



IAPD Report

CHRISTOPHER D FAY

CRD# 2071791

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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

CHRISTOPHER D FAY (CRD# 2071791)

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 **11/24/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	BALEFIRE, LLC	CRD# 168733	04/24/2025
B	INTEGRITY ALLIANCE, LLC.	CRD# 139627	11/03/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **2** 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	LION STREET FINANCIAL, LLC	165828	Ridgeland, MS	07/27/2018 - 11/03/2025
IA	CSENGE ADVISORY GROUP, LLC	131167	Plano, TX	02/20/2020 - 03/31/2025
B	FSC SECURITIES CORPORATION	7461	PLANO, TX	07/07/2016 - 07/31/2018

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

Employment 1 of 2

Firm Name: **INTEGRITY ALLIANCE, LLC**
Main Address: 4135 NW URBANDALE DR
URBANDALE, IA 50322
Firm ID#: 139627

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	11/03/2025
	Texas	Agent	Approved	11/03/2025


Branch Office Locations

INTEGRITY ALLIANCE, LLC
213 Draperton Drive
Suite A
Ridgeland, MS 39157

INTEGRITY ALLIANCE, LLC
Plano, TX

Employment 2 of 2

Firm Name: **BALEFIRE, LLC**
Main Address: 14221 DALLAS PARKWAY
SUITE 100
DALLAS, TX 75254
Firm ID#: 168733

	Regulator	Registration	Status	Date
	Mississippi	Investment Adviser Representative	Approved	04/24/2025

Branch Office Locations

BALEFIRE, LLC
219 Draperton Drive
Suite A
Ridgeland, MS 39157



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
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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	10/09/2000
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	08/23/1990

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	02/01/2020
B Uniform Securities Agent State Law Examination (S63)	Series 63	09/07/1990



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	07/27/2018 - 11/03/2025	LION STREET FINANCIAL, LLC	CRD# 165828	Ridgeland, MS
IA	02/20/2020 - 03/31/2025	CSENGE ADVISORY GROUP, LLC	CRD# 131167	Plano, TX
B	07/07/2016 - 07/31/2018	FSC SECURITIES CORPORATION	CRD# 7461	PLANO, TX
IA	07/25/2002 - 08/28/2014	NFP SECURITIES, INC.	CRD# 42046	DALLAS, TX
B	07/24/2002 - 08/28/2014	NFP SECURITIES, INC.	CRD# 42046	DALLAS, TX
IA	09/13/1990 - 11/05/2002	HFG ADVISORS, L.L.C.	CRD# 110138	DALLAS, TX
IA	09/13/1990 - 07/26/2002	MML INVESTORS SERVICES, INC.	CRD# 10409	DALLAS, TX
B	08/27/1990 - 07/26/2002	MML INVESTORS SERVICES, INC.	CRD# 10409	SPRINGFIELD, MA

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
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	Ridgeland, MS, United States
02/2020 - Present	Csenge Advisory Group, LLC	Investment Adviser Representative	Y	Plano, TX, United States
07/2018 - Present	Lion Street Financial	Registered Representative	Y	Dallas, TX, United States
05/2015 - Present	Navitas Wealth Advisors	customer relations	Y	Dallas, TX, United States
07/2002 - Present	NFPS SECURITIES INC	REGISTERED REP	Y	DALLAS, TX, United States
07/2016 - 07/2018	FSC SECURITIES CORP	REG REP	Y	ATLANTA, GA, 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) CIC SERVICES, LLC

POSITION: 1099 contract NATURE: Other INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 12/31/2010

ADDRESS: 9721 Cogdill Road #202, Knoxville TN 37932, United States

DESCRIPTION: refer prospects / customers

2) FAY FAMILY LP

POSITION: Owner NATURE: pass through for renewal income from old life and disability sales INVESTMENT RELATED: No NUMBER OF HOURS: 0 SECURITIES TRADING HOURS: 0 START DATE: 01/15/2002

ADDRESS: 5909 Glendower Ln, Plano TX 75093, United States

DESCRIPTION: N/A

3) Christopher Fay is an owner of Lion Street and AEG; both are BGAs and both are life insurance related

4) FAY FAMILY WEALTH COUNSELING CONCEPTS, INC

POSITION: Owner NATURE: pass through entity for insurance and fee commissions

INVESTMENT RELATED: No NUMBER OF HOURS: 25 SECURITIES TRADING HOURS: 25 START DATE: 06/15/2002

ADDRESS: 5909 Glendower Lane, Plano TX 75093, United States

DESCRIPTION: owner of pass through



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: NFP SECURITIES, INC.

Allegations: REPRESENTATIVE HAS BEEN NAMED IN A MULTI-PARTY LAWSUIT RESULTING FROM INTRODUCING CLIENTS TO THIRD PARTIES THAT WERE PROMOTING AND OFFERING A TAX STRATEGY INVOLVING "DIGITAL OPTIONS" ON FOREIGN EXCHANGE CURRENCIES. ULTIMATELY THE TAX STRATEGY WAS RULED INVALID BY THE IRS. DAMAGES ARE NOT SPECIFIED.

