



## IAPD Report

# JEFFREY JON PRIDEY

CRD# 2136022

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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

### JEFFREY JON PRIDEY (CRD# 2136022)

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 **12/19/2024**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.	CRD# 13609	10/23/2012
<b>IA</b>	BFC PLANNING, INC.	CRD# 119682	12/12/2013

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **9** 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>B</b>	AUSDAL FINANCIAL PARTNERS, INC.	7995	TWIN FALLS, ID	08/22/2011 - 04/27/2012
<b>B</b>	CAPWEST SECURITIES, INC.	30002	TWIN FALLS, ID	09/21/2005 - 08/18/2011
<b>B</b>	UNITED SECURITIES ALLIANCE, INC.	36487	GREENWOOD VILLAGE, CO	01/28/2003 - 10/11/2005

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
Termination	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 9 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 2

Firm Name: **BERTHEL FISHER & COMPANY FINANCIAL SERVICES, INC.**  
Main Address: 4201 42ND STREET NE  
SUITE 100  
CEDAR RAPIDS, IA 52402  
Firm ID#: 13609

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Representative	Approved	10/23/2012
<b>B</b> Arizona	Agent	Approved	12/20/2012
<b>B</b> California	Agent	Approved	10/26/2012
<b>B</b> Idaho	Agent	Approved	10/24/2012
<b>B</b> Minnesota	Agent	Approved	10/25/2012
<b>B</b> Oregon	Agent	Approved	01/16/2013
<b>B</b> South Dakota	Agent	Approved	11/26/2012
<b>B</b> Utah	Agent	Approved	11/26/2012
<b>B</b> Washington	Agent	Approved	03/31/2022
<b>B</b> Wyoming	Agent	Approved	10/26/2012

### Branch Office Locations

**BERTHEL FISHER & COMPANY FINANCIAL SERVICES, INC.**  
TWIN FALLS, ID

### Employment 2 of 2


Firm Name: **BFC PLANNING, INC.**



## Qualifications

Main Address: 4201 42ND STREET NE  
SUITE 100  
CEDAR RAPIDS, IA 52402

Firm ID#: 119682

Regulator	Registration	Status	Date
 Idaho	Investment Adviser Representative	Approved	12/12/2013

## Branch Office Locations

**BFC PLANNING, INC.**  
TWIN FALLS, ID



## 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
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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	05/13/2003
 Corporate Securities Limited Representative Examination (S62)	Series 62	04/15/1991

#### State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	12/03/2013
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/15/1991

### 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	08/22/2011 - 04/27/2012	AUSDAL FINANCIAL PARTNERS, INC.	CRD# 7995	TWIN FALLS, ID
B	09/21/2005 - 08/18/2011	CAPWEST SECURITIES, INC.	CRD# 30002	TWIN FALLS, ID
B	01/28/2003 - 10/11/2005	UNITED SECURITIES ALLIANCE, INC.	CRD# 36487	GREENWOOD VILLAGE
B	05/21/1991 - 07/17/2002	FARMLAND SECURITIES COMPANY	CRD# 11153	KANSAS CITY, MO

### 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
10/2012 - Present	BERTHEL FISHER & COMPANY FINANCIAL SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	TWIN FALLS, ID, 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. PEAK FINANCIAL SERVICES-Y-706 CARRIAGE LANE N, TWIN FALLS, ID 83301-DBA-OWNER-10/1/2013-160-120-INVESTMENT SELECTION, RETIREMENT PLANNING.
2. USI Insurance-N-Twin Falls, ID-National Accounts Broker-Broker-05/2018-160-80-Property & Casualty Broker.
3. Jeff & Shelly Pridey Farm- N- Twin Falls, ID- Owner- 12/2021- 16- 0- Inherited a family farm.



## 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
Termination	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 3

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	BERTHEL, FISHER & COMPANY FINANCIAL SERVICES, INC.
<b>Allegations:</b>	The client alleges in 2015 the representative improperly recommended the client invest in a high commission illiquid alternative investment which they allege was misrepresented to them by the representative and was unsuitable for his risk tolerance and investment objectives. The client further alleges the firm failed to supervise the activities of the representative and failed to conduct adequate due diligence.
<b>Product Type:</b>	Real Estate Security
<b>Alleged Damages:</b>	\$136,000.00
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	No
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	Yes
<b>Arbitration/Reparation forum or court name and location:</b>	FINRA
<b>Docket/Case #:</b>	21-03032
<b>Filing date of arbitration/CFTC reparation or civil litigation:</b>	12/14/2021



### Customer Complaint Information

**Date Complaint Received:** 03/10/2022

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 02/23/2023

**Settlement Amount:** \$37,000.00

**Individual Contribution Amount:** \$10,000.00

**Broker Statement** The arbitration involves multiple claimants who were clients of a different representative. The Firm, solely to compromise and settle disputed claims, agreed to settle an arbitration with the Claimant.

