



IAPD Report

Norman Tallal Turfe

CRD# 2218884

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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

Norman Tallal Turfe (CRD# 2218884)

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 **05/22/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	EDWARD JONES	CRD# 250	04/03/1992
IA	EDWARD JONES	CRD# 250	09/24/2010

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **24** 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
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No information reported.

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 **24** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **EDWARD JONES**
Main Address: 12555 MANCHESTER RD
ST. LOUIS, MO 63131
Firm ID#: 250

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	04/03/1992
B	NYSE American LLC	General Securities Representative	Approved	09/13/2011
B	Nasdaq Stock Market	General Securities Representative	Approved	07/12/2006
B	New York Stock Exchange	General Securities Representative	Approved	04/29/1992
B	Alabama	Agent	Approved	12/17/2014
B	Arizona	Agent	Approved	02/05/2019
B	California	Agent	Approved	08/02/1994
B	Connecticut	Agent	Approved	03/16/2017
B	Florida	Agent	Approved	07/09/1992
B	Georgia	Agent	Approved	07/16/2014
B	Illinois	Agent	Approved	01/06/2011
B	Kentucky	Agent	Approved	05/05/2021
B	Michigan	Agent	Approved	04/29/1992



Qualifications

Regulator	Registration	Status	Date
IA Michigan	Investment Adviser Representative	Approved	09/24/2010
B Minnesota	Agent	Approved	07/27/2011
B Missouri	Agent	Approved	05/22/2025
B Nevada	Agent	Approved	01/12/2022
B New Jersey	Agent	Approved	04/27/2016
B New York	Agent	Approved	05/20/2014
B North Carolina	Agent	Approved	09/24/2008
B Ohio	Agent	Approved	11/29/2010
B Puerto Rico	Agent	Approved	01/11/2016
B South Carolina	Agent	Approved	12/02/2013
B South Dakota	Agent	Approved	02/22/2017
B Tennessee	Agent	Approved	01/03/2013
B Texas	Agent	Approved	10/05/2010
IA Texas	Investment Adviser Representative	Restricted Approval	01/11/2019
B Virginia	Agent	Approved	05/11/2011
B Washington	Agent	Approved	10/26/2010
B Wisconsin	Agent	Approved	07/31/2018

Branch Office Locations

EDWARD JONES



Qualifications

23461 MICHIGAN AVENUE
DEARBORN, MI 48124



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, 2 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
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General Securities Representative Examination (S7)	Series 7	04/01/1992
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State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	07/08/2010
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Uniform Securities Agent State Law Examination (S63)	Series 63	04/10/1992
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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:

No information reported.

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
12/1991 - Present	EDWARD D. JONES & CO., L.P.	NOT PROVIDED	Y	DEARBORN, MI, 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.

No information reported.



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: Individual

Employing firm when activities occurred which led to the complaint: EDWARD JONES

Allegations: 1/31/08-11/10/09; CLIENT CLAIMS HE WAS TOLD WHEN HE PURCHASED THIS PRODUCT HE WAS ASSURED BY THE FA THE PRODUCT WOULD CONSTITUTE AN EXCELLENT INVESTMENT THAT WOULD BUILD CASH VALUE RELATIVELY QUICKLY. CLIENT CLAIMS HE WAS ALSO ASSURED THE POLICY WOULD PROTECT HIS FAMILY AGAINST LOSSES. CLIENT STATES HE STARTED THE POLICY WITH \$21,000 HE TRANSFERRED IN. THE CLIENT STATES THE INVESTMENT HAS LOST VALUE AND FALLEN DRAMATICALLY CAUSING HIM TO LOSE THOUSANDS OF DOLLARS. CLIENT CLAIMS THE FA FAILED TO INFORM HIM OF THE COSTS AND RISKS ASSOCIATED WITH THIS INSURANCE PRODUCT. CLIENT STATES HAD HE BEEN INFORMED OF THE RISKS HE WOULD NOT HAVE PURCHASED THE PRODUCT. CLIENT WANTS A CHECK FOR THE AMOUNT HE INVESTED.

Product Type: Insurance

Alleged Damages: \$21,000.00

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: 11/20/2009



Complaint Pending? No

Status: Withdrawn

Status Date: 11/23/2009

Settlement Amount:

Individual Contribution Amount:

Broker Statement

SPOKE WITH FA ON PHONE. FA CLAIMS HE SPOKE WITH THE CLIENT ON NOVEMBER 19TH OR 20TH, 2009. FA STATES THE CLIENT EXPLAINED HE FEELS TERRIBLE ABOUT THE COMPLAINT AND WISHES TO WITHDRAW IT. FA STATES THE CLIENT SPEAKS VERY BROKEN ENGLISH. FA SPEAKS ARABIC, WHICH IS CLIENT'S LANGUAGE. FA STATES THE CLIENT EXPLAINED HE DID NOT WRITE THE COMPLAINT LETTER AND DID NOT UNDERSTAND WHAT HE WAS SIGNING. SENT LETTER TO CLIENT ADVISING HIM WE UNDERSTOOD HE WISHED TO WITHDRAW THE COMPLAINT AND TO CONTACT US IF HE HAD FURTHER CONCERNS.

