



IAPD Report

JONNA DORIS KELLER

CRD# 1983864

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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

JONNA DORIS KELLER (CRD# 1983864)

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 **04/22/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	OSAIC WEALTH, INC.	CRD# 23131	09/01/2023
IA	OSAIC WEALTH, INC.	CRD# 23131	09/01/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **29** 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	SAGEPOINT FINANCIAL, INC.	133763	SARASOTA, FL	12/07/2015 - 09/01/2023
IA	SAGEPOINT FINANCIAL, INC.	133763	SARASOTA, FL	12/07/2015 - 09/01/2023
IA	SPC	110692	SARASOTA, FL	03/03/2010 - 12/07/2015

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
Customer Dispute	3



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

Employment 1 of 1

Firm Name: **OSAIC WEALTH, INC.**
Main Address: 18700 N. HAYDEN ROAD
SUITE 255
SCOTTSDALE, AZ 85255
Firm ID#: 23131

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	09/01/2023
B	Alabama	Agent	Approved	09/01/2023
B	Arizona	Agent	Approved	09/01/2023
B	Colorado	Agent	Approved	12/18/2024
B	Connecticut	Agent	Approved	09/01/2023
B	Florida	Agent	Approved	09/01/2023
IA	Florida	Investment Adviser Representative	Approved	09/01/2023
B	Georgia	Agent	Approved	09/01/2023
B	Idaho	Agent	Approved	09/01/2023
B	Illinois	Agent	Approved	09/01/2023
B	Indiana	Agent	Approved	09/01/2023
B	Kentucky	Agent	Approved	09/01/2023
B	Maine	Agent	Approved	09/01/2023



Qualifications

Regulator	Registration	Status	Date
B Maryland	Agent	Approved	09/01/2023
B Massachusetts	Agent	Approved	09/01/2023
B Michigan	Agent	Approved	09/01/2023
B Mississippi	Agent	Approved	09/01/2023
B Nevada	Agent	Approved	09/01/2023
B New Hampshire	Agent	Approved	09/01/2023
B New Jersey	Agent	Approved	09/01/2023
B New York	Agent	Approved	09/01/2023
B North Carolina	Agent	Approved	09/01/2023
B Ohio	Agent	Approved	09/01/2023
B Oregon	Agent	Approved	09/01/2023
B Pennsylvania	Agent	Approved	09/01/2023
B South Carolina	Agent	Approved	09/01/2023
B Texas	Agent	Approved	09/01/2023
IA Texas	Investment Adviser Representative	Restricted Approval	09/10/2024
B Utah	Agent	Approved	09/01/2023
B Virginia	Agent	Approved	09/01/2023
B Washington	Agent	Approved	09/01/2023



Qualifications

Regulator	Registration	Status	Date
B Wisconsin	Agent	Approved	09/01/2023

Branch Office Locations

OSAIC WEALTH, INC.
3340-A BEE RIDGE ROAD
SARASOTA, FL 34239



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 3 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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B General Securities Representative Examination (S7)	Series 7	05/24/1999
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State Securities Law Exams

Exam	Category	Date
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IA B Uniform Combined State Law Examination (S66)	Series 66	03/01/2010
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IA Uniform Investment Adviser Law Examination (S65)	Series 65	10/19/1999
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B Uniform Securities Agent State Law Examination (S63)	Series 63	10/05/1999
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PROFESSIONAL DESIGNATIONS

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

No information reported.



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	12/07/2015 - 09/01/2023	SAGEPOINT FINANCIAL, INC.	CRD# 133763	SARASOTA, FL
IA	12/07/2015 - 09/01/2023	SAGEPOINT FINANCIAL, INC.	CRD# 133763	SARASOTA, FL
IA	03/03/2010 - 12/07/2015	SPC	CRD# 110692	SARASOTA, FL
B	06/19/2003 - 12/07/2015	SIGMA FINANCIAL CORPORATION	CRD# 14303	SARASOTA, FL
B	12/05/2000 - 06/19/2003	FIRST SECURITY INVESTMENTS, INC.	CRD# 24035	KINGSTON, PA
B	01/25/2000 - 12/08/2000	TOWER EQUITIES, INC.	CRD# 16195	DAYTON, OH
B	09/22/1999 - 01/25/2000	AMERICAN GENERAL SECURITIES INCORPORATED	CRD# 13626	PHOENIX, AZ

