



IAPD Report

MORRIE WOLBRUM REIFF

CRD# 1317814

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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

MORRIE WOLBRUM REIFF (CRD# 1317814)

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 **04/15/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	MODERN WEALTH MANAGEMENT, LLC	CRD# 324624	04/11/2025

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
IA	PLANNED ASSET MANAGEMENT	105986	CALABASAS, CA	02/08/2010 - 04/29/2025
IA	QUANTITATIVE STRATEGIES, INC.	117908	CALABASAS, CA	02/08/2010 - 04/29/2025
B	M. S. HOWELLS & CO.	104100	CALABASAS, CA	05/16/2019 - 04/15/2025

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

Employment 1 of 1

Firm Name: **MODERN WEALTH MANAGEMENT, LLC**
Main Address: 1712 MAIN STREET
SUITE 400
KANSAS CITY, MO 64108
Firm ID#: 324624

	Regulator	Registration	Status	Date
	California	Investment Adviser Representative	Approved	04/11/2025
	Texas	Investment Adviser Representative	Restricted Approval	04/11/2025

Branch Office Locations

MODERN WEALTH MANAGEMENT, LLC
27001 AGOURA ROAD
SUITE 150
CALABASAS, CA 91301




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 1 state securities law exam.


Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	10/09/1986

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	08/17/1985

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	08/16/1991

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	02/08/2010 - 04/29/2025	PLANNED ASSET MANAGEMENT	CRD# 105986	CALABASAS, CA
IA	02/08/2010 - 04/29/2025	QUANTITATIVE STRATEGIES, INC.	CRD# 117908	CALABASAS, CA
B	05/16/2019 - 04/15/2025	M. S. HOWELLS & CO.	CRD# 104100	CALABASAS, CA
B	05/05/2010 - 05/16/2019	INDEPENDENT FINANCIAL GROUP, LLC	CRD# 7717	CALABASAS, CA
IA	05/04/2010 - 05/16/2019	INDEPENDENT FINANCIAL GROUP, LLC	CRD# 7717	CALABASAS, CA
IA	11/10/2005 - 12/08/2010	AFA ADVISOR SERVICES LLC	CRD# 129104	CALABASAS, CA
B	09/03/2003 - 04/29/2010	AFA FINANCIAL GROUP, LLC	CRD# 127648	EAGLE, ID
B	11/16/1998 - 11/03/2003	SENTRA SECURITIES CORPORATION	CRD# 10249	PHOENIX, AZ
B	04/28/1992 - 11/16/1998	UNITED PACIFIC SECURITIES, INC.	CRD# 21986	CARLSBAD, CA
B	11/07/1989 - 05/06/1992	TITAN/VALUE EQUITIES GROUP, INC.	CRD# 6359	IRVINE, CA
B	12/12/1985 - 11/07/1989	VALUE EQUITIES CORPORATION	CRD# 13316	
B	08/21/1985 - 12/16/1985	E.A.C. SECURITIES, LTD.	CRD# 3476	

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
04/2025 - Present	MODERN WEALTH MANAGEMENT	INVESTMENT ADVISOR REPRESENTATIVE	Y	LENEXA, KS, United States
05/2019 - 04/2025	M.S. Howells & Company	REGISTERED REPRESENTATIVE	Y	Scottsdale, AZ, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
10/2001 - 04/2025	QUANTITATIVE STRATEGIES INC.	CEO & IAR	Y	CALABASAS, CA, United States
05/1985 - 04/2025	PLANNED ASSET MANAGEMENT, LLC.	CEO,IAR & OWNER	Y	CALABASAS, CA, United States
04/2010 - 05/2019	INDEPENDENT FINANCIAL GROUP	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, 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.

