



## IAPD Report

# JEFFREY HOWARD EICHEL

CRD# 2224038

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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

### JEFFREY HOWARD EICHEL (CRD# 2224038)

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 **03/30/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	CETERA INVESTMENT SERVICES LLC	CRD# 15340	08/01/2005
<b>IA</b>	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	01/21/2014

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **15** 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>IA</b>	CETERA INVESTMENT SERVICES LLC	15340	FOX POINT, WI	08/01/2005 - 01/21/2014
<b>B</b>	M&I BROKERAGE SERVICES, INC.	16517	MILWAUKEE, WI	07/09/2002 - 08/02/2005
<b>B</b>	PRUCO SECURITIES CORPORATION	5685	NEWARK, NJ	03/15/1993 - 07/12/2002

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	4



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

### Employment 1 of 2

Firm Name: **CETERA INVESTMENT SERVICES LLC**  
Main Address: 400 FIRST ST. S. SUITE 300  
ST. CLOUD, MN 56301  
Firm ID#: 15340

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	Invest. Co and Variable Contracts	Approved	08/01/2005
<b>B</b>	FINRA	General Securities Representative	Approved	01/09/2006
<b>B</b>	Arizona	Agent	Approved	01/05/2016
<b>B</b>	California	Agent	Approved	05/05/2014
<b>B</b>	Colorado	Agent	Approved	01/07/2026
<b>B</b>	Florida	Agent	Approved	08/01/2005
<b>B</b>	Georgia	Agent	Approved	12/20/2022
<b>B</b>	Illinois	Agent	Approved	03/03/2006
<b>B</b>	Maryland	Agent	Approved	04/18/2022
<b>B</b>	Minnesota	Agent	Approved	04/18/2019
<b>B</b>	Nevada	Agent	Approved	01/02/2014
<b>B</b>	New York	Agent	Approved	01/04/2021
<b>B</b>	North Carolina	Agent	Approved	06/29/2017



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> South Carolina	Agent	Approved	03/22/2017
<b>B</b> Texas	Agent	Approved	01/02/2014
<b>B</b> Virginia	Agent	Approved	03/13/2015
<b>B</b> Wisconsin	Agent	Approved	08/01/2005

### Branch Office Locations

**CETERA INVESTMENT SERVICES LLC**  
 9131 W OKLAHOMA AVENUE  
 MILWAUKEE, WI 53227

**CETERA INVESTMENT SERVICES LLC**  
 4923 WASHINGTON AVE  
 RACINE, WI 53406

**CETERA INVESTMENT SERVICES LLC**  
 6906 GREEN BAY RD  
 KENOSHA, WI 53142

**CETERA INVESTMENT SERVICES LLC**  
 W249 N6600 HIGHWAY 164  
 SUSSEX, WI 53089

**CETERA INVESTMENT SERVICES LLC**  
 8706 W NORTH AVE  
 WAUWATOSA, WI 53226

**CETERA INVESTMENT SERVICES LLC**  
 10600 W SILVER SPRING DR  
 MILWAUKEE, WI 53225

**CETERA INVESTMENT SERVICES LLC**  
 120 W WISCONSIN AVE  
 PEWAUKEE, WI 53072

**CETERA INVESTMENT SERVICES LLC**  
 15830 W CAPITOL DR  
 BROOKFIELD, WI 53005

**CETERA INVESTMENT SERVICES LLC**  
 1900 N DR. MARTIN LUTHER KING JR DR  
 MILWAUKEE, WI 53212

**CETERA INVESTMENT SERVICES LLC**  
 3970 N OAKLAND AVE  
 SHOREWOOD, WI 53211

**CETERA INVESTMENT SERVICES LLC**  
 4414 N OAKLAND AVE  
 SHOREWOOD, WI 53211

**CETERA INVESTMENT SERVICES LLC**  
 5900 N PORT WASHINGTON  
 GLENDALE, WI 53217

**CETERA INVESTMENT SERVICES LLC**  
 7927 W CAPITOL DR  
 MILWAUKEE, WI 53222

**CETERA INVESTMENT SERVICES LLC**  
 10806 N PORT WASHINGTON RD 13W  
 MEQUON, WI 53092

**CETERA INVESTMENT SERVICES LLC**  
 209 GREEN BAY RD  
 STURGEON BAY, WI 54235

**CETERA INVESTMENT SERVICES LLC**  
 4060 N OAKLAND AVE  
 SHOREWOOD, WI 53211

### Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**  
 Main Address: 1450 AMERICAN LANE  
 6TH FLOOR, SUITE 650  
 SCHAUMBURG, IL 60173-2096  
 Firm ID#: 105644



## Qualifications

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Restricted Approval	07/26/2017
IA Wisconsin	Investment Adviser Representative	Approved	01/21/2014

