



IAPD Report

Julia Rong Cheng

CRD# 2125753

| <u>Section Title</u> | <u>Page(s)</u> |
|-------------------------------------|-----------------------|
| Report Summary | 1 |
| Qualifications | 2 - 4 |
| Registration and Employment History | 6 - 7 |
| Disclosure Information | 8 |



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

Julia Rong Cheng (CRD# 2125753)

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 **01/28/2025**.

CURRENT EMPLOYERS

| | Firm | CRD# | Registered Since |
|-----------|--------------------------|------------|------------------|
| B | SYNDICATED CAPITAL, INC. | CRD# 29037 | 06/18/2020 |
| IA | SYNDICATED CAPITAL, INC. | CRD# 29037 | 07/24/2020 |

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **14** 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 | SB ADVISORY, LLC | 154680 | San Diago, CA | 03/27/2017 - 07/29/2020 |
| B | CABOT LODGE SECURITIES LLC | 159712 | San Diego, CA | 10/29/2019 - 07/14/2020 |
| B | IFS SECURITIES | 40375 | San Diego, CA | 06/10/2015 - 12/11/2019 |

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

Employment 1 of 1

Firm Name: **SYNDICATED CAPITAL, INC.**
Main Address: 21671 GATEWAY CENTER DRIVE
SUITE 111
DIAMOND BAR, CA 91765
Firm ID#: 29037

| Regulator | Registration | Status | Date |
|------------------|-----------------------------------|----------|------------|
| B FINRA | General Securities Principal | Approved | 06/18/2020 |
| B FINRA | General Securities Representative | Approved | 06/18/2020 |
| B Arizona | Agent | Approved | 06/27/2022 |
| B California | Agent | Approved | 06/19/2020 |
| IA California | Investment Adviser Representative | Approved | 07/24/2020 |
| B Connecticut | Agent | Approved | 09/02/2021 |
| B Florida | Agent | Approved | 04/14/2021 |
| B Nevada | Agent | Approved | 01/22/2021 |
| B New Jersey | Agent | Approved | 03/31/2021 |
| B New Mexico | Agent | Approved | 10/11/2021 |
| B New York | Agent | Approved | 08/07/2020 |
| B North Carolina | Agent | Approved | 03/11/2022 |
| B Ohio | Agent | Approved | 02/03/2025 |



Qualifications

| Regulator | Registration | Status | Date |
|----------------|--------------|----------|------------|
| B Oregon | Agent | Approved | 03/22/2021 |
| B Pennsylvania | Agent | Approved | 04/14/2021 |
| B Texas | Agent | Approved | 10/07/2020 |
| B Virginia | Agent | Approved | 06/22/2022 |

Branch Office Locations

SYNDICATED CAPITAL, INC.
8880 Rio San Diego Drive
Suite 800
San Diego, CA 92108

SYNDICATED CAPITAL, INC.
133-10 39th Avenue
Flushing, NY 11354



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 | 08/23/2013 |
|  Investment Company Products/Variable Contracts Principal Examination (S26) | Series 26 | 11/28/2001 |

General Industry/Product Exams

| Exam | Category | Date |
|--|----------|------------|
|  Securities Industry Essentials Examination (SIE) | SIE | 10/01/2018 |
|  General Securities Representative Examination (S7) | Series 7 | 01/02/1998 |
|  Investment Company Products/Variable Contracts Representative Examination (S6) | Series 6 | 03/27/1991 |

State Securities Law Exams

| Exam | Category | Date |
|--|-----------|------------|
|  Uniform Investment Adviser Law Examination (S65) | Series 65 | 12/01/1997 |
|  Uniform Securities Agent State Law Examination (S63) | Series 63 | 03/18/1991 |

