



IAPD Report

KEVIN GLEN BAIRD

CRD# 2087678

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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

KEVIN GLEN BAIRD (CRD# 2087678)

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 **04/30/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	07/20/2011
IA	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	07/20/2011
IA	SEAGULL LANE ASSET MANAGEMENT LLC	CRD# 282566	04/15/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **11** 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	HOUSEHOLDER GROUP FINANCIAL ADVISORS, LLC	149564	SANTA BARBARA, CA	11/22/2010 - 07/29/2011
B	SECURITIES SERVICE NETWORK, INC.	13318	SANTA BARBARA, CA	11/18/2010 - 07/08/2011
IA	LPL FINANCIAL CORPORATION	6413	SANTA BARBARA, CA	07/22/1998 - 12/01/2010

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



Report Summary



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

Employment 1 of 2

Firm Name: **UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER**

Main Address: 7333 EAST DOUBLETREE RANCH RD, SUITE 120
SCOTTSDALE, AZ 85258

Firm ID#: 20804

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	07/20/2011
B	FINRA	General Securities Principal	Approved	11/18/2011
B	Arizona	Agent	Approved	11/12/2020
B	California	Agent	Approved	07/20/2011
IA	California	Investment Adviser Representative	Approved	07/20/2011
B	Colorado	Agent	Approved	07/28/2011
B	Nevada	Agent	Approved	02/19/2014
B	North Carolina	Agent	Approved	05/10/2018
B	Ohio	Agent	Approved	05/31/2017
B	Oregon	Agent	Approved	09/29/2015
B	Pennsylvania	Agent	Approved	05/06/2021
B	Texas	Agent	Approved	04/13/2023
B	Utah	Agent	Approved	03/11/2026



Qualifications

Regulator	Registration	Status	Date
B Wisconsin	Agent	Approved	11/03/2020

Branch Office Locations

UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
 222 E CARRILLO ST
 #304
 SANTA BARBARA, CA 93101

Employment 2 of 2

Firm Name: **SEAGULL LANE ASSET MANAGEMENT LLC**
 Main Address: 19671 BEACH BLVD,
 STE 426
 HUNTINGTON BEACH, CA 92648
 Firm ID#: 282566

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	04/15/2025

Branch Office Locations

SEAGULL LANE ASSET MANAGEMENT LLC
 19671 BEACH BLVD,
 STE 426
 HUNTINGTON BEACH, CA 92648



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, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination (S24)	Series 24	11/17/2011

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	09/29/1990

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination (S63)	Series 63	10/26/1990