Product Type: Other

Other Product Type(s): DIGITAL OPTIONS ON FOREIGN EXCHANGE CURRENCIES

Alleged Damages: \$5,145,856.00

Customer Complaint Information

Date Complaint Received: 10/19/2005

Complaint Pending? No

Status: Litigation

Status Date: 10/13/2005

Settlement Amount:

Individual Contribution Amount:

Civil Litigation Information



Court Details:	DISTRICT COURT OF DALLAS COUNTY; DALLAS COUNTY, TEXAS; CAUSE NO. 219-2367-05
Date Notice/Process Served:	10/13/2005
Litigation Pending?	No
Disposition:	Dismissed
Disposition Date:	11/13/2008
Monetary Compensation Amount:	\$553,000.00
Individual Contribution Amount:	\$553,000.00
Broker Statement	THE COMPENSATORY DAMAGE AMOUNT SET FORTH ABOVE REPRESENTS ALLEGED LOSSES OF MULTIPLE PLAINTIFFS IN THREE SEPARATE LAWSUITS ARISING FROM SIMILAR ALLEGATIONS. THE THREE LAWSUITS WERE RESOLVED COLLECTIVELY AS PART OF A SINGLE SETTLEMENT AGREEMENT THAT INCLUDED THE REGISTERED REPRESENTATIVE AND TWO OTHER DEFENDANTS. THE SETTLEMENT AMOUNT SET FORTH ABOVE REPRESENTS THE TOTAL AMOUNT TO SETTLE ALL THREE LAWSUITS ON BEHALF OF THE THREE DEFENDANTS.

Disclosure 2 of 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MML INVESTORS SERVICES INC.
Allegations:	REPRESENTATIVE HAS BEEN NAMED IN A MULTI-PARTY LAWSUIT RESULTING FROM INTRODUCING CLIENT TO THIRD PARTIES THAT WERE PROMOTING AND OFFERING A TAX STRATEGY USING EUROPEAN STYLE "DIGITAL OPTIONS" ON FOREIGN EXCHANGE CURRENCIES. ULTIMATELY THE TAX STRATEGY WAS RULED INVALID BY THE IRS. DAMAGES ARE NOT SPECIFIED.
Product Type:	Other
Other Product Type(s):	EUROPEAN STYLE "DIGITAL OPTIONS" ON FOREIGN EXCHANGE CURRENCIES
Alleged Damages:	\$5,145,856.00

Customer Complaint Information

Date Complaint Received:	08/04/2005
Complaint Pending?	No
Status:	Litigation
Status Date:	08/04/2005
Settlement Amount:	

Individual Contribution Amount:	
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Civil Litigation Information

Court Details:	DISTRICT COURT OF COLLIN COUNTY; COLLIN COUNTY, TEXAS; CAUSE #219-2367-05
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Date Notice/Process Served: 08/04/2005

Litigation Pending? No

Disposition: Dismissed

Disposition Date: 11/13/2008

Monetary Compensation Amount: \$553,000.00

Individual Contribution Amount: \$553,000.00

Broker Statement THE COMPENSATORY DAMAGE AMOUNT SET FORTH ABOVE REPRESENTS ALLEGED LOSSES OF MULTIPLE PLAINTIFFS IN THREE SEPARATE LAWSUITS ARISING FROM SIMILAR ALLEGATIONS. THE THREE LAWSUITS WERE RESOLVED COLLECTIVELY AS PART OF A SINGLE SETTLEMENT AGREEMENT THAT INCLUDED THE REGISTERED REPRESENTATIVE AND TWO OTHER DEFENDANTS. THE SETTLEMENT AMOUNT SET FORTH ABOVE REPRESENTS THE TOTAL AMOUNT TO SETTLE ALL THREE LAWSUITS ON BEHALF OF THE THREE DEFENDANTS.

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MML INVESTORS SERVICES INC.

Allegations: REPRESENTATIVE HAS BEEN NAMED IN A MULTI-PARTY LAWSUIT RESULTING FROM INTRODUCING CLIENT TO THIRD PARTIES THAT WERE PROMOTING AND OFFERING A TAX STRATEGY USING EUROPEAN STYLE "DIGITAL OPTIONS" ON FOREIGN EXCHANGE CURRENCIES. ULTIMATELY THE TAX STRATEGY WAS RULED INVALID BY THE IRS. DAMAGES ARE NOT SPECIFIED.

Product Type: Other: EUROPEAN STYLE "DIGITAL OPTIONS" ON FOREIGN EXCHANGE CURRENCIES

Alleged Damages: \$5,145,856.00

Customer Complaint Information

Date Complaint Received: 08/23/2004

Complaint Pending? No

Status: Settled

Status Date: 10/15/2009

Settlement Amount: \$553,000.00

Individual Contribution Amount: \$553,000.00

Civil Litigation Information

Type of Court: Federal Court

Name of Court: DISTRICT COURT OF COLLIN COUNTY

Location of Court: COLLIN COUNTY, TEXAS

Docket/Case #: 219-2367-05



Date Notice/Process Served: 12/15/2004

Litigation Pending? No

Disposition: Settled

Disposition Date: 10/15/2009

Monetary Compensation Amount: \$553,000.00

Individual Contribution Amount: \$553,000.00

Broker Statement

THE COMPENSATORY DAMAGE AMOUNT SET FORTH ABOVE REPRESENTS ALLEGED LOSSES OF MULTIPLE PLAINTIFFS IN THREE SEPARATE LAWSUITS ARISING FROM SIMILAR ALLEGATIONS. THE THREE LAWSUITS WERE RESOLVED COLLECTIVELY AS PART OF A SINGLE SETTLEMENT AGREEMENT THAT INCLUDED THE REGISTERED REPRESENTATIVE AND TWO OTHER DEFENDANTS. THE SETTLEMENT AMOUNT SET FORTH ABOVE REPRESENTS THE TOTAL AMOUNT TO SETTLE ALL THREE LAWSUITS ON BEHALF OF THE THREE DEFENDANTS.



End of Report

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