ownership of the building and we rent out the space

3) Mobile Home Rental 121 Enchanted Oaks Ct~Weatherford~TN~76086~Rental Property Owner/Management~Owner/Sole Proprietor~8/1/2010~1hrs~0hrs~I own the property and rent it to the tenant

4) Osage Development LLC 4704 Glenwood Lane~Anna~TX~75409~Rental Property Owner/Management~Partner/General Partner~2/24/2015~0hrs~0hrs~Own land only. No rentals.

5) RPJ Financial Group LLC 2308 Tamarisk Lane~Plano~TX~75023~No Outside Business Activities - Investments Only~Partner/General Partner~2/24/2015~3hrs~0hrs~research and look for investments to be purchased thru Avantax

6) DAGWOOD DEVELOPMENT LLC

POSITION: 50% owner NATURE: residential real estate rental property INVESTMENT RELATED: No NUMBER OF HOURS: 1

SECURITIES TRADING HOURS: 1 START DATE: 04/19/2021

ADDRESS: 2308 Tamarisk Lane, Plano TX 75023, United States

DESCRIPTION: a rental property--collect rent, make repairs

7) KENNETH R PICERNO, CPA, PLLC

POSITION: owner/member NATURE: This is my CPA practice. Traditional CPA services---accounting and tax INVESTMENT

RELATED: No NUMBER OF HOURS: 200 SECURITIES TRADING HOURS: 115 START DATE: 11/01/2022

ADDRESS: 2308 Tamarisk Lane, Plano TX 75023, United States

DESCRIPTION: I own the CPA practice. Still setting it up, not fully functionable as of today

8) KENNETH R PICERNO

POSITION: licensed representative at Avantax Wealth Management NATURE: licensed under Finra for financial planning and

securities INVESTMENT RELATED: No NUMBER OF HOURS: 25 SECURITIES TRADING HOURS: 25 START DATE:

08/12/2010

ADDRESS: 734 Pheasant Run Drive, Murphy TX 75094, United States

DESCRIPTION: financial planning and securities

9) SRK 741 ENTERPRISES LLC

POSITION: owner NATURE: This is a single member LLC designed to protect my personal assets from the actions of my CPA

firm investing in normal securities and bonds. This is the only activity of the LLC. I am only owner of the LLC and the LLC is not

an investment club. INVESTMENT RELATED: No NUMBER OF HOURS: 50 SECURITIES TRADING HOURS: 20 START DATE:

03/01/2025

ADDRESS: 734 Pheasant Run Drive, Murphy TX 75094, United States

DESCRIPTION: My duties are of those normally associated with a single member LLC, managing the activity as needed.

10) Susan Davis Trust; Trustee; Fiduciary Appointment; NIR; 2; 06/07/2014; 2308 Tamarisk Lane Plano TX 75023; Prepare the financial reports and tax returns, make distributions to the beneficiary as required by the trust document, and determine where to best invest the money in the trust



## 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
Termination	1

### Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

#### Disclosure 1 of 1

<b>Reporting Source:</b>	Individual
<b>Firm Name:</b>	BROKERS TRANSACTION SERVICES N/K/A SWS FINANCIAL SERVICES
<b>Termination Type:</b>	Voluntary Resignation
<b>Termination Date:</b>	02/01/1988
<b>Allegations:</b>	I RESIGNED AND AT THE TIME OF RESIGNATION, SWS BROUGHT TOM MY ATTENTION FOR THE 1ST TIME THAT AN ACCOUNT WAS OPENED UNDER MY NUMBER WITH AN INCORRECT ADDRESS. THERE WAS NO ACTIVITY IN THE ACCOUNT TO THE BEST OF MY RECOLLECTION.
<b>Product Type:</b>	No Product
<b>Other Product Types:</b>	
<b>Broker Statement</b>	I RESIGNED ON OR AROUND 2/1/88 BECAUSE OF LACK OF INCOME AND I NEEDED A JOB WITH A STEADY PAYCHECK. I WAS NOT AWARE OF THE VIOLATION UNTIL I RESIGNED. ALLEGATION/ VIOLATION IS 12 YEARS OLD AND MY RESIGNATION LETTER AND OTHER RELATED INFORMATION IS NO LONGER AVAILABLE.



## End of Report

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