



IAPD Report

BRADLEY MARK KELLEY

CRD# 2206247

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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

BRADLEY MARK KELLEY (CRD# 2206247)

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 **07/10/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	SEQUOIA FINANCIAL GROUP, L.L.C.	CRD# 117756	07/14/2025

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	EIDE BAILLY ADVISORS, LLC	113564	FARGO, ND	12/10/2003 - 02/19/2025
IA	SEQUOIA FINANCIAL GROUP, L.L.C.	117756	Fargo, ND	09/27/2024 - 12/31/2024
B	EIDE BAILLY SECURITIES, LLC	112176	FARGO, ND	09/14/2004 - 04/26/2024

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

Employment 1 of 1

Firm Name: **SEQUOIA FINANCIAL GROUP, L.L.C.**
Main Address: 3500 EMBASSY PARKWAY
AKRON, OH 44333
Firm ID#: 117756

Regulator	Registration	Status	Date
IA North Dakota	Investment Adviser Representative	Approved	07/14/2025

Branch Office Locations

SEQUOIA FINANCIAL GROUP, L.L.C.
4310 17th Ave. S.
Fargo, ND 58103-2545

SEQUOIA FINANCIAL GROUP, L.L.C.
3500 EMBASSY PARKWAY
AKRON, OH 44333







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 4 principal/supervisory exams, 5 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

Exam	Category	Date
 Compliance Officer Examination (S14)	Series 14	01/02/2023
 Municipal Fund Securities Principal Examination (S51)	Series 51	02/27/2003
 General Securities Principal Examination (S24)	Series 24	04/26/1999
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	09/20/1995

General Industry/Product Exams

Exam	Category	Date
 Investment Banking Registered Representative Examination (S79TO)	Series 79TO	01/02/2023
 Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	04/02/1999
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/27/1992

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	08/25/1999
 Uniform Securities Agent State Law Examination (S63)	Series 63	01/29/1992



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	12/10/2003 - 02/19/2025	EIDE BAILLY ADVISORS, LLC	CRD# 113564	FARGO, ND
IA	09/27/2024 - 12/31/2024	SEQUOIA FINANCIAL GROUP, L.L.C.	CRD# 117756	Fargo, ND
B	09/14/2004 - 04/26/2024	EIDE BAILLY SECURITIES, LLC	CRD# 112176	FARGO, ND
B	09/29/2015 - 08/11/2023	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	FARGO, ND
B	09/27/2005 - 10/08/2015	SECURITIES AMERICA, INC.	CRD# 10205	MINNEAPOLIS, MN
B	10/27/2003 - 10/04/2005	CAP PRO BROKERAGE SERVICES, INC.	CRD# 103953	COLUMBUS, OH
IA	09/09/2003 - 10/23/2003	INVEST FINANCIAL CORPORATION	CRD# 12984	FARGO, ND
B	08/29/2003 - 10/23/2003	INVEST FINANCIAL CORPORATION	CRD# 12984	APPLETON, WI
IA	09/17/1999 - 09/18/2003	FINANCIAL NETWORK INVESTMENT CORPORATION	CRD# 13572	FARGO, ND
B	07/06/1998 - 09/18/2003	FINANCIAL NETWORK INVESTMENT CORPORATION	CRD# 13572	EL SEGUNDO, CA
B	03/02/1992 - 01/12/1998	PRUCO SECURITIES CORPORATION	CRD# 5685	NEWARK, NJ
B	03/02/1992 - 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
09/2024 - Present	Sequoia Financial Group, LLC	Wealth Advisor	Y	Akron, OH, United States
09/2021 - Present	ABJ Investments LLC.	Shareholder	Y	Phoenix, AZ, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
09/2016 - Present	KBH North Shore Properties, LLC	Chief Manager/Share holder	Y	Fargo, ND, United States
11/2003 - Present	EIDE BAILLY ADVISORS, LLC	CCO/FINANCIAL ADVISOR	Y	FARGO, ND, United States
11/2003 - Present	EIDE BAILLY AGENCY	LICENSED AGENT	Y	FARGO, ND, United States
11/2003 - Present	Eide Bailly LLP	Principal	N	Fargo, ND, United States
09/2004 - 04/2024	EIDE BAILLY SECURITIES, LLC	PRINCIPAL FOR ADMINISTRATIVE ENTITY	Y	FARGO, ND, United States
09/2015 - 07/2023	UNITED PLANNERS' FINANCIAL SERVICES	REG REP	Y	SCOTTSDALE, AZ, 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.) EIDE BAILLY LLP - PRINCIPAL - TAX & BUSINESS ADVISORS - FARGO, ND - SINCE 11/2003 - NOT INVESTMENT RELATED
- 2.) EIDE BAILLY FINANCIAL SERVICES - PRINCIPAL - HOLDING COMPANY - FARGO, ND - SINCE 09/2004 - INVESTMENT RELATED
- 3.) KBH NORTH SHORE PROPERTIES, LLC - CHIEF MANAGER/SHAREHOLDER - REAL ESTATE SALES/RENTAL PROPERTIES/PROPERTY MANAGEMENT - FARGO, ND - SINCE 09/2016 - INVESTMENT RELATED
- 4.) ABJ INVESTMENTS LLC - SHAREHOLDER - NON-TRADITIONAL INVESTING - PHOENIX, AZ - SINCE 09/2021 - INVESTMENT RELATED
- 5.) SEQUOIA FINANCIAL GROUP, LLC - WEALTH ADVISOR



