



IAPD Report

MICHAEL JOHN MESSER

CRD# 2070746

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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

MICHAEL JOHN MESSER (CRD# 2070746)

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 **05/01/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	06/09/2021
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	04/09/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **50** 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	CETERA ADVISOR NETWORKS LLC	13572	Fort Myers Beach, FL	06/09/2021 - 06/29/2023
B	VOYA FINANCIAL ADVISORS, INC.	2882	MARINETTE, WI	01/01/2004 - 06/09/2021
IA	VOYA FINANCIAL ADVISORS, INC.	2882	MARINETTE, WI	01/01/2004 - 06/09/2021

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

Employment 1 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
Main Address: 1450 AMERICAN LANE
6TH FLOOR, SUITE 650
SCHAUMBURG, IL 60173-2096
Firm ID#: 105644

	Regulator	Registration	Status	Date
IA	Florida	Investment Adviser Representative	Approved	04/09/2023
IA	Texas	Investment Adviser Representative	Restricted Approval	06/29/2023
IA	Wisconsin	Investment Adviser Representative	Approved	06/29/2023

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
2033 MARINETTE AVE
Marinette, WI 54143

CETERA INVESTMENT ADVISERS LLC
Fort Myers Beach, FL

CETERA INVESTMENT ADVISERS LLC
De Pere, WI

Employment 2 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	06/09/2021
B	FINRA	General Securities Representative	Approved	06/09/2021
B	FINRA	Invest. Co and Variable Contracts	Approved	06/09/2021



Qualifications

Regulator	Registration	Status	Date
B FINRA	Investment Co./Variable Contracts Prin	Approved	06/09/2021
B Alabama	Agent	Approved	06/09/2021
B Alaska	Agent	Approved	06/09/2021
B Arizona	Agent	Approved	06/09/2021
B Arkansas	Agent	Approved	06/09/2021
B California	Agent	Approved	06/09/2021
B Colorado	Agent	Approved	06/09/2021
B Connecticut	Agent	Approved	06/09/2021
B Delaware	Agent	Approved	06/09/2021
B District of Columbia	Agent	Approved	06/09/2021
B Florida	Agent	Approved	06/10/2021
B Georgia	Agent	Approved	06/09/2021
B Hawaii	Agent	Approved	06/09/2021
B Idaho	Agent	Approved	06/09/2021
B Illinois	Agent	Approved	06/09/2021
B Indiana	Agent	Approved	06/09/2021
B Iowa	Agent	Approved	06/09/2021
B Kansas	Agent	Approved	06/09/2021
B Kentucky	Agent	Approved	06/09/2021



Qualifications

Regulator	Registration	Status	Date
B Louisiana	Agent	Approved	06/09/2021
B Maine	Agent	Approved	06/09/2021
B Maryland	Agent	Approved	06/09/2021
B Massachusetts	Agent	Approved	06/09/2021
B Michigan	Agent	Approved	06/09/2021
B Minnesota	Agent	Approved	06/09/2021
B Mississippi	Agent	Approved	06/09/2021
B Missouri	Agent	Approved	06/09/2021
B Montana	Agent	Approved	06/09/2021
B Nebraska	Agent	Approved	06/09/2021
B Nevada	Agent	Approved	06/09/2021
B New Hampshire	Agent	Approved	06/09/2021
B New Jersey	Agent	Approved	06/09/2021
B New Mexico	Agent	Approved	06/09/2021
B New York	Agent	Approved	06/09/2021
B North Carolina	Agent	Approved	06/09/2021
B North Dakota	Agent	Approved	06/09/2021
B Ohio	Agent	Approved	06/09/2021



Qualifications

Regulator	Registration	Status	Date
B Oklahoma	Agent	Approved	06/09/2021
B Oregon	Agent	Approved	06/09/2021
B Pennsylvania	Agent	Approved	06/09/2021
B South Carolina	Agent	Approved	06/09/2021
B South Dakota	Agent	Approved	06/09/2021
B Tennessee	Agent	Approved	06/09/2021
B Texas	Agent	Approved	06/09/2021
B Utah	Agent	Approved	06/09/2021
B Vermont	Agent	Approved	06/09/2021
B Virginia	Agent	Approved	06/09/2021
B Washington	Agent	Approved	06/09/2021
B West Virginia	Agent	Approved	06/09/2021
B Wisconsin	Agent	Approved	06/09/2021
B Wyoming	Agent	Approved	06/09/2021

