



IAPD Report

Benjamin Donald Reeves

CRD# 1662764

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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

Benjamin Donald Reeves (CRD# 1662764)

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 **08/26/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	EDWARD JONES	CRD# 250	04/29/1987
IA	EDWARD JONES	CRD# 250	01/27/2003

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **40** 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
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No information reported.

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 **40** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **EDWARD JONES**
Main Address: 12555 MANCHESTER RD
ST. LOUIS, MO 63131
Firm ID#: 250

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	04/29/1987
	NYSE American LLC	General Securities Representative	Approved	09/13/2011
	Nasdaq Stock Market	General Securities Representative	Approved	07/12/2006
	New York Stock Exchange	General Securities Representative	Approved	04/29/1987
	Alabama	Agent	Approved	06/24/2024
	Alaska	Agent	Approved	04/26/2010
	Arizona	Agent	Approved	02/07/1991
	Arkansas	Agent	Approved	02/04/1997
	California	Agent	Approved	02/05/2003
	Colorado	Agent	Approved	06/11/1996
	District of Columbia	Agent	Approved	03/19/2002
	Florida	Agent	Approved	10/28/1987
	Georgia	Agent	Approved	06/29/2010



Qualifications

	Regulator	Registration	Status	Date
B	Illinois	Agent	Approved	07/14/1987
B	Indiana	Agent	Approved	03/09/2004
B	Iowa	Agent	Approved	07/13/1987
B	Kansas	Agent	Approved	05/16/2022
B	Kentucky	Agent	Approved	06/25/2003
B	Louisiana	Agent	Approved	02/01/2023
B	Michigan	Agent	Approved	05/04/2010
B	Minnesota	Agent	Approved	02/01/1995
B	Mississippi	Agent	Approved	06/17/2026
B	Missouri	Agent	Approved	04/27/1992
B	Montana	Agent	Approved	10/04/2024
B	Nebraska	Agent	Approved	01/23/2006
B	New Hampshire	Agent	Approved	01/22/2015
B	New Jersey	Agent	Approved	09/25/2023
B	New Mexico	Agent	Approved	08/14/2023
B	New York	Agent	Approved	11/10/2005
B	North Carolina	Agent	Approved	05/23/2007
B	North Dakota	Agent	Approved	08/10/2007
B	Ohio	Agent	Approved	05/01/2023



Qualifications

	Regulator	Registration	Status	Date
B	Oklahoma	Agent	Approved	02/01/2024
B	Oregon	Agent	Approved	01/04/2013
B	Pennsylvania	Agent	Approved	03/21/2014
B	South Carolina	Agent	Approved	07/19/2004
B	South Dakota	Agent	Approved	04/28/2015
B	Tennessee	Agent	Approved	01/10/2024
B	Texas	Agent	Approved	05/05/1993
IA	Texas	Investment Adviser Representative	Approved	08/25/2014
B	Vermont	Agent	Approved	02/26/2003
B	Virginia	Agent	Approved	04/07/2005
B	Washington	Agent	Approved	11/07/2001
B	Wisconsin	Agent	Approved	01/27/2003
IA	Wisconsin	Investment Adviser Representative	Approved	01/27/2003
B	Wyoming	Agent	Approved	11/20/2020

Branch Office Locations

EDWARD JONES

330 S Water St (Hwy 80/81)
By SUPPZ Nutrition
Platteville, WI 53818



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
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	04/25/1987

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	10/13/2005
B Uniform Securities Agent State Law Examination (S63)	Series 63	05/18/1987



PROFESSIONAL DESIGNATIONS

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

Certified Financial Planner

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:

No information reported.

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
12/1986 - Present	EDWARD JONES	FINANCIAL ADVISOR	Y	PLATTEVILLE, WI, 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.

NUTRITION WORLD LLC

Type of business: RETAIL SALE OF HEALTH PRODUCTS

PLATTEVILLE, WI

Start date: 1/1/2006

OWNER

Hours per week: 1

Hours during trading: 1

This business was sold in 2024. I am receiving land contract payments personally thru 4/1/2027.

VITALITY PLAZA LLC

Type of business: COMMERCIAL REAL ESTATE

PLATTEVILLE, WI

Start date: 8/1/2006

OWNER

Hours per week: 1

Hours during trading: 1

PAY UTILITIES/ COLLECT RENTS/DELEGATE MAINTENANCE NEEDS.