1. JAN 1978; INSURANCE PRODUCER LIC 0662563, CALABASAS, CA; NON INVESTMENT RELATED; LIFE AND HEALTH INSURANCE; OWNER; ESTATE PLANNING, LIFE, DISABILITY, LTC, FIXED PRODUCTS; DEVOTE VARIOUS HOURS/MONTH AS REQUIRED.
2. 1978; BRICKMAN, REIFF & ASSOCIATES; SOLE PROPRIETORSHIP; NON-INVESTMENT RELATED; NON-FEE BUSINESS; PRIMARY INSURANCE; OWNER; 10 HOURS PER MONTH OUTSIDE OF SECURITIES TRADING HOURS; 5 HOURS PER MONTH DURING SECURITIES TRADING HOURS.
3. 1990; GLOBAL TRAVEL INTERNATIONAL, INC.; MAITLAND, FL; WWW.GLOBALTRAVEL.COM; NON-INVESTMENT RELATED; TRAVEL AGENCY; TRAVEL AGENT; VARIOUS HOURS PER MONTH AS REQUIRED.
4. BR & Company; Not investment related; used to collect commissions. Less than 5 hours per month outside of securities trading hours; 0. hours per month during securities trading hours. Owner.



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:	Individual
Employing firm when activities occurred which led to the complaint:	AFA FINANCIAL GROUP, LLC
Allegations:	CLAIMANT ALLEGES BREACH OF FIDUCIARY DUTY, FRAUD, NEGLIGENCE OF DISCRETIONARY ACCOUNT, MATERIAL OMISSIONS, ELDER ABUSE AND VIOLATION OF SECURITIES RULES AND REGULATIONS.
Product Type:	Other: MANAGED ACCOUNT
Alleged Damages:	\$2,000,000.00
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:	01/13/2010
Complaint Pending?	No
Status:	Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date:	04/29/2010
Settlement Amount:	
Individual Contribution Amount:	

**Arbitration Information**

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 10-07186

Date Notice/Process Served: 01/12/2010

Arbitration Pending? No

Disposition: Dismissed

Disposition Date: 12/29/2010

Broker Statement

ON JULY 8, 2009, [FINRA REPRESENTATIVE] OF FINRA FORWARD A COPY OF THE CUSTOMER'S COMPLAINT TO THE FIRM'S CCO, [THIRD PARTY]. [CUSTOMER] ALLEGED UNSUITABLE RECOMMENDATIONS AND MARGIN OR MARGIN CALL PROBLEMS. THE CUSTOMER'S COMPLAINT WAS INVESTIGATED AND A RESPONSE WITH PRODUCTION OF DOCUMENTS WAS PROVIDED TO [FINRA REPRESENTATIVE]. [CUSTOMER] WAS A CLIENT OF PLANNED ASSET MANAGEMENT (IARD #109586) FOR 11 YEARS. HER PORTFOLIO WAS A BLENDED PORTFOLIO OF FIXED INCOME ASSETS AND EQUITY MUTUAL FUNDS, NOT INDIVIDUAL STOCKS. [CUSTOMER] SUITABILITY CRITERIA IS CONSISTENT WITH THE PORTFOLIO BLEND SEEKING TAX DEFERRAL, INCOME AND GROWTH WITH A MODERATE TO AGGRESSIVE RISK TOLERANCE. [CUSTOMER] WAS WILLING TO ACCEPT A SLIGHTLY HIGHER LEVEL OF RISK DUE TO HER INCOME NEEDS. [CUSTOMER'S] PORTFOLIO DID INCUR MARKET LOSS IN 2008, HOWEVER, THE ACCOUNT'S DECLINING VALUE IS ALSO ATTRIBUTABLE TO THE CLIENT'S CONSISTENT CASH WITHDRAWALS TO SUSTAIN HER LIFESTYLE. THE USE OF MARGIN OCCURRED ON 2 OCCASIONS WHICH WAS DISCUSSED AND APPROVED BY [CUSTOMER] IN SUPPORT OF RETAINING THE ACCOUNT VALUE TO ACCOMMODATE FUTURE WITHDRAWAL REQUESTS. *ADMINISTRATIVE NOTE PER CRD, A COMPLAINT WAS NEVER RECEIVED, WE COULD NOT CLEAR SEC 7 FILED BY PREVIOUS FIRM. ON 12/29/2010 CUSTOMER DISMISSED REGISTRANT AND 'P.A.M' FROM ARBITRATION PROCEDURES WITH PREJUDICE.



End of Report

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