IAPD Report

DONALD R AYERS JR

CRD# 1529464

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

DONALD R AYERS JR (CRD# 1529464)

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 **12/04/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	INNOVATIVE WEALTH PARTNERS, LLC	CRD# 335780	12/05/2025

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
IA	ON INVESTMENT MANAGEMENT CO	105662	MANASQUAN, NJ	08/27/2015 - 11/04/2024
B	THE O.N. EQUITY SALES COMPANY	2936	Manasquan, NJ	04/27/2015 - 11/04/2024
IA	PARK AVENUE SECURITIES LLC	46173	MANASQUAN, NJ	08/05/2004 - 04/30/2015

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
Regulatory Event	1
Financial	1
Judgment/Lien	4

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:	**INNOVATIVE WEALTH PARTNERS, LLC**
Main Address:	2600 HIGHWAY 35 MANASQUAN, NJ 08736
Firm ID#:	335780

	Regulator	Registration	Status	Date
IA	New Jersey	Investment Adviser Representative	Approved	12/05/2025

Branch Office Locations

INNOVATIVE WEALTH PARTNERS, LLC
2600 HIGHWAY 35
MANASQUAN, NJ 08736

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
B	General Securities Principal Examination (S24)	Series 24	05/22/2003
B	Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	09/14/1994

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	04/17/2003
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	07/10/1986

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	12/21/1996
B	Uniform Securities Agent State Law Examination (S63)	Series 63	11/11/1996

PROFESSIONAL DESIGNATIONS

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

Chartered Financial Consultant

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	08/27/2015 - 11/04/2024	ON INVESTMENT MANAGEMENT CO	CRD# 105662	MANASQUAN, NJ
B	04/27/2015 - 11/04/2024	THE O.N. EQUITY SALES COMPANY	CRD# 2936	Manasquan, NJ
IA	08/05/2004 - 04/30/2015	PARK AVENUE SECURITIES LLC	CRD# 46173	MANASQUAN, NJ
B	07/21/1999 - 04/30/2015	PARK AVENUE SECURITIES LLC	CRD# 46173	SHREWSBURY, NJ
IA	04/21/2008 - 12/31/2011	INTERNATIONAL PLANNING ALLIANCE, LLC	CRD# 120701	FAIRFIELD, NJ
B	11/01/1994 - 07/02/1999	ASCEND FINANCIAL SERVICES, INC.	CRD# 15296	ST. PAUL, MN
B	02/29/1988 - 11/23/1994	PRUCO SECURITIES CORPORATION	CRD# 5685	
B	02/28/1988 - 11/23/1994	PRUCO SECURITIES CORPORATION	CRD# 5685	NEWARK, NJ
B	02/29/1988 - 12/10/1993	THE PRUDENTIAL INSURANCE COMPANY OF AMERICA	CRD# 680	
B	02/28/1988 - 12/10/1993	THE PRUDENTIAL INSURANCE COMPANY OF AMERICA	CRD# 680	NEWARK, NJ
B	07/11/1986 - 02/10/1988	UNDERHILL ASSOCIATES, INCORPORATED	CRD# 6999	

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
11/2013 - Present	INNOVATIVE WEALTH PARTNERS	FOUNDER/CEO	Y	MANASQUAN, NJ, United States
04/2015 - 11/2024	THE O.N. EQUITY SALES COMPANY	REGISTERED REPRESENTATIVE	Y	CINCINNATI, OH, United States
11/2014 - 11/2024	OHIO NATIONAL FINANCIAL SERVICES	AGENT	N	CINCINNATI, OH, 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)INNOVATIVE WEALTH PARTNERS, LLC; 1543 Harbor Road MANASQUAN NJ 08736; INVESTMENT RELATED; SELLING LIFE INSURANCE AND ANNUITIES, LTC, Indexed-UL, Fixed and annuities; AGENT; 01/01/2007-PRESENT; 20 HOUR/MONTH(10 DURING MARKET HOUR); SELLING LIFE INSURANCE AND ANNUITIES.
2). Brick United; 530 RT. 34, Wall Twp, NJ 07727; Not investment related; Foundation/ Charity; Treasurer; 3 Hours/month (0 during securities trading hours); review their books and accounting procedures.

