



IAPD Report

GEORGE H MOORE JR.

CRD# 2157912

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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

GEORGE H MOORE JR. (CRD# 2157912)

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 **09/22/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PARK AVENUE SECURITIES LLC	CRD# 46173	07/21/2000
IA	PARK AVENUE SECURITIES LLC	CRD# 46173	02/14/2005

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **35** 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	PARK AVENUE SECURITIES LLC	46173	MEMPHIS, TN	01/01/2001 - 12/31/2004
B	ROBERT W. BAIRD & CO. INCORPORATED	8158	MILWAUKEE, WI	08/16/1994 - 07/14/2000
B	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	MILWAUKEE, WI	10/24/1991 - 07/14/2000

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
Judgment/Lien	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 **35** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PARK AVENUE SECURITIES LLC**
Main Address: 10 HUDSON YARDS
NEW YORK, NY 10001
Firm ID#: 46173

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	07/21/2000
B	FINRA	General Securities Representative	Approved	03/22/2001
B	FINRA	General Securities Principal	Approved	03/08/2006
B	Alabama	Agent	Approved	08/29/2006
IA	Alabama	Investment Adviser Representative	Approved	07/09/2019
B	Arizona	Agent	Approved	04/27/2022
B	Arkansas	Agent	Approved	02/11/2005
IA	Arkansas	Investment Adviser Representative	Approved	02/15/2005
B	California	Agent	Approved	06/03/2005
B	Colorado	Agent	Approved	04/14/2009
B	District of Columbia	Agent	Approved	01/23/2007
IA	District of Columbia	Investment Adviser Representative	Approved	03/09/2023
B	Florida	Agent	Approved	06/03/2005



Qualifications

Regulator	Registration	Status	Date
IA Florida	Investment Adviser Representative	Approved	05/08/2012
B Georgia	Agent	Approved	06/03/2005
B Illinois	Agent	Approved	02/05/2021
B Indiana	Agent	Approved	01/19/2021
IA Indiana	Investment Adviser Representative	Approved	10/20/2021
B Iowa	Agent	Approved	07/24/2025
B Kansas	Agent	Approved	02/23/2011
B Kentucky	Agent	Approved	06/03/2005
B Louisiana	Agent	Approved	01/19/2021
B Maryland	Agent	Approved	07/21/2000
IA Maryland	Investment Adviser Representative	Approved	09/18/2013
IA Massachusetts	Investment Adviser Representative	Approved	11/12/2024
B Massachusetts	Agent	Approved	01/15/2025
B Michigan	Agent	Approved	08/27/2024
B Mississippi	Agent	Approved	02/11/2005
IA Mississippi	Investment Adviser Representative	Approved	02/14/2005
B Missouri	Agent	Approved	06/03/2005
IA Missouri	Investment Adviser Representative	Approved	12/12/2013
IA Montana	Investment Adviser Representative	Approved	11/21/2023



Qualifications

Regulator	Registration	Status	Date
B Montana	Agent	Approved	11/22/2023
B Nebraska	Agent	Approved	09/22/2025
B Nevada	Agent	Approved	04/18/2022
IA Nevada	Investment Adviser Representative	Approved	05/19/2022
B New Jersey	Agent	Approved	10/05/2023
IA New Jersey	Investment Adviser Representative	Approved	02/24/2025
B New Mexico	Agent	Approved	08/01/2022
B New York	Agent	Approved	10/25/2023
B North Carolina	Agent	Approved	07/21/2000
IA North Carolina	Investment Adviser Representative	Approved	01/02/2015
B Ohio	Agent	Approved	06/21/2022
IA Ohio	Investment Adviser Representative	Approved	06/21/2022
B Oklahoma	Agent	Approved	03/10/2005
IA Oklahoma	Investment Adviser Representative	Approved	04/12/2022
B Pennsylvania	Agent	Approved	08/10/2010
B South Carolina	Agent	Approved	11/12/2004
IA South Carolina	Investment Adviser Representative	Approved	09/29/2023
IA Tennessee	Investment Adviser Representative	Approved	02/14/2005
B Tennessee	Agent	Approved	01/11/2019



Qualifications

Regulator	Registration	Status	Date
B Texas	Agent	Approved	06/03/2005
IA Texas	Investment Adviser Representative	Approved	03/29/2016
B Virginia	Agent	Approved	07/21/2000
IA Virginia	Investment Adviser Representative	Approved	06/14/2013
B Washington	Agent	Approved	01/24/2025
IA Washington	Investment Adviser Representative	Approved	01/24/2025
B Wisconsin	Agent	Approved	02/02/2021
IA Wisconsin	Investment Adviser Representative	Approved	03/05/2021

Branch Office Locations

PARK AVENUE SECURITIES LLC
6060 Primacy Pkwy
Suite 175
MEMPHIS, TN 38119





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	03/07/2006
 NYSE Branch Manager Examination (S12)	Series 12	10/31/1995

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	03/21/2001
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/21/1991

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	11/08/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	08/25/1994

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	01/01/2001 - 12/31/2004	PARK AVENUE SECURITIES LLC	CRD# 46173	MEMPHIS, TN
B	08/16/1994 - 07/14/2000	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	MILWAUKEE, WI
B	10/24/1991 - 07/14/2000	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	CRD# 2881	MILWAUKEE, WI

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
07/2000 - Present	PARK AVENUE SECURITIES	REGISTERED REPRESENTATIVE	Y	NEW YORK, NY, United States
04/1999 - Present	GUARDIAN LIFE INSURANCE COMPANY	BROKER/AGENT	N	NEW YORK, NY, 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. Ashford Advisors Mid South-Guardian General Agency based in Memphis Tennessee. We operate our Guardian agency under this dba.

Start: 01/01/2018,

Address: 6060 Primacy Parkway suite 175; Memphis, TN 38119,

50 bus hrs per month,

Investment related,

>10% annual compensation,



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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Judgment/Lien	1
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Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	IRS
Judgment/Lien Amount:	\$49,555.18
Judgment/Lien Type:	Tax
Date Filed with Court:	02/15/2016
Date Individual Learned:	06/28/2016
Type of Court:	Federal Court
Name of Court:	Dept of Treasure
Location of Court:	Shelby County, TN
Docket/Case #:	13549
Judgment/Lien Outstanding?	Yes



End of Report

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