Disclosure 2 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EDWARD JONES

Allegations: THE CLIENT ALLEGED THAT HE HAD NO KNOWLEDGE OF AND DID NOT AUTHORIZE THE PURCHASE OF 2400 SHARES OF FORD MOTOR COMPANY STOCK IN HIS ACCOUNT 6/16/04. THE PURCHASE PRICE PER SHARE WAS \$15.66 PER SHARE FOR A TOTAL PURCHASE AMOUNT OF \$38,237.04. THE ACCOUNT TRANSFERRED AWAY FROM EDWARD JONES ON 7/20/05 AND FORD IS PRESENTLY SELLING AT \$8.92 PER SHARE.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$16,176.00

Customer Complaint Information

Date Complaint Received: 10/11/2005

Complaint Pending? No

Status: Denied

Status Date: 10/20/2005

Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE IR ADVISED THAT THE CLIENT MUST HAVE BEEN MISTAKEN. THE CLIENT SOLD SHARES OF EXXON MOBIL, STARBUCKS AND PEPSICO ON 6/14/2004. THE PROCEEDS FROM THESE TRADES WERE USED TO PURCHASE 2400 SHARES OF FORD MOTOR CORP. THERE WAS NOT ENOUGH MONEY IN THE CLIENT'S ACCOUNT TO PURCHASE THE FORD SHARES, UNLESS THE THREE STOCKS WERE SOLD. ALL TRADE CONFIRMATIONS WERE MARKED UNSOLICITED. THE CLIENT WAS SENT THE TRADE CONFIRMATION DISCLOSING THESE TRANSACTIONS AND THE TRADES WERE ALSO DISCLOSED ON THE CUSTOMER'S STATEMENTS. THE CLIENT WAS ALSO SENT A CONSOLIDATED 1099 IN JANUARY 2005



DISCLOSING THE SALE OF THE THREE STOCKS. THE CLIENT'S REQUEST FOR REIMBURSEMENT WAS DENIED.

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EDWARD JONES

Allegations: CLIENT STATES HIS \$60,000 PLUS INVESTMENT HAS SHRUNK TO \$35,000. CLIENT INDICATES HE DID NOT REALIZE THE INVESTMENT WAS A JUNK BOND FUND.

Product Type: Money Market Fund(s)

Alleged Damages: \$25,000.00

Customer Complaint Information

Date Complaint Received: 10/17/2002

Complaint Pending? No

Status: Denied

Status Date: 01/23/2003

Settlement Amount:

Individual Contribution Amount:

Broker Statement

ACCORDING TO IR, HE MET WITH THE CLIENT AND THE CLIENT'S BROTHER-IN-LAW TO DISCUSS INVESTMENT OPTIONS. IR INDICATED HE BELIEVED THE CLIENT WAS A KNOWLEDGABLE INVESTOR AND ALSO INDICATED THE CLIENT HAD OWNED OTHER INVESTMENTS IN THE PAST, INCLUDING MUTUAL FUNDS. IR STATED THE FEDERATED HIGH INCOME BOND FUND WAS DISCUSSED AND THE CLIENT INDICATED HE WAS INTERESTED IN THE HIGH INCOME BOND FUND VS A GROWTH AND INCOME MUTUAL FUND. IR ALSO STATED A PROSPECTUS FOR THE MUTUAL FUND WAS PROVIDED TO THE CLIENT WHICH LISTS ALL DETAILS OF THE FUND. IN ADDITION, THE ASSET CATEGORY OF AGGRESSIVE INCOME WAS REFLECTED ON THE CLIENT'S CUSTOMER STATEMENTS. WHILE THE FRUSTRATION THE CLIENT HAS EXPERIENCED AS A RESULT OF THE DECREASE IN HIS PORTFOLIO VALUE IS UNDERSTANDABLE, THE DECLINE APPEARS TO BE ATTRIBUTED TO MARKET FLUCTUATION WHICH IS A RISK ASSOCIATED WITH INVESTING. HOWEVER, I CONTACTED FEDERATED AND WAS INFORMED THE CLIENT HAS RECEIVED APPROXIMATELY \$18,500 IN DIVIDENDS FROM THIS MUTUAL FUND. BASED ON THIS REVIEW, WE BELIEVE THE IR PROVIDED THE DETAILS OF THE FUND AND THEREFORE WE WILL NOT BE MAKING AN ADJUSTMENT TO THE CLIENT'S ACCOUNT.



End of Report

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