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
IA	11/22/2010 - 07/29/2011	HOUSEHOLDER GROUP FINANCIAL ADVISORS, LLC	CRD# 149564	SANTA BARBARA, CA
B	11/18/2010 - 07/08/2011	SECURITIES SERVICE NETWORK, INC.	CRD# 13318	SANTA BARBARA, CA
IA	07/22/1998 - 12/01/2010	LPL FINANCIAL CORPORATION	CRD# 6413	SANTA BARBARA, CA
B	07/10/1998 - 12/01/2010	LPL FINANCIAL CORPORATION	CRD# 6413	SANTA BARBARA, CA
B	10/01/1990 - 07/16/1998	AMERICAN EXPRESS FINANCIAL ADVISORS INC.	CRD# 6363	MINNEAPOLIS, MN
B	10/01/1990 - 07/16/1998	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
05/2025 - Present	SEAGULL LANE ASSET MANAGEMENT LLC	IAR	Y	Santa Barbara, CA, United States
08/2021 - Present	VACATION RENTAL HOME	N/A	Y	CARPINTERIA, CA, United States
09/2020 - Present	RENTAL HOME	Owner	N	Colorado Springs, CO, United States
07/2011 - Present	UNITED PLANNERS' FINANCIAL SERVICES	REG REP	Y	SCOTTSDALE, AZ, United States
03/2011 - Present	Baird Wealth Strategy Group	president	Y	santa barbara, CA, United States
03/2011 - Present	Kevin Baird	agent	Y	Santa Barbara, CA, United States
02/2011 - Present	Baird Wealth Strategy Group LLC	President	N	Santa Barbara, CA, United States
01/1990 - Present	BAIRD WEALTH STRATIGIES GROUP	AGENT	Y	SANTA BARBARA, CA, 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.) KEVIN BAIRD - AGENT- SELL AND MARKET NON-VARIABLE INSURANCE LIKE LIFE AND HEALTH - SANTA BARBARA, CA - SINCE 03/2011 - INVESTMENT RELATED
- 2.) BAIRD WEALTH STRATEGY GROUP LLC - PRESIDENT - LLC FOR BUSINESS & TAX PURPOSES, PASS THROUGH ACCOUNT - SANTA BARBARA, CA - SINCE 02/2011 - NOT INVESTMENT RELATED
- 3.) BAIRD WEALTH STRATEGY GROUP - PRESIDENT - MARKETING INVESTMENTS, INSURANCE AND ADVISORY BUSINESS - SANTA BARBARA, CA - SINCE 03/2011 - INVESTMENT RELATED
- 4.) RENTAL HOME - OWNER - REAL ESTATE SALES/RENTAL PROPERTIES, PROPERTY MANAGEMENT - COLORADO SPRINGS, CO - SINCE 09/2020 - INVESTMENT RELATED
- 5.) VACATION RENTAL HOME - N/A - REAL ESTATE SALES/RENTAL PROPERTIES, PROPERTY MANAGEMENT - CARPINTERIA, CA - SINCE 08/2021 - INVESTMENT RELATED
- 6.) BAIRD WALKER WEALTH STRATEGY GROUP - PARTNER - DBA NAME FOR MARKETING PURPOSES ONLY - SANTA BARBARA, CA - SINCE 05/2024 - INVESTMENT RELATED
- 7.) SEAGULL LANE ASSET MANAGEMENT LLC - IAR - REGISTERED INVESTMENT ADVISOR - SANTA BARBARA, CA - SINCE 05/2025 - INVESTMENT RELATED
- 8.) ROTARY CLUB OF CARPINTERIA - CLUB MEMBER - COMMUNITY, CIVIC OR CHARITABLE BOARD MEMBER OR OFFICER - CARPINTERIA, CA - SINCE 03/2026 - NOT INVESTMENT RELATED



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
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Termination	1
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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:	SECURITIES SERVICE NETWORK INC.
Termination Type:	Permitted to Resign
Termination Date:	07/08/2011
Allegations:	MR. BAIRD SUBMITTED AN ADVISORY AGREEMENT TO THE SSN HOME OFFICE WHICH CONTAINED CLIENT INITIALS WHICH MR. BAIRD KNEW WERE NOT GENUINE.
Product Type:	No Product

Reporting Source:	Individual
Firm Name:	SECURITIES SERVICE NETWORK INC
Termination Type:	Permitted to Resign
Termination Date:	07/08/2011
Allegations:	MR BAIRD SUBMITTED AN ADVISORY AGREEMENT TO THE SSN HOME OFFICE WHICH CONTAINED CLIENT INITIALS WHICH MR BAIRD KNEW WERE NOT GENUINE.
Product Type:	No Product
Broker Statement	DUE TO A CLERICAL ERROR CLIENTS MISSED ONE PAGE OF THE ADVISORY AGREEMENT. UNABLE TO REACH THE CLIENT AFTER SEVERAL ATTEMPTS IN THE BEST INTERESTS OF THE CLIENT AND IN ORDER TO EXPEDITE THE TRANSACTION THE FORM WAS INITIALED WHICH DIRECTLY REFLECTED THE AGREED UPON CHANGES PER THE CLIENTS WISHES.



End of Report

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