



IAPD Report

DOUGLAS DE WAYNE PETERSON

CRD# 1303079

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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

DOUGLAS DE WAYNE PETERSON (CRD# 1303079)

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 **10/05/2020**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	PROFESSIONAL FINANCIAL ADVISORS, LLC	CRD# 173719	05/19/2015

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** 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	SAGEPOINT FINANCIAL, INC.	133763	NORTH PLATTE, NE	10/31/2005 - 12/31/2018
IA	SAGEPOINT FINANCIAL, INC.	133763	NORTH PLATTE, NE	04/16/2010 - 11/30/2015
IA	PROFESSIONAL FINANCIAL ADVISORS, LLC	124602	NORTH PLATTE, NE	02/13/2003 - 10/01/2010

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
Customer Dispute	3



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

Employment 1 of 1

Firm Name: **PROFESSIONAL FINANCIAL ADVISORS, LLC**
Main Address: 1400 S DEWEY ST
SUITE 300
NORTH PLATTE, NE 69101-5311
Firm ID#: 173719

	Regulator	Registration	Status	Date
IA	Nebraska	Investment Adviser Representative	Approved	05/19/2015
IA	Texas	Investment Adviser Representative	Restricted Approval	09/05/2018

Branch Office Locations

PROFESSIONAL FINANCIAL ADVISORS, LLC
1400 S DEWEY ST
SUITE 300
NORTH PLATTE, NE 69101-5311




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	03/14/1989

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	09/15/1984

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	09/21/1998
 Uniform Securities Agent State Law Examination (S63)	Series 63	10/04/1984

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **2** professional designation(s).

Certified Financial Planner

Chartered Financial Consultant

This representative holds or did hold **2** 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	10/31/2005 - 12/31/2018	SAGEPOINT FINANCIAL, INC.	CRD# 133763	NORTH PLATTE, NE
IA	04/16/2010 - 11/30/2015	SAGEPOINT FINANCIAL, INC.	CRD# 133763	NORTH PLATTE, NE
IA	02/13/2003 - 10/01/2010	PROFESSIONAL FINANCIAL ADVISORS, LLC	CRD# 124602	NORTH PLATTE, NE
B	05/19/1992 - 10/31/2005	SUNAMERICA SECURITIES, INC.	CRD# 20068	PHOENIX, AZ
IA	07/18/1995 - 06/10/2003	PERSONAL INVESTMENT MANAGEMENT SERVICES	CRD# 116412	NORTH PLATTE, NE
B	03/22/1989 - 05/19/1992	ANCHOR NATIONAL FINANCIAL SERVICES, INC.	CRD# 5774	
B	07/07/1987 - 03/29/1989	INTEGRATED RESOURCES EQUITY CORPORATION	CRD# 6403	
B	09/24/1984 - 08/06/1987	E. F. HUTTON & COMPANY INC	CRD# 235	

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
09/2017 - Present	PRIORITY ADULT LEARNING INSTITUTE	EDUCATOR	Y	NORTH PLATTE, NE, United States
03/2016 - Present	DONNA'S OFFICE SERVICES, LLC	MEMBER	N	NORTH PLATTE, NE, United States
05/2015 - Present	PROFESSIONAL FINANCIAL ADVISORS, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	NORTH PLATTE, NE, United States
01/2003 - Present	PROFESSIONAL FINANCIAL ADVISORS, LLC	MANAGING MEMBER	Y	NORTH PLATTE, NE, United States
01/2009 - 12/2018	SAGEPOINT FINANCIAL, INC.	REGISTERED REPRESENTATIVE	Y	PHOENIX, AZ, 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. INSURANCE, INVESTMENT RELATED, PO BOX 1070 501 SO JEFFERS NORTH PLATTE, NE 69103, OWNER, 12/1984, 10 HRS/MO, 0 DURING TRADING, SELL LIFE INSURANCE TERM INSURANCE UNIVERISAL LIFE, FIXED ANNUITY THROUGH PACIFIC LIFE, ALLIANZ, & PROTECTIVE LIFE. LINCOLN BENEFIT LIFE, MIDLAND NATIONAL LIFE, LIBERTY BANKERS LIFE, MUTUAL OF OMAHA LONG TERM AND GENWORTH LONG TERM CARE, AMERICAN GENERAL AND BLUE CROSS BLUE SHIELD.