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	2

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 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: IN CONNECTION WITH THE RECOMMENDATION AND SALE OF MEDICAL CAPITAL AND PROVIDENT SHALE, CLAIMANTS ALLEGE VIOLATIONS OF STATE BLUE SKY LAWS, VIOLATIONS OF FINRA RULE 2110, NEGLIGENCE, NEGLIGENT MISREPRESENTATIONS AND OMISSIONS, BREACH OF FIDUCIARY DUTY, AND AIDING & ABETTING FRAUD.

Product Type: Direct Investment-DPP & LP Interests
Oil & Gas

Alleged Damages: \$100,000.00

Arbitration Information

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

Docket/Case #: 10-02593

Date Notice/Process Served: 04/01/2011

Arbitration Pending? No

Disposition: Settled

Disposition Date: 09/29/2011

Monetary Compensation Amount: \$46,419.41



Individual Contribution Amount: \$0.00

Broker Statement 10/21/2011: THIS CLAIM WAS PART OF A GLOBAL SETTLEMENT BY SECURITIES AMERICA, INC.

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint:

Allegations: THE CLIENT CONTACTED THE COMPANY WITH CONCERNS REGARDING PERFORMANCE ISSUES ASSOCIATED WITH TWO VARIABLE APPRECIABLE LIFE (VAL) INSURANCE POLICIES HE PURCHASED IN 1994. NO COMPENSATORY DAMAGES WERE ALLEGED.

Product Type:

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 12/26/1995

Complaint Pending? No

Status: Settled

Status Date:

Settlement Amount: \$26,327.88

Individual Contribution Amount:

Firm Statement THE COMPANY RESCINDED BOTH VAL POLICIES AND RETURNED TOTAL PREMIUMS PAID TO THE CLIENT. (ESTIMATED SETTLEMENT \$26,327.88) THE COMPANY IS REPORTING THIS SETTLEMENT CONSISTENT WITH NASDR RULES PERTAINING TO THE REPORTING OF ALL SETTLEMENTS OF \$5000 OR MORE. THE COMPANY BY THIS FILING MAKES NO ALLEGATION REGARDING THE ACTIONS OF THE REPRESENTATIVE.

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: PRUDENTIAL

Allegations: THE CLIENT CONTACTED THE COMPANY WITH CONCERNS REGARDING PERFORMANCE ISSUES ASSOCIATED WITH TWO VARIABLE APPRECIABLE LIFE (VAL) INSURANCE POLICIES BE PURCHASED IN 1994. NO COMPENSATORY DAMAGES WERE ALLEGED.

Product Type: Annuity(ies) - Variable

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 12/26/1995



Complaint Pending?	No
Status:	Settled
Status Date:	01/05/1996
Settlement Amount:	\$26,327.88
Individual Contribution Amount:	\$0.00
Broker Statement	THE COMPANY RESCINDED BOTH VAL POLICIES AND RETURNED TOTAL PREMIUMS EQUALING \$26,327.88 TO THE CLIENT. THE COMPANY MADE NO ALLEGATIONS REGARDING THE ACTIONS OF THE REPRESENTATIVE.



End of Report

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