### Disclosure 2 of 3

**Reporting Source:** Regulator

**Employing firm when activities occurred which led to the complaint:** CapWest Securities, Inc.

**Allegations:** 1) violation of Colorado Securities Act ("CSA"); 2) violation of the Colorado Consumer Protection Act; 3) common law fraud and misrepresentation; 4) violations of Section 2110 Conduct Rules of the NASD; 5) violation of Section 2120 Conduct Rules of the NASD; 6) violation of Section 2310 Conduct Rules of the NASD; 7) violation of Section 3010 Conduct Rules of the NASD; 8) breach of fiduciary duty; 9) negligence and negligent supervision; and 10) respondent superior

**Product Type:** Other: private placement offerings

**Alleged Damages:** \$550,000.00

### Arbitration Information

**Arbitration/Reparation Claim filed with and Docket/Case No.:** [FINRA - CASE #10-02249](#)

**Date Notice/Process Served:** 05/10/2010

**Arbitration Pending?** No

**Disposition:** Award

**Disposition Date:** 11/25/2011

**Disposition Detail:** Jeffrey Pridey is liable for and shall pay to the Claimants compensatory damages in the amount of \$100,000.00, jointly and severally.

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** Capwest Securities, Inc.

**Allegations:** 1) Violation of Colorado Securities Act ("CSA"); 2) violation of the Colorado Consumer Protection Act; 3) common law fraud and misrepresentation; 4) violation of Section 2110 Conduct Rules of the NASD; 5) violation of Section 2120 Conduct



Rules of the NASD; 6) violation of Section 2130 Conduct Rules of the NASD; 7) violation of Section 3010 Conduct Rules of the NASD; 8) breach of fiduciary duty; 9) negligence and negligent supervision; and 10) respondent superior

**Product Type:** Other: Private Placement Offerings

**Alleged Damages:** \$550,000.00

**Is this an oral complaint?** No

**Is this a written complaint?**

**Is this an arbitration/CFTC reparation or civil litigation?**

### Arbitration Information

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** FINRA

**Docket/Case #:** [10-02249](#)

**Date Notice/Process Served:** 05/10/2010

**Arbitration Pending?** No

**Disposition:** Award to Customer

**Disposition Date:** 11/25/2011

**Monetary Compensation Amount:** \$100,000.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** The representative disagrees with the allegations brought against him in this claim. The Claimant has never been a client of the representative's and he has never had any interactions with the Claimant. The representative was not involved with the sale or the recommendations of the investment to the client. The representative also was not responsible for the supervision of the conduct involved nor did he hold a supervisory license. The representative was named only in a control person capacity since he was the Director and Secretary of CapWest Securities, Inc. at the time the claim was filed.

### Disclosure 3 of 3

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** UNITED SECURITIES ALLIANCE

**Allegations:** FAILURE OF BROKER DEALER TO PERFORM DUE DILIGENCE ON PURCHASE OF DBSI INC. FAILURE OF USA TO DILIGENTLY SUPERVISE PRIDEY. ALLEGATIONS OF NEGLIGENCE, RECKLESSNESS, FRAUD, BREACH OF FIDUCIARY DUTY, DECEIT, MISREPRESENTATIONS, OMISSIONS, AND BREACH OF CONTRACT.

**Product Type:** Other: T

**Alleged Damages:** \$487,000.00



**Alleged Damages Amount Explanation (if amount not exact):** ALLEGED COMPENSOATORY DAMAGES PLUSE INTEREST, FEES, AND DAMAGES.

**Arbitration Information**

**Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):** FINRA

**Docket/Case #:** 10-02058

**Date Notice/Process Served:** 04/15/2010

**Arbitration Pending?** No

**Disposition:** Settled

**Disposition Date:** 10/23/2012

**Monetary Compensation Amount:** \$7,500.00

**Individual Contribution Amount:** \$7,500.00



## 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:** AUSDAL FINANCIAL PARTNERS, INC.  
**Termination Type:** Discharged  
**Termination Date:** 04/27/2012  
**Allegations:** MR. PRIDEY FAILED TO DISCLOSE ARBITRATIONS TO THE FIRM  
**Product Type:** Other: UNSURE SINCE AUSDAL FINANCIAL PARTNERS, INC. DOES NOT HAVE A COPY OF THE ARBITRATIONS

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**Reporting Source:** Individual  
**Firm Name:** AUSDAL FINANCIAL PARTNERS, INC.  
**Termination Type:** Discharged  
**Termination Date:** 04/27/2012  
**Allegations:** MR. PRIDEY FAILED TO DISCLOSE ARBITRATIONS TO THE FIRM.  
**Product Type:** Other: UNSURE SINCE AUSDAL FINANCIAL PARTNERS, INC. DOES NOT HAVE A COPY OF THE ARBITRATIONS



## End of Report

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