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
 2033 MARINETTE AVE
 MARINETTE, WI 54143

CETERA ADVISOR NETWORKS LLC
 De Pere, WI

CETERA ADVISOR NETWORKS LLC
 FORT MEYERS BEACH, FL





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



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	03/12/2001
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	01/29/1997

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	11/14/2000
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	07/13/1990

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	06/25/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	07/13/1990

PROFESSIONAL DESIGNATIONS

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

Chartered Financial Consultant

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	06/09/2021 - 06/29/2023	CETERA ADVISOR NETWORKS LLC	CRD# 13572	Fort Myers Beach, FL
B	01/01/2004 - 06/09/2021	VOYA FINANCIAL ADVISORS, INC.	CRD# 2882	MARINETTE, WI
IA	01/01/2004 - 06/09/2021	VOYA FINANCIAL ADVISORS, INC.	CRD# 2882	MARINETTE, WI
B	02/15/2002 - 01/01/2004	LOCUST STREET SECURITIES, INC.	CRD# 1703	DES MOINES, IA
IA	02/03/2003 - 02/03/2003	LOCUST STREET SECURITIES, INC.	CRD# 1703	MARINETTE, WI
B	07/16/1990 - 02/26/2002	PRUCO SECURITIES CORPORATION	CRD# 5685	NEWARK, NJ
B	07/16/1990 - 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
05/2026 - Present	HM RENTALS	OWNER	N	COOKEVILLE, TN, United States
04/2024 - Present	EVOLVE FINANCIAL ADVISORS	CO-OWNER AND MANAGING PARTNER	Y	COOKEVILLE, TN, United States
03/2023 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
07/2021 - Present	SIMONE INSURANCE AGENCY	VICE PRESIDENT\OWNER	N	IRON MOUNTAIN, MI, United States
06/2021 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EL SEGUNDO, CA, United States
06/2017 - Present	HOLMBERG GENERAL AGENCY	VICE PRESIDENT\OWNER	N	MARIENTTE, WI, United States
05/2010 - Present	MJ CORPORATE MANAGEMENT GROUP	OWNER	N	MARINETTE, WI, United States
07/2009 - Present	MR RENTALS	OWNER	N	MARINETTE, WI, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
12/2008 - Present	DANIELSON INSURANCE AGENCY	VICE PRESIDENT\OWNER	N	KINGSFORD, MI, United States
12/2008 - Present	GREAT LAKES FMG	OWNER	N	MARINETTE, WI, United States
12/2008 - Present	SAUVEY AND SAUVEY	OWNER	Y	GREEN BAY, WI, United States
06/2004 - Present	GREAT LAKES FINANCIAL MANAGEMENT GROUP	OWNER	Y	MARINETTE, WI, United States
07/2016 - 10/2024	CANTRELL FINANCIAL SERVICES	OWNER	Y	COOKESVILLE, TN, United States
09/2014 - 06/2021	VOYA FINANCIAL ADVISORS	REG REP	Y	MARINETTE, 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.

1. NAME OF ENTITY:Great Lakes Financial Management Group; Yes; SAME AS REGISTERED LOCATION; DBA; Owner; 6/24/2004; 160; 160; DBA for sale of securities and insurance products.
2. NAME OF ENTITY:Danielson Insurance Agency; No; 801 PYLE DRIVE; KINGSFORD; MI; 49802; property and casualty insurance sales; Vice President, owner; 12/10/2008; 20; 20; hire and fire, sales
3. NAME OF ENTITY:MR Rentals, LLC; Yes; SAME AS REGISTERED LOCATION; housing leasing company; owner; 7/1/2009; 0; 0; Pay bills and collect rent.
4. NAME OF ENTITY:Great Lakes FMG; No; SAME AS REGISTERED LOCATION; home rentals; owner; 01/01/2007; 20; 20; rents properties
5. NAME OF ENTITY:Sauvey and Sauvey, Inc.; Yes; SAME AS REGISTERED LOCATION; investment, insurance and pension sales; President, co-owner; 01/01/2003; 40; 40; sales and service of investments and insurance
6. NAME OF ENTITY: INDEPENDENT INSURANCE AGENT; Yes; SAME AS REGISTERED LOCATION; FIXED INSURANCE SALES; INDEPENDENT INSURANCE AGENT; 12/10/2008; 32; 32; SELLS LIFE, HEALTH, DISABILITY, ANNUITIES AND LONG TERM CARE
7. NAME OF ENTITY:HOLMBERG GENERAL AGENCY; No; 710 MAIN ST; NORWAY; MI; 49870; P&C INSURANCE; VICE PRESIDENT/OWNER; 7/1/2016; 2; 2; MANAGE PROPERTY & CASUALTY AGENCY.
8. NAME OF ENTITY:MJM CORPORATE MANAGEMENT GROUP, INC; No; SAME AS REGISTERED LOCATION; Holding company; owner; 5/1/2010; 20; 0; Manage various businesses.
9. NAME OF OTHER BUSINESS: SIMONE INSURANCE AGENCY
 INVESTMENT RELATED: NO
 ADDRESS: SAME AS REGISTERED LOCATION
 NATURE OF BUSINESS: P&C AGENCY
 START DATE: 9/01/2021
 POSITION/TITLE/RELATIONSHIP: VICE PRESIDENT
 APX NUMBER OF HOURS PER WEEK: 1
 APX NUMBER OF HOURS DURING TRADING HOURS: 1
 BRIEF DESCRIPTION OF DUTIES: OVERSEE THE OPERATIONS OF THE AGENCY;