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 | 03/27/2017 - 07/29/2020 | SB ADVISORY, LLC | CRD# 154680 | San Diago, CA |
| B | 10/29/2019 - 07/14/2020 | CABOT LODGE SECURITIES LLC | CRD# 159712 | San Diego, CA |
| B | 06/10/2015 - 12/11/2019 | IFS SECURITIES | CRD# 40375 | San Diego, CA |
| B | 01/04/2010 - 06/08/2015 | GIRARD SECURITIES, INC. | CRD# 18697 | SAN DIEGO, CA |
| IA | 01/04/2010 - 06/08/2015 | GIRARD SECURITIES, INC. | CRD# 18697 | SAN DIEGO, CA |
| IA | 03/03/1998 - 01/21/2010 | PRUDENTIAL FINANCIAL PLANNING SERVICES | CRD# 5685 | SAN DIEGO, CA |
| B | 04/01/1991 - 01/21/2010 | PRUCO SECURITIES, LLC. | CRD# 5685 | SAN DIEGO, CA |
| B | 04/01/1991 - 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 |
|-------------------|----------------------------|-------------------------------|--------------------|-----------------------------|
| 10/2019 - Present | Cabot Lodge Securities LLC | Registered Representative | Y | New York, NY, United States |
| 03/2017 - Present | SB Advisory, LLC | Registered Investment Advisor | Y | Atlanta, GA, United States |
| 06/2015 - Present | IFS Securities | Registered Representative | Y | Atlanta, GA, 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) Alltime Consulting Group of WeiWei Advisory Group, investment related, insurance and investments, Flushing, NY, Managing Director, 5/2012, 10 hours, 6 hours during trading hours, agent to sell insurance and financial planning and advising, annuity



Registration & Employment History

OTHER BUSINESS ACTIVITIES

sales, life, health, LTC, DI.

- 2) Julia Cheng Wealth Management and Estate Planning, DBA Julia Cheng Pinnacle Financial and Insurance Sales, investment related, San Diego, CA, President, 1/2010, 50 hours, 1 hour/day during trading hours, management, marketing, insurance sales.
- 3) Julia Cheng Wealth Management and Estate Planning, Inc., investment related, insurance and investments, San Diego, CA, President, 1/2010, 40 hours, 15 hours during trading hours, marketing, insurance sales, financial plans, brokerage accounts.
- 4) Pacific Bridge Insurance Services, Inc., investment related, insurance and investments, Monrovia, CA, Vice President, 6/2019, 16 hours, 6 hours during trading hours, agent to sell insurance and financial planning and advising, annuity sales, life, health, LTC, DI.



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: | Firm |
| Employing firm when activities occurred which led to the complaint: | Girard Securities, Inc. |
| Allegations: | Beginning in 2011, the client alleges that the RR did not properly disclose fees for the investment. |
| Product Type: | Annuity-Variable |
| Alleged Damages: | \$0.00 |
| Alleged Damages Amount Explanation (if amount not exact): | The client asks to get out of his investment with no surrender charges; the Firm believes the amount to do so will exceed \$5,000. |
| 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: | 06/21/2016 |
| Complaint Pending? | No |
| Status: | Denied |
| Status Date: | 08/02/2016 |
| Settlement Amount: | |

**Individual Contribution****Amount:**

.....

Reporting Source: Individual**Employing firm when activities occurred which led to the complaint:** Girard Securities, Inc.**Allegations:** Beginning in 2011, the client alleges that the RR did not properly disclose fees for the investment.**Product Type:** Annuity-Variable**Alleged Damages:** \$0.00**Alleged Damages Amount Explanation (if amount not exact):** The client asks to get out of his investment with no surrender charges; the Firm believes the amount to do so will exceed \$5,000.**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:** 06/21/2016**Complaint Pending?** No**Status:** Denied**Status Date:** 08/02/2016**Settlement Amount:****Individual Contribution Amount:****Disclosure 2 of 3****Reporting Source:** Firm**Employing firm when activities occurred which led to the complaint:** PRUCO SECURITIES, LLC.**Allegations:** REGARDING THE 2007 PURCHASE OF A ANNUITY, THE CUSTOMER ALLEGED THAT AN OPTIONAL FEATURE HE THOUGHT HAD BEEN ELECTED AT ISSUE WAS NOT INCLUDED AND THAT HE ONLY RECENTLY LEARNED OF THIS.**Product Type:** Annuity-Variable**Alleged Damages:** \$0.00**Alleged Damages Amount Explanation (if amount not exact):** NO DAMAGE AMOUNT IS ALLEGED**Is this an oral complaint?** Yes**Is this a written complaint?** No



Is this an arbitration/CFTC reparation or civil litigation?

No

Customer Complaint Information

Date Complaint Received: 03/24/2010

Complaint Pending? No

Status: Settled

Status Date: 07/20/2010

Settlement Amount: \$23,808.67

Individual Contribution Amount: \$0.00

Firm Statement

THIS MATTER IS BEING REPORTED CONSISTENT WITH NASDR RULES PERTAINING TO THE REPORTING OF CERTAIN WRITTEN CUSTOMER COMPLAINTS AND SETTLEMENT OF \$10,000 OR MORE. THE COMPANY BY THIS FILING MAKES NO ALLEGATIONS REGARDING THE ACTIONS OF THE REPRESENTATIVE.

