



IAPD Report

JAY LIPFERT RICHARDS

CRD# 1689554

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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

JAY LIPFERT RICHARDS (CRD# 1689554)

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 **07/16/2025**.

CURRENT EMPLOYERS

Firm	CRD#	Registered Since
B CETERA ADVISORS LLC	CRD# 10299	06/05/1998
IA INVESTMENT ADVISORY GROUP LLC	CRD# 109445	07/16/1998

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **16** 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 AMERICAN EXPRESS FINANCIAL ADVISORS INC.	6363	MINNEAPOLIS, MN	05/09/1990 - 06/22/1998
B IDS LIFE INSURANCE COMPANY	6321	MINNEAPOLIS, MN	05/09/1990 - 06/22/1998

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 **16** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **INVESTMENT ADVISORY GROUP LLC**
Main Address: 1343 MAIN STREET
SUITE 705-787
SARASOTA, FL 34236
Firm ID#: 109445

Regulator	Registration	Status	Date
IA Florida	Investment Adviser Representative	Approved	02/11/2025
IA Massachusetts	Investment Adviser Representative	Approved	07/16/1998

Branch Office Locations

INVESTMENT ADVISORY GROUP LLC
1343 MAIN STREET
SUITE 705-787
SARASOTA, FL 34236

Employment 2 of 2

Firm Name: **CETERA ADVISORS LLC**
Main Address: 5299 DTC BLVD #800
GREENWOOD VILLAGE, CO 80111
Firm ID#: 10299

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	06/05/1998
B California	Agent	Approved	08/29/2001
B Connecticut	Agent	Approved	02/24/2000
B Florida	Agent	Approved	01/04/2012
B Iowa	Agent	Approved	05/05/2004



Qualifications

Regulator	Registration	Status	Date
B Maine	Agent	Approved	08/26/2004
B Maryland	Agent	Approved	05/21/1999
B Massachusetts	Agent	Approved	06/05/1998
B Minnesota	Agent	Approved	03/22/2012
B New Hampshire	Agent	Approved	06/05/1998
B New York	Agent	Approved	06/05/1998
B North Carolina	Agent	Approved	08/09/2006
B Pennsylvania	Agent	Approved	03/25/2019
B Rhode Island	Agent	Approved	08/20/1999
B South Carolina	Agent	Approved	06/05/1998
B Tennessee	Agent	Approved	01/04/2023
B Virginia	Agent	Approved	01/04/2023

Branch Office Locations

CETERA ADVISORS LLC
51 MILL STREET
BUILDING D, SUITE 101
HANOVER, MA 02339

CETERA ADVISORS LLC
1343 Main Street
Suite 705-787
Sarasota, FL 34236



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	05/07/1990

State Securities Law Exams

Exam	Category	Date
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Uniform Securities Agent State Law Examination (S63)	Series 63	05/11/1990
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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
B	05/09/1990 - 06/22/1998	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	CRD# 6363	MINNEAPOLIS, MN
B	05/09/1990 - 06/22/1998	IDS LIFE INSURANCE COMPANY	CRD# 6321	MINNEAPOLIS, MN

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
01/2013 - Present	CETERA ADVISORS LLC	REGISTERED REPRESENTATIVE	Y	HANOVER, MA, United States
06/1998 - Present	INVESTMENT ADVISORY GROUP LLC	PARTNER, CHIEF COMPLIANCE OFFICER	Y	Sarasota, FL, 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. INVESTMENT ADVISORY GROUP LLC, 51 MILL ST BLDG 3 STE 101, HANOVER, MA 02339, START 06/01/98, REGISTERED INVESTMENT ADVISOR-ASSOCIATES, 50% OWNER.
2. IAG REALTY TRUST, NOT INVESTMENT-RELATED, SAME AS REGISTERED LOCATION, REAL ESTATE, STARTED 11/2018, PARTNER LESS THAN ONE HOUR PER WEEK, NOT DURING TRADING HOURS BRIEF DESCRIPTION OF DUTIES: CONDO FOR RENTAL;
3. Jay Richards is dually registered as an investment advisor representative with Investment Advisory Group, LLC ("IAG") and as a Registered Representative with Cetera Advisors, LLC ("Cetera") since 01/2013. Business is conducted from 51 Mill Street Hanover, MA, USA, 02339. Approximately 80% of Mr. Richards' time is for services as an investment advisor representative and the balance as a registered representative. IAG and Cetera are not affiliated. Please note, due to a private equity distribution, Jay Richards is also a minority owner/shareholder of Cetera Advisors, LLC.



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:	MULTI FINANCIAL
Allegations:	CLIENT ALLEGES THE REP FAILED TO COMMUNICATE THE EXPENSES INVOLVED WITH THE VA CONTRACT, AND IS DISSAPOINTED IN THE PERFORMANCE OF THE UNDERLYING FUNDS.
Product Type:	Annuity(ies) - Variable
Alleged Damages:	\$80,891.00

Customer Complaint Information

Date Complaint Received:	09/20/2006
Complaint Pending?	No
Status:	Denied
Status Date:	10/26/2006

Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE CLIENT WAS REFERRED TO ME BY AN ANNUITY COMPANY BECAUSE HE WAS UNHAPPY WITH HIS EXISTING ANNUITY. ALL FEES AND OPTIONS WERE DISCUSSED AT THE INITIAL MEETING, INCLUDING MOVING OUT OF AN ANNUITY PRODUCT. HOWEVER, THE CLIENT DID NOT WANT TO PAY THE INCOME TAXES TO DO SO. FEES WERE DISCLOSED ON SALES LITERATURE, IN THE ANNUITY CONTRACT, IN THE PROSPECTUS AND ON



HIS QUARTERLY STATEMENTS OVER THE PAST SEVEN YEARS. THE CLIENT'S ANNUITY OUTPERFORMED A COMMON INVESTOR COMPARISON BENCHMARK, THE S&P 500 INDEX, DURING THE CLIENT'S INVESTMENT PERIOD, WHICH WAS SEPTEMBER 1999 THRU SEPTEMBER 2006 A SEVEN YEAR PERIOD.

JAY RICHARDS, CFP



End of Report

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