



IAPD Report

ERIC HARRIS

CRD# 1902619

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5 - 6
Disclosure Information	7



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

ERIC HARRIS (CRD# 1902619)

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 **04/29/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MADISON AVENUE SECURITIES, LLC	CRD# 23224	04/24/2007
IA	MADISON AVENUE SECURITIES, LLC	CRD# 23224	03/25/2009

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **24** 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	MADISON AVENUE ADVISORS, INC.	137461	MAYFIELD HEIGHTS, OH	06/04/2007 - 03/25/2009
IA	PRUDENTIAL FINANCIAL PLANNING SERVICES	5685	MAYFIELD HTS, OH	08/23/1999 - 11/14/2006
B	PRUCO SECURITIES, LLC.	5685	MAYFIELD HTS, OH	12/09/1988 - 11/14/2006

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
Termination	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 **24** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **MADISON AVENUE SECURITIES, LLC**
Main Address: 13500 EVENING CREEK DR. N
#555
SAN DIEGO, CA 92128
Firm ID#: 23224

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	04/24/2007
B	Alabama	Agent	Approved	12/02/2015
B	Arizona	Agent	Approved	04/03/2017
B	Arkansas	Agent	Approved	01/02/2015
B	California	Agent	Approved	04/25/2007
B	Colorado	Agent	Approved	01/14/2021
B	District of Columbia	Agent	Approved	11/07/2019
B	Florida	Agent	Approved	02/06/2024
B	Georgia	Agent	Approved	10/15/2009
B	Illinois	Agent	Approved	04/25/2007
B	Indiana	Agent	Approved	02/05/2024
B	Kentucky	Agent	Approved	03/16/2015
B	Maryland	Agent	Approved	04/26/2007



Qualifications

	Regulator	Registration	Status	Date
B	Michigan	Agent	Approved	07/25/2007
B	Nevada	Agent	Approved	04/29/2026
B	New Jersey	Agent	Approved	01/03/2011
B	North Carolina	Agent	Approved	08/18/2017
B	Ohio	Agent	Approved	06/04/2007
IA	Ohio	Investment Adviser Representative	Approved	03/25/2009
B	Oklahoma	Agent	Approved	11/24/2014
B	Pennsylvania	Agent	Approved	06/19/2007
B	South Carolina	Agent	Approved	02/24/2010
B	Texas	Agent	Approved	11/24/2009
IA	Texas	Investment Adviser Representative	Restricted Approval	01/07/2010
B	Virginia	Agent	Approved	10/22/2008
B	West Virginia	Agent	Approved	02/22/2008
B	Wisconsin	Agent	Approved	03/15/2022

Branch Office Locations

MADISON AVENUE SECURITIES, LLC
23240 Chagrin Blvd.,
Suite 535
BEACHWOOD, OH 44122



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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
------	----------	------

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	10/01/1998
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/30/1988

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	11/05/1998
B Uniform Securities Agent State Law Examination (S63)	Series 63	12/13/1991



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

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:

	Registration Dates	Firm Name	ID#	Branch Location
IA	06/04/2007 - 03/25/2009	MADISON AVENUE ADVISORS, INC.	CRD# 137461	MAYFIELD HEIGHTS, OH
IA	08/23/1999 - 11/14/2006	PRUDENTIAL FINANCIAL PLANNING SERVICES	CRD# 5685	MAYFIELD HTS, OH
B	12/09/1988 - 11/14/2006	PRUCO SECURITIES, LLC.	CRD# 5685	MAYFIELD HTS, OH
B	12/09/1988 - 12/10/1993	THE PRUDENTIAL INSURANCE COMPANY OF AMERICA	CRD# 680	NEWARK, NJ

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
03/2009 - Present	MADISON AVENUE SECURITIES, INC.	INVESTMENT ADVISOR REP	Y	BEACHWOOD, OH, United States
04/2007 - Present	MADISON AVENUE SECURITIES, INC.	REGISTERED REP	Y	BEACHWOOD, OH, United States
04/1999 - Present	NORTHCOAST FINANCIAL GROUP	OWNER	Y	BEACHWOOD, OH, 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) NAME OF BUSINESS: NORTH COAST FINANCIAL GROUP
POSITION: OWNER (ACTIVE)
NATURE: INSURANCE PRODUCT SALES
INVESTMENT RELATED: YES
NUMBER OF HOURS: 160 INVESTMENT RELATED HOURS: 160
START DATE: 04/01/1999
ADDRESS: 23240 CHARGIN BLVD., SUITE 535 BEACHWOOD OH 44122
DESCRIPTION: OWNER, INSURANCE PRODUCT SALES

2) NAME OF BUSINESS: RENTAL INCOME
POSITION: OWNER (ACTIVE)
NATURE: REAL ESTATE
INVESTMENT RELATED: NO
NUMBER OF HOURS: 8 INVESTMENT RELATED HOURS: 0
START DATE: 09/01/2017



Registration & Employment History



OTHER BUSINESS ACTIVITIES

ADDRESS: 3673 E. 153rd STREET, CLEVELAND, OH 44120
DESCRIPTION:REAL ESTATE

3) NAME OF BUSINESS: RENTAL INCOME
POSITION: OWNER (ACTIVE)
NATURE: REAL ESTATE
INVESTMENT RELATED: NO
NUMBER OF HOURS: 8 INVESTMENT RELATED HOURS: 0
START DATE: 03/01/2018
ADDRESS: 2893 E. 118th STREET, CLEVELAND, OH 44120
DESCRIPTION:REAL ESTATE



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
Termination	1

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Firm Name: PRUCO SECURITIES

Termination Type: Voluntary Resignation

Termination Date: 10/20/2006

Allegations: IN CONNECTION WITH CERTAIN TERM LIFE INSURANCE POLICY APPLICATIONS AND RELATED DOCUMENTS, AGENT HARRIS SUBMITTED TO THE COMPANY VARIOUS FORMS WITH NON-GENUINE SIGNATURES, SIGNED AS WITNESS TO CERTAIN NON-GENUINE CUSTOMER SIGNATURES, AND BACKDATED CUSTOMER DISCLOSURE FORMS, APPLICATION DOCUMENTS AND A POLICY ILLUSTRATION.

Product Type: Other

Other Product Types: LIFE INSURANCE

.....

Reporting Source: Individual

Firm Name: PRUCO SECURITIES, LLC

Termination Type: Voluntary Resignation

Termination Date: 10/20/2006

Allegations: PRUCO DISCLOSED ON FORM U-5 THAT "AGENT HARRIS SUBMITTED TO THE COMPANY VARIOUS FORMS WITH NON-GENUINE SIGNATURES, SIGNED AS WITNESS TO CERTAIN NON-GENUINE CUSTOMER SIGNATURES..." THIS WAS IN CONNECTION WITH THE SALE OF TERM LIFE POLICIES.

Product Type: Insurance

Broker Statement ON DECEMBER 26, 2006, NASD (NOW FINRA) OPENED AN INQUIRY RE: THE



FORM U5 FILED BY PRUCO SECURITIES LLC ON 11/14/2006. MR. HARRIS ANSWERED THE INQUIRY WITH A LETTER AND DOCUMENTATION SUPPORTING HIS POSITION THAT HE HAD NOT PERPETRATED THE ACTS ALLEGED ON THE PRUCO FORM U5. ON APRIL 11, 2007 NASD (FINRA) ISSUED A 'NO ACTION' LETTER STATING THEIR INVESTIGATION WAS CONCLUDED AND THE FILE WAS CLOSED WITH NO ACTION.



End of Report

This page is intentionally left blank.