LODGEPROS MIDVALE LLC

Type of business: FAIRFIELD INN & SUITES-MIDVALE, UT

ABERDEEN, SD

Start date: 7/15/2015

LPT

Hours per week: 0

Hours during trading: 0

Lodgepros Buckeye Too LLC

Type of business: Home 2 Suites by Hilton Hotel

Aberdeen, SD

Start date: 1/22/2018



Registration & Employment History



OTHER BUSINESS ACTIVITIES

LPT

Hours per week: 0

Hours during trading: 0

No responsibilities.

6727 LLC

Type of business: Residential rental

PLATTEVILLE, WI

Start date: 8/1/2020

Former Owner

Hours per week: 1

Hours during trading: 1

I no longer own this property because it was sold in 2021. I have kept the Edward Jones account opened, which I used to receive rent and pay bills, in case I get audited.

Lodgepros Verrado LLC

Type of business: Marriott dual-brand hotel Buckeye

Aberdeen, SD

Start date: 12/1/2021

LPT

Hours per week: 0

Hours during trading: 0

No responsibilities.

VERRADO HOSPITALITY LLC

Type of business: HAMPTON INN IN VERRADO, ARIZONA

ABERDEEN, SD

Start date: 7/17/2024

LPT

Hours per week: 0

Hours during trading: 0

No responsibilities.



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:	EDWARD JONES
Allegations:	CLIENT STATES SHE INSTRUCTED REEVES TO PURCHASE A MINIMUM OF \$125,000 IN CERTIFICATES OF DEPOSIT IN HER ACCOUNT IN SEPTEMBER 2000. INSTEAD, CLIENT ALLEGES \$75,000.00 WAS INVESTED IN CERTIFICATES OF DEPOSIT AND THE REMAINDER IN MUTUAL FUNDS. CLIENT INDICATES SHE SPOKE WITH REEVES IN FEBRUARY OR MARCH OF 2001 AT WHICH TIME SHE EXPRESSED A NEED FOR ADDITIONAL INCOME AND "LESS RISK". FUNDS WERE EXCHANGED AT THAT TIME. CLIENT STATES BECAUSE ONLY \$75,000.00 WAS INVESTED IN CERTIFICATES OF DEPOSIT SHE HAS LOST INTEREST AS WELL AS THE DECLINE IN THE VALUE OF THE MUTUAL FUNDS. UNREALIZED LOSSES IN MUTUAL FUNDS EXCEED \$5,000.00.

Product Type: Mutual Fund(s)

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 09/25/2001

Complaint Pending? No



Status:	Denied
Status Date:	10/18/2001
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	REEVES STATES HE DID HAVE A TELEPHONE CONVERSATION WITH THE CLIENT IN WHICH THEY DISCUSSED PURCHASING CERTIFICATES OF DEPOSIT WITH LADDERED MATURITIES. REEVES FURTHER STATES, AT A SUBSEQUENT, MEETING THEY DISCUSSED DOLLAR COST AVERAGING INTO VARIOUS MUTUAL FUNDS OVER A PERIOD OF FIVE MONTHS AND CONTINUING TO HOLD SOME BOND AND STOCK POSITIONS WHICH WERE TRANSFERRED FROM ANOTHER FIRM. REEVES ALSO SUGGESTED MAINTAINING A \$25,000.00 BALANCE TO PROVIDE SOME LIQUIDITY AND FOR POSSIBLE INVESTMENT IN A CERTIFICATE OF DEPOSIT AT A LATER DATE. BASED ON OUR REVIEW, REEVES MADE HIS SUGGESTIONS BASED ON DISCUSSIONS WITH THE CLIENT. AT THE TIME OF THE TRANSACTIONS, SHE WOULD HAVE RECEIVED TRADE CONFIRMATIONS AS WELL AS THE APPROPRIATE MUTUAL FUND PROSPECTUSES. IN ADDITION, THE CLIENT HAS RECEIVED CUSTOMER STATEMENTS AND AN ACKNOWLEDGEMENT LETTER WAS SIGNED FOR THE MUTUAL FUND PURCHASES. THEREFORE, IT WOULD APPEAR THE TRANSACTIONS EFFECTED IN THE ACCOUNT WERE AUTHORIZED. CLAIM DENIED.



End of Report

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