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
09/2023 - Present	OSAIC WEALTH, INC.	REGISTERED REP	Y	SARASOTA, FL, United States
03/2010 - Present	SPC	REGISTERED INVESTMENT ADVISOR	Y	ANN ARBOR, MI, United States
06/2003 - Present	SIGMA FINANCIAL CORPORATION	REGISTERED REPRESENTATIVE	Y	ANN ARBOR, MI, United States
12/2015 - 09/2023	SAGEPOINT FINANCIAL	REGISTERED REPRESENTATIVE	Y	SARASOTA, FL, 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)FIRST SECURITY INVESTMENTS OF SWF, LLC

POSITION: Managing Partner NATURE: LLC INVESTMENT RELATED: Yes NUMBER OF HOURS: 5 SECURITIES TRADING

HOURS: 10 START DATE: 02/09/2001

ADDRESS: 3340 A Bee Ridge Road, Sarasota FL 34239, United States

DESCRIPTION: Insurance sales



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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	SIGMA FINANCIAL CORPORATION
Allegations:	Trustee alleges that a REIT purchase was misrepresented.
Product Type:	Real Estate Security
Alleged Damages:	\$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	Firm has made a good faith determination that the damages from the alleged conduct would exceed \$5,000.
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:	05/19/2025
Complaint Pending?	Yes
Settlement Amount:	
Individual Contribution Amount:	



Disclosure 2 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: SIGMA FINANCIAL CORPORATION

Allegations: Arbitration Statement of Claim alleged misrepresentation and negligence in connection with the investments purchased in 2014. Claimant further alleges the BD supervision of the claimant's account was inadequate.

Product Type: Real Estate Security

Alleged Damages: \$300,000.00

Arbitration Information

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

Docket/Case #: 23-03376

Date Notice/Process Served: 12/07/2023

Arbitration Pending? No

Disposition: Settled

Disposition Date: 03/06/2025

Monetary Compensation Amount: \$64,250.00

Individual Contribution Amount: \$0.00

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: SIGMA FINANCIAL CORPORATION

Allegations: As per Signma's filing, arbitration Statement of Claim alleged misrepresentation and negligence in connection with the investments purchased in 2014. Claimant further alleges the BD supervision of the claimant's account was inadequate.

Product Type: Real Estate Security

Alleged Damages: \$300,000.00

Arbitration Information

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

Docket/Case #: 23-03376

Date Notice/Process Served: 01/08/2024

Arbitration Pending? No

Disposition: Settled

Disposition Date: 03/06/2025



Monetary Compensation Amount: \$64,250.00

Individual Contribution Amount: \$0.00

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: FIRST SECURITY INVESTMENTS, INC.

Allegations: CUSTOMERS ALLEGE ANNUITY POLICY WAS MISREPRESENTED TO THEM AS HAVING A 6% GUARANTEE, INSTEAD OF THE 4% WHICH THEY RECEIVED.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$141,123.00

Customer Complaint Information

Date Complaint Received:

Complaint Pending?

Status: Litigation

Status Date: 02/15/2006

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information

Court Details: CIRCUIT COURT OF THE 12TH JUDICIAL CIRCUIT; SARASOTA COUNTY, FLORIDA; CASE NO: 06CA1285NC

Date Notice/Process Served: 02/15/2006

Litigation Pending? No

Disposition: Settled

Disposition Date: 06/26/2007

Monetary Compensation Amount: \$65,000.00

Individual Contribution Amount: \$25,000.00

Broker Statement: KELLER'S INSURANCE COMPANY SETTLED CLAIM WITHOUT ANY ADMISSION OF WRONG DOING IN ORDER TO PREVENT CONSIDERABLE LEGAL FEES TO DEFEND.



End of Report

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