Registration & Employment History



OTHER BUSINESS ACTIVITIES

10. NAME OF OTHER BUSINESS: EVOLVE FINANCIAL ADVISORS ,
INVESTMENT RELATED: YES,
ADDRESS: SAME AS REGISTERED LOCATION,
NATURE OF BUSINESS: FINANCIAL SERVICES,
START DATE: 04/2024,
POSITION/TITLE/RELATIONSHIP: CO-OWNER,
APX NUMBER OF HOURS PER WEEK: 40,
APX NUMBER OF HOURS DURING TRADING HOURS: 32.5,
BRIEF DESCRIPTION OF DUTIES: DBA FOR FINANCIAL SERVICES;

11. NAME OF OTHER BUSINESS: HM RENTALS;
INVESTMENT RELATED: NO;
ADDRESS: 818 E 10TH ST, COOKEVILLE, TN 38501;
NATURE OF BUSINESS: RENTAL PROPERTY;

START DATE: 5/2026;
POSITION/TITLE/RELATIONSHIP: OWNER;
APX NUMBER OF HOURS PER WEEK: 2;
APX NUMBER OF HOURS DURING TRADING HOURS: 2;
BRIEF DESCRIPTION OF DUTIES: MANAGE PROPERTY, COLLECT RENT, GATHER INFORMATION FOR TAXES;



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:	Firm
Employing firm when activities occurred which led to the complaint:	PRUCO SECURITIES, LLC.
Allegations:	CLIENT WAS MISLEAD REGARDING THE DURATION OF PREMIUM PAYMENTS.
Product Type:	Insurance
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	No Specific damages were alleged.
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:	08/01/2022
Complaint Pending?	No
Status:	Denied
Status Date:	08/01/2022
Settlement Amount:	

**Individual Contribution Amount:****Firm Statement**

This concerns a policy included in the class of policies that was the subject of a nationwide class action settlement in which Prudential, its insurance affiliates and personnel were released concerning life insurance sales practices. The class action settlement remediation processes for addressing claims for policies included in the class have concluded. Because the Company and the representative(s) were released from any further liability or obligation with respect to claims like those made by the policyholder, the Company is not reviewing this inquiry and is making no finding or further filing regarding this inquiry.

Reporting Source:

Individual

Employing firm when activities occurred which led to the complaint:

PRUCO SECURITIES, LLC.

Allegations:

Client was mislead regarding the duration of premium payments.

Product Type:

Insurance

Alleged Damages:

\$0.00

Alleged Damages Amount Explanation (if amount not exact):

No specific damages were alleged.

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:**

08/01/2022

Complaint Pending?

No

Status:

Denied

Status Date:

08/01/2022

Settlement Amount:**Individual Contribution Amount:****Broker Statement**

This concerns a policy included in the class of policies that was the subject of a nationwide class action settlement in which Prudential, its insurance affiliates and personnel were released concerning life insurance sales practices. The class action settlement remediation processes for addressing claims for policies included in the class have concluded. Because the Company and the representative(s) were released from any further liability or obligation with respect to claims like those made by the policyholder, the Company is not reviewing this inquiry and is making no finding or further filing regarding this inquiry.



End of Report

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