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: PRUCO SECURITIES, LLC

Allegations: REGARDING THE 2007 PURCHASE OF A ANNUITY, THE CUSTOMER ALLEGED THAT AN OPTIONAL FEATURE HE THOUGHT HAD BEEN ELECTED AT ISSUE WAS NOT INCLUDED AND THAT HE ONLY RECENTLY LEARNED OF THIS.

Product Type: Annuity-Variable

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): NO DAMAGE AMOUNT IS ALLEGED

Is this an oral complaint? Yes

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation?

Customer Complaint Information

Date Complaint Received: 03/24/2010

Complaint Pending? No

Status: Settled

Status Date: 07/20/2010

Settlement Amount: \$23,808.67

Individual Contribution Amount: \$0.00

Broker Statement

ON APRIL 30, 2010, I FAXED MY STATEMENT TO [THIRD PARTY], ANALYST



OF PRUDENTIAL TO RESPOND TO HIS LETTER DATED MARCH 26, 2010. I STATED THAT I PRESENTED BOTH LIFE TIME LIVINGS BENEFITS AND SPOUSAL LIFE TIME BENEFITS TO [CUSTOMER]. [CUSTOMER] CHOSE THE SPOUSAL LIVING BENEFIT AT THE POINT OF SALE, BECAUSE HIS WIFE IS YOUNGER AND IS IN GOOD HEALTH. THE LIFE TIME FIVE LIVING BENEFIT AND THE SPOUSAL LIFE TIME FIVE LIVING BENEFIT WERE MUTUALLY EXCLUSIVE. THE APPLICATION STATED THAT IF THE SPOUSAL BENEFIT WAS CHOSEN, THE LIFE TIME FIVE BENEFIT WAS NOT AVAILABLE. [CUSTOMER] CHOSE THE SPOUSAL LIFETIME FIVE AND HIGHEST DAILY VALUE OF THE DEATH BENEFIT TO PROTECT THE CONTRACT VALUE FOR HIS WIFE. SUITABILITY QUESTIONS WERE ASKED BEFORE THE TIME OF SALE. HE WAS HAPPY WITH THE CONTRACT AND THE OPTION HE SELECTED AT THE TIME OF DELIVERY OF THE CONTRACT. IT WAS IMPOSSIBLE TO CHOOSE BOTH THE LIFE TIME LIVING BENEFIT AND THE SPOUSAL LIFE TIME FIVE LIVING BENEFIT AT THE SAME TIME. THEREFORE, THERE IS NO APPARENT BASIS FOR GIVING THE CLIENT A SETTLEMENT. PRUDENTIAL HAS OFFERED NO EXPLANATION FOR GIVING THE CLIENT A SETTLEMENT, EVEN AFTER I REQUESTED IT IN WRITING.

Disclosure 3 of 3

| | |
|--|---|
| Reporting Source: | Individual |
| Employing firm when activities occurred which led to the complaint: | PRUCO SECURITIES CORPORATION |
| Allegations: | REGARDING THE PURCHASE OF A VARIABLE LIFE INSURANCE POLICY, THE CLIENT ALLEGED THAT THE AGENT FAILED TO DISCLOSE POLICY CHARGES, AND THE AGENT GUARANTEED A MINIMUM ROI OF 10%. WE ARE UNABLE TO DETERMINE THE SPECIFIC AMOUNT OF ALLEGED COMPENSATORY DAMAGES. |
| Product Type: | Insurance |
| Alleged Damages: | \$0.00 |
| 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: 07/09/2001

Complaint Pending? No

Status: Denied

Status Date: 07/26/2001

Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE COMPANY IS CURRENTLY INVESTIGATING THIS MATTER AND WILL FILE AN AMENDMENT TO DISCLOSE THE OUTCOME. THIS MATTER IS BEING REPORTED CONSISTENT WITH NASDR RULES PERTAINING TO THE REPORTING OF CERTAIN WRITTEN CUSTOMER COMPLAINTS. THE COMPANY BY THIS FILING MAKES NO ALLEGATIONS REGARDING THE



ACTIONS OF THE REPRESENTATIVE.



End of Report

This page is intentionally left blank.