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
Regulatory Event	1
Financial	1
Judgment/Lien	4

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	12/17/2024
Docket/Case Number:	2023078030001
Employing firm when activity occurred which led to the regulatory action:	The O.N. Equity Sales Company
Product Type:	No Product
Allegations:	Without admitting or denying the findings, Ayers consented to the sanctions and to the entry of findings that he willfully failed to disclose or timely disclose on Form U4 liens and judgments totaling approximately $230,000. The findings stated that Ayers failed to timely disclose nine of the liens or judgments on his Form U4, doing so after delays ranging up to 700 days late, with one lien that remains undisclosed. Most of the liens and judgments remain unsatisfied. In addition, Ayers also inaccurately attested on firm annual compliance questionnaires that he did not have any unsatisfied judgments or liens in the last year.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	12/17/2024
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension Other: The settlement includes a finding that Ayers willfully failed to disclose a material fact on a Form U4, and that under section 3(a)(39)(f) of the Securities Exchange Act of 1934 and Article III, Section 4 of the FINRA By-Laws, this omission makes him subject to a statutory disqualification with respect to association with a member.
If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise? **(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?** **(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or**	No

(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?

Sanction 1 of 1

Sanction Type:	Suspension
Capacities Affected:	All Capacities
Duration:	Four Months
Start Date:	01/06/2025
End Date:	05/05/2025

Monetary Sanction 1 of 1

Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$5,000.00
Portion Levied against individual:	$5,000.00
Payment Plan:	Deferred
Is Payment Plan Current:	
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	

Reporting Source:	Individual
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	12/17/2024
Docket/Case Number:	2023078030001
Employing firm when activity occurred which led to the regulatory action:	The O.N. Equity Sales Company

Product Type:	No Product
Allegations:	Without admitting or denying the findings, Mr. Ayers consented to the sanctions and to the entry of findings that he willfully failed to disclose or timely disclose on the Form U4 liens and judgements totaling approximately $230,000. The findings stated that Mr. Ayers failed to timely disclose the liens or judgements for his Form U4, doing so after delays ranging up to 700 days late. In addition, Mr. Ayers also inaccurately attested on firm annual compliance questionnaires that he did not have any unsatisfied judgements or liens in the last year.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	12/17/2024
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	All Capacities
Duration:	Four Months
Start Date:	01/06/2025
End Date:	05/05/2025
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$5,000.00
Portion Levied against individual:	$5,000.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	

Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source:	Individual
Action Type:	Compromise
Action Date:	06/12/2023
Organization Investment-Related?	
Action Pending?	No
Disposition:	Satisfied/Released
Disposition Date:	06/12/2023
If a compromise with creditor, provide:	
Name of Creditor:	Banker Healthcare Group
Original Amount Owed:	$49,726.14
Terms Reached with Creditor:	Settled in the amount of $25000.00

Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 4

Reporting Source:	Individual
Judgment/Lien Holder:	Jersey Shore University Medical Center
Judgment/Lien Amount:	$5,772.40
Judgment/Lien Type:	Civil
Date Filed with Court:	01/01/2019
Date Individual Learned:	06/21/2024
Type of Court:	State Court
Name of Court:	New Jersey
Location of Court:	Freehold, NJ
Docket/Case #:	DC01680-23
Judgment/Lien Outstanding?	Yes
Broker Statement	I was unaware of this judgement as I thought that the fees were covered by my insurance. Now that I am aware I am discussing settlement with the client's law firm to get this resolved as quickly as possible.

Disclosure 2 of 4

Reporting Source:	Individual
Judgment/Lien Holder:	Capital One
Judgment/Lien Amount:	$4,986.39
Judgment/Lien Type:	Civil
Date Filed with Court:	07/11/2022
Date Individual Learned:	07/11/2022
Type of Court:	State Court
Name of Court:	Superior court of NJ
Location of Court:	Freehold nj
Docket/Case #:	002480-20
Judgment/Lien Outstanding?	Yes

Disclosure 3 of 4

Reporting Source:	Individual
Judgment/Lien Holder:	Bank of America
Judgment/Lien Amount:	$22,150.65
Judgment/Lien Type:	Civil
Date Filed with Court:	03/21/2021
Date Individual Learned:	03/25/2021

Type of Court:	State Court
Name of Court:	Superior Court of NJ
Location of Court:	Freehold nj
Docket/Case #:	000679-20
Judgment/Lien Outstanding?	Yes

Disclosure 4 of 4

Reporting Source:	Individual
Judgment/Lien Holder:	James Palese
Judgment/Lien Amount:	$16,495.00
Judgment/Lien Type:	Civil
Date Filed with Court:	12/19/2022
Date Individual Learned:	01/10/2023
Type of Court:	State Court
Name of Court:	Superior court of NJ
Location of Court:	Freehold,nj
Docket/Case #:	164310-22
Judgment/Lien Outstanding?	Yes

End of Report

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