2. OWNS A BUILDING AND HAVE 4 BUSINESS THAT RENT FROM ME.

3. PROFESSIONAL FINANCIAL ADVISORS

POSITION: Managing Member NATURE: LLC INVESTMENT RELATED: Yes NUMBER OF HOURS: 80 SECURITIES TRADING HOURS: 80 START DATE: 05/21/2015

ADDRESS: 501 So Jeffers, POB 1070, North Platte NE 69101

DESCRIPTION: Reviewing accounts with clients, Research of Mutual Funds and ETF's. Doing Financial Plans for individuals. Monitor accounts that other IAR have with the firm. Review to see that clients are contacted at least 1 times per year. review our disaster plan. Be ware of activity concerning PFA

4. DONNA'S OFFICE SERVICES

POSITION: Secretary NATURE: LLC INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 03/03/2016

ADDRESS: 501 So. Jeffers St, North Platte NE 69101

DESCRIPTION: Secretary of LLC, The LLC provides consulting services for railroad retirees

5. 09/2017 - Priority Adult Learning Institute, Yes, 501 S Jeffers St., North Platte, NE 69101; instruct Adult Education classes through local colleges within the Midwestern region; Educator; 5 hours ; Zero; provide/teach quality information concerning the current/future financial environment.



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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	Professional Financial Advisors, LLC
Allegations:	Client alleges that he had instructed the adviser to not invest his roughly \$55,000 cash position. On 01/09/20 the cash was invested into the model that the client was in.
Product Type:	Mutual Fund
Alleged Damages:	\$12,895.52
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	03/31/2020
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	04/02/2020
Settlement Amount:	\$12,895.52
Individual Contribution Amount:	\$12,895.52



Broker Statement Client indicated that he wanted to keep the cash in his account from a sale of UNP Union Pacific Railroad stock totaling \$23,079.30. The remainder of the cash, totaling \$28,951.11, came from an annuity that the client indicated he did want to invest. The error was to not set aside the \$23,079.30 from the UNP stock. The client has been made whole.

Disclosure 2 of 3

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: AIG FINANCIAL ADVISORS, INC.
Allegations: CUSTOMER ALLEGES REPRESENTATIVE RECOMMENDED UNSUITABLE INVESTMENT.
Product Type: Annuity(ies) - Variable
Alleged Damages: \$38,000.00

Customer Complaint Information

Date Complaint Received: 10/27/2006
Complaint Pending? No
Status: Denied
Status Date: 11/21/2006
Settlement Amount:

Individual Contribution Amount:

Broker Statement REPRESENTATIVE DENIES ALLEGATIONS AND STATES THEY ARE WITHOUT MERIT. REPRESENTATIVE STATES THAT CUSTOMER REMAINS IN INVESTMENT SHE COMPLAINS ABOUT.

Disclosure 3 of 3

Reporting Source: Regulator
Employing firm when activities occurred which led to the complaint: SUNAMERICA SECURITIES, INC.
Allegations: SUITABILITY, BREACH OF CONTRACT, BREACH OF IMPLIED CONVENANT OF GOOD FAITH AND FAIR DEALING, BREACH OF FIDUCIARY DUTY, NEGLIGENCE.
Product Type: Mutual Fund(s)
Other Product Type(s): ANNUITIES, MONEY MARKET ACCOUNTS.
Alleged Damages: \$300,000.00

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [NASD - CASE #05-04680](#)
Date Notice/Process Served: 08/25/2005
Arbitration Pending? No



Disposition: Award
Disposition Date: 03/15/2007
Disposition Detail: RESPONDENT IS JOINTLY AND SEVERALLY LIABLE FOR AND SHALL PAY TO CLAIMANT THE SUM OF \$21,243.69 PLUS INTEREST, IN COMPENSATORY DAMAGES.

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: SUNAMERICA SECURITIES, INC.
Allegations: CLAIMANT ALLEGES REPRESENTATIVE PLACED HER IN UNSUITABLE INVESTMENTS AND BREACHED HIS FIDUCIARY DUTIES.
Product Type: Mutual Fund(s)
Other Product Type(s): ANNUITIES AND MONEY MARKETS
Alleged Damages: \$300,000.00

Customer Complaint Information

Date Complaint Received: 12/30/2005
Complaint Pending? No
Status: Arbitration/Reparation
Status Date: 12/30/2005
Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [NASDDR NO. 05-04680](#)
Date Notice/Process Served: 12/30/2005
Arbitration Pending? No
Disposition: Award to Customer
Disposition Date: 03/15/2007
Monetary Compensation Amount: \$21,243.39
Individual Contribution Amount: \$0.00

Broker Statement EVIDENCE INTRODUCED AT HEARING INDICATED THAT THERE WAS IN FACT NO ACTUAL DAMAGE WITH RESPECT TO THE CLIENT'S ACCOUNT AT ISSUE. THE COMPENSATORY DAMAGES AWARD ISSUED IN THIS CASE INCLUDED AN AWARD OF INTEREST AT THE STATUTORY RATE FROM THE DATE OF THE AWARD UNTIL PAID.



End of Report

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