



IAPD Report

KEITH ALLEN HEICHEL

CRD# 2058597

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4
Disclosure Information	5



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

KEITH ALLEN HEICHEL (CRD# 2058597)

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 **03/04/2019**.

CURRENT EMPLOYERS

Firm	CRD#	Registered Since
IA PINNACLE ADVISORS	CRD# 106817	02/23/2007

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 LIFETIME PLANNING PINNACLE ADVISORS, INC	105648	MANSFIELD, OH	02/23/2007 - 03/08/2017
B MCDONALD & COMPANY SECURITIES, INC.	566	CLEVELAND, OH	01/02/1998 - 01/23/1998
B AMERICAN EXPRESS FINANCIAL ADVISORS INC.	6363	MINNEAPOLIS, MN	07/12/1990 - 01/15/1998

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
Regulatory Event	1
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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PINNACLE ADVISORS**
Main Address: 6 WEST 3RD ST.
STE 100
MANSFIELD, OH 44902
Firm ID#: 106817

Regulator	Registration	Status	Date
IA Ohio	Investment Adviser Representative	Approved	02/23/2007

Branch Office Locations

PINNACLE ADVISORS
1684 MEDINA ROAD
MEDINA, OH 44256



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 1 principal/supervisory exam, 1 general industry/product exam, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination (S24)	Series 24	04/25/1997

General Industry/Product Exams

Exam	Category	Date
General Securities Representative Examination (S7)	Series 7	07/11/1990

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination (S63)	Series 63	02/22/1996

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
IA	02/23/2007 - 03/08/2017	LIFETIME PLANNING PINNACLE ADVISORS, INC	CRD# 105648	MANSFIELD, OH
B	01/02/1998 - 01/23/1998	MCDONALD & COMPANY SECURITIES, INC.	CRD# 566	CLEVELAND, OH
B	07/12/1990 - 01/15/1998	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	CRD# 6363	MINNEAPOLIS, MN
B	07/12/1990 - 01/15/1998	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
03/2012 - Present	PROFESSIONAL PLANNING COORDINATION SERVICES, LLC.	SALES REPRESENTATIVE	N	MANSFIELD, OH, United States
01/1998 - Present	PINNACLE WEALTH PLANNING SERVICES, INC.	President	Y	MANSFIELD, 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.

Keith Heichel

1. Since 2010, KEITH is a 20% shareholder of Heichel Family Investments LLC which owns commercial office buildings in Medina, Ohio and Columbus, Ohio, where he spends approximately 10-15 hours per month.
2. Since 2011, KEITH is a 6% shareholder of Pinnacle Wealth Planning Services where he works 40-60 hours per week.
3. In March 2012, KEITH was given a position of Sales Representative for Professional Planning Coordination Services, an administrative service for CPAs and Attorney in which he spends approximately 5 hours per month.
4. Since 2018, Keith is a minority owner Pinnacle CPA Advisory Group, a CPA firm, which he spends APPROXIMATELY 1-2 HOURS a month.



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
Customer Dispute	1

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: NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 05/06/1999

Docket/Case Number: C8B99013

Employing firm when activity occurred which led to the regulatory action:

Product Type:

Other Product Type(s):

Allegations:

Current Status: Final

Resolution: Acceptance, Waiver & Consent(AWC)

Resolution Date: 05/06/1999

Sanctions Ordered: Censure
Monetary/Fine \$33,142.25
Suspension

Other Sanctions Ordered:

Sanction Details:

**Regulator Statement**

5/18/99GS: ON MAY 6, 1999, DISTRICT NO. 8 NOTIFIED RESPONDENT KEITH ALLEN HEICHEL THAT THE LETTER OF ACCEPTANCE, WAIVER, AND CONSENT NO. C8B990013 WAS ACCEPTED; THEREFORE, HE IS CENSURED,

FINED \$33,142.25, AND SUSPENDED FROM ASSOCIATION WITH ANY NASD MEMBER IN ANY CAPACITY FOR TWO YEARS. THE FINE COLLECTION EFFORTS WILL BE SUSPENDED UNTIL RESPONDENT SEEKS RE-ENTRY TO THE SECURITIES INDUSTRY. PAYMENT OF THE FINE SHALL BE A PREREQUISITE FOR CONSIDERATION OF ANY APPLICATION FOR RE-ENTRY

- (NASD RULES 2110 AND 3030 - RESPONDENT HEICHEL RECEIVED FROM A PUBLIC CUSTOMER A CHECK IN THE AMOUNT OF \$1,000 PAYABLE TO HEICHEL FOR FINANCIAL PLANNING SERVICES. RESPONDENT HEICHEL DEPOSITED THIS CHECK IN HIS PERSONAL BANK ACCOUNT AND DID NOT MAKE RESTITUTION TO HIS MEMBER FIRM UNTIL A LATER DATE; AND, SOLD A FIXED ANNUITY PRODUCT THROUGH A LIFE INSURANCE COMPANY NOT AFFILIATED WITH HIS MEMBER FIRM AND FAILED TO GIVE HIS MEMBER FIRM PROMPT WRITTEN NOTICE OF THIS OUTSIDE BUSINESS ACTIVITY).

06/02/99GK: THE SUSPENSION WILL COMMENCE WITH THE OPENING OF BUSINESS ON JUNE 21, 1999, AND CONCLUDE AT THE CLOSE OF BUSINESS ON JUNE 20, 2001.

Reporting Source:	Individual
Regulatory Action Initiated By:	NASD
Sanction(s) Sought:	Suspension
Other Sanction(s) Sought:	
Date Initiated:	02/19/1997
Docket/Case Number:	
Employing firm when activity occurred which led to the regulatory action:	AMERICAN EXPRESS
Product Type:	Annuity(ies) - Fixed
Other Product Type(s):	
Allegations:	KEITH ACCEPTED, WITHOUT APPEAL, A FINDING BY THE NASD OF A RULES VIOLATION FOR A ONETIME 1997 SALES OF AN ANNUITY PRODUCT AND OFFERING FINANCIAL PLANNING SERVICES NOT AUTHORIZED BY HIS BROKER-DEALER
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	03/01/1999
Sanctions Ordered:	Suspension
Other Sanctions Ordered:	
Sanction Details:	NASD ISSUED A SUSPENSION FOR 2 YEARS, WHICH WAS NOT APPEALED DUE TO NOT WORKING AS FOR A FINANCIAL ADVISORY FIRM DURING THAT TIME PERIOD.



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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: Firm

Employing firm when activities occurred which led to the complaint: IDS LIFE INSURANCE COMPANY

Allegations: COMPANY POLICEY WAS VIOLATED WHEN AN UNAUTHORIZED PRODUCT WAS SOLD TO THE CLIENT

Product Type:

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 10/22/1997

Complaint Pending? No

Status: Settled

Status Date: 04/13/1998

Settlement Amount: \$21,856.50

Individual Contribution Amount: \$1,000.00

Firm Statement AN UNAUTHORIZED PRODUCT WAS SOLD TO THE CLIENT. THEREFORE SHE WAS REIMBURSED \$21,856.50 FOR THE SURRENDER CHARGES INCURRED WHEN THE CLIENT CLOSED THE ACCOUNT. ALSO, THE SURRENDER CHARGES ASSOCIATED WITH HER ANNUITIES WITH IDS LIFE INSURANCE COMPANY WERE WAIVED, A TOTAL OF \$21,273.00.
Not Provided



End of Report

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