



IAPD Report

WENDELL WALTER BROCK

CRD# 2091129

<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

WENDELL WALTER BROCK (CRD# 2091129)

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 **08/29/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	YIELD FINANCIAL ADVISORS	CRD# 162235	04/02/2012

QUALIFICATIONS

This representative is currently registered in **0** 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
IA	FREEDOM ASSET MANAGEMENT, INC.	109654	CEDAR CITY, UT	05/08/2003 - 07/22/2004
B	FREEDOM FINANCIAL, INC.	45850	OMAHA, NE	01/18/2000 - 04/20/2004
B	THE ADVISORS GROUP, INC.	14035	BETHESDA, MD	01/02/1998 - 02/07/2000

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	2





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 **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **YIELD FINANCIAL ADVISORS**
Main Address: 6633 ELDORADO PKWY
430
MCKINNEY, TX 75070
Firm ID#: 162235

	Regulator	Registration	Status	Date
	Iowa	Investment Adviser Representative	Approved	09/25/2024
	Texas	Investment Adviser Representative	Approved	04/02/2012

Branch Office Locations

YIELD FINANCIAL ADVISORS
6633 ELDORADO PKWY
430
MCKINNEY, TX 75070




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


Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	07/23/1998

General Industry/Product Exams

Exam	Category	Date
 General Securities Representative Examination (S7)	Series 7	01/24/1998
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/18/1990
 Direct Participation Programs Representative Examination (S22)	Series 22	10/17/1990

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	10/16/1990

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	05/08/2003 - 07/22/2004	FREEDOM ASSET MANAGEMENT, INC.	CRD# 109654	CEDAR CITY, UT
B	01/18/2000 - 04/20/2004	FREEDOM FINANCIAL, INC.	CRD# 45850	OMAHA, NE
B	01/02/1998 - 02/07/2000	THE ADVISORS GROUP, INC.	CRD# 14035	BETHESDA, MD
B	01/30/1992 - 01/07/1998	JOHN HANCOCK DISTRIBUTORS, INC.	CRD# 468	BOSTON, MA
B	01/30/1992 - 05/01/1997	JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY	CRD# 5181	BOSTON, MA
B	10/19/1990 - 12/16/1991	GREEN HILL FINANCIAL SERVICE CORPORATION	CRD# 4882	

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
04/2005 - Present	DE NOVO STRATEGY, INC.	PRINCIPAL	N	MCKINNEY, TX, 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.

*CREED - 501(C)3 NON-PROFIT - EXECUTIVE DIRECTOR. \$1200 INCOME

*NAUVOO MINT - HOBBY BUSINESS-MINT SILVER MEDALLIONS - MOSTLY INACTIVE 0 INCOME



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	2

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 2

Reporting Source:	Individual
Regulatory Action Initiated By:	UTAH DEPARTMENT OF INSURANCE
Sanction(s) Sought:	Other: STIPULATION & ORDER
Date Initiated:	11/20/2002
Docket/Case Number:	2002-219-LC
Employing firm when activity occurred which led to the regulatory action:	APEX ADVISORS, INC.
Product Type:	Annuity-Fixed Annuity-Variable Insurance
Allegations:	IN APRIL OF 2002 I SUBMITTED MY RESIGNATION WHICH HAD A 90 TERMINATION CLAUSE. IN MAY THE STATE AUDITED THE FIRM AND DISCOVERED THAT THE FIRM'S INSURANCE BROKERS LICENSE HAD LAPSED, ALL AGENTS WERE "TICKETED" FOR HANGING THEIR LICENSE WITH AN UNLICENSED BROKER. I HAD NO CONTROL OVER THE FIRM'S BROKERS LICENSE AND NO KNOWLEDGE THAT IT HAD LAPSED. ON THE FIRST OF JULY I COMPLETED MY RESIGNATION AND SUMMARILY DEALT WITH THE STATE INSURANCE DEPARTMENT. MY LICENSE WAS NOT HINDERED IN ANY WAY AND ALWAYS MAINTAINED THE "LICENSE IN GOOD STANDING" WITH THE STATE.
Current Status:	Final
Resolution:	STIPULATION & ORDER



Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	11/20/2002
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Other: THE STIPULATION & ORDER REQUIRED THAT I PAY A FINE OF \$250.00
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$250.00
Portion Levied against individual:	\$250.00
Payment Plan:	PAID BY CHECK
Is Payment Plan Current:	Yes
Date Paid by individual:	11/20/2002
Was any portion of penalty waived?	No
Amount Waived:	
Broker Statement	NO PROBLEMS - I MAINTAINED MY RESIDENT INSURANCE LICENSE IN GOOD STANDING UNTIL I MOVED TO TEXAS IN AUGUST OF 2007.
Disclosure 2 of 2	
Reporting Source:	Individual
Regulatory Action Initiated By:	WYOMING INSURANCE DEPARTMENT
Sanction(s) Sought:	Suspension
Date Initiated:	06/01/1994
Docket/Case Number:	DON'T KNOW
Employing firm when activity occurred which led to the regulatory action:	BROCK & ASSOCIATES, INC.
Product Type:	Annuity-Fixed Annuity-Variable Insurance
Allegations:	I CHOSE NOT TO RENEW MY NON-RESIDENT INSURANCE LICENSE AND THEREFORE DID NOT SUBMIT ANY CE CREDIT TO RENEW THE LICENSE. WYOMING SUSPENDED MY LICENSE FOR NO CE CREDIT FILING.
Current Status:	Final
Limitation Details:	IF I PAY A \$200 FINE I CAN HAVE MY LICENSE BACK IN GOOD STANDING.
Resolution:	NOTHING - I HAVE NEVER CONDUCTED BUSINESS IN WYOMING
Does the order constitute a	Yes



final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?

Resolution Date: 01/06/1994

Sanctions Ordered: Suspension
Other: NONE.

Sanction 1 of 1

Sanction Type: Suspension

Capacities Affected: NON-RESIDENT INSURANCE LICENSE

Duration: UNTIL DEATH OR PAYMENT OF FINE

Start Date: 06/01/1994

End Date: 01/31/2045

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$200.00

Portion Levied against individual: \$200.00

Payment Plan: NONE - NOT REQUIRED

Is Payment Plan Current: Yes

Date Paid by individual:

Was any portion of penalty waived? No

Amount Waived:

Broker Statement

I ORIGINALLY OBTAINED THE NON-RESIDENT INSURANCE LICENSE ON A POSSIBILITY THAT I MIGHT OBTAIN A CLIENT IN WYOMING. THAT NEVER MATERIALIZED, SO I DID NOT RENEW THE LICENSE.



End of Report

This page is intentionally left blank.