## Branch Office Locations

**CETERA INVESTMENT ADVISERS LLC**  
4060 N OAKLAND AVENUE  
SHOREWOOD, WI 53211



## 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	06/28/2005
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	03/11/1993

#### State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	07/28/2000
 Uniform Securities Agent State Law Examination (S63)	Series 63	05/01/1992

### 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	08/01/2005 - 01/21/2014	CETERA INVESTMENT SERVICES LLC	CRD# 15340	FOX POINT, WI
B	07/09/2002 - 08/02/2005	M&I BROKERAGE SERVICES, INC.	CRD# 16517	MILWAUKEE, WI
B	03/15/1993 - 07/12/2002	PRUCO SECURITIES CORPORATION	CRD# 5685	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
01/2014 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	SHOREWOOD, WI, United States
08/2005 - Present	CETERA INVESTMENT SERVICES LLC	INVESTMENT EXECUTIVE	Y	ST. CLOUD, MN, United States
08/2005 - Present	NORTHSHORE BANK	INVESTMENT EXECUTIVE	Y	SHOREWOOD, WI, 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	4

### 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 4

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	PRIMEVEST FINANCIAL SERVICES
<b>Allegations:</b>	THE CLIENT ALLEGES THAT HE WAS TOLD THAT HIS MONEY WOULD BE SECURE AND HE WOULD NOT LOSE IT.
<b>Product Type:</b>	Annuity-Variable
<b>Alleged Damages:</b>	\$50,000.00
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

### Customer Complaint Information

<b>Date Complaint Received:</b>	03/17/2009
<b>Complaint Pending?</b>	No
<b>Status:</b>	Denied
<b>Status Date:</b>	06/03/2009

#### Settlement Amount:

**Individual Contribution Amount:**



**Disclosure 2 of 4**

**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** PRIMEVEST FINANCIAL SERVICES

**Allegations:** CLIENT ALLEGES MISREPRESENTATION AND THAT SHE WAS NOT TOLD SHE WOULD RECEIVE MARKET VALUE BACK IF THE POLICY WAS FREE-LOOKED.

**Product Type:** Annuity(ies) - Variable

**Alleged Damages:** \$13,826.33

**Customer Complaint Information**

**Date Complaint Received:** 09/02/2008

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 09/02/2008

**Settlement Amount:**

**Individual Contribution Amount:**

**Broker Statement** FOUND NO MISREPRESENTATION AND ALL PROPER DISCLOSURES WERE GIVEN INCLUDING THE FREE LOOK PROVISION TERMS.

**Disclosure 3 of 4**

**Reporting Source:** Firm

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

**Allegations:** REGARDING THE PURCHASE OF A 1994, 1995 AND 1996 VARIABLE APPRECIABLE LIFE INSURANCE POLICIES, THE CLIENT ALLEGED MISREPRESENTATION AT THE POINT OF SALE.

**Product Type:** Insurance

**Alleged Damages:** \$0.00

**Customer Complaint Information**

**Date Complaint Received:** 02/04/2008

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 02/28/2008

**Settlement Amount:**

**Individual Contribution Amount:**

**Firm Statement** THIS CONCERNS A POLICY INCLUDED IN THE CLASS OF POLICIES THAT WAS THE SUBJECT OF A NATIONWIDE CLASS ACTION SETTLEMENT IN WHICH PRUDENTIAL, ITS INSURANCE AFFILIATES AND PERSONNEL WERE RELEASED CONCERNING LIFE INSURANCE SALES PRACTICES. THE



CLASS ACTION SETTLEMENT REMEDIATION PROCESSES FOR ADDRESSING CLAIMS FOR POLICIES INCLUDED IN THE CLASS HAVE CONCLUDED. BECAUSE THE COMPANY AND THE REPRESENTATIVE(S) WERE RELEASED FROM ANY FURTHER LIABILITY OR OBLIGATION WITH RESPECT TO CLAIMS LIKE THOSE MADE BY THE POLICYHOLDER, THE COMPANY IS NOT REVIEWING THIS INQUIRY AND IS MAKING NO FINDING OR FURTHER FILING REGARDING THIS INQUIRY.

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**Reporting Source:** Individual

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

**Allegations:** REGARDING THE PURCHASE OF A 1994, 1995 & 1996 VARIABLE APPRECIABLE LIFE INSURANCE POLICY, THE CLIENT ALLEGED MISREPRESENTATION AT THE POINT OF SALE.

**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:** 02/04/2008

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 02/28/2008

**Settlement Amount:**

**Individual Contribution Amount:**

### Broker Statement

THIS CONCERNS A POLICY INCLUDED IN THE CLASS OF POLICIES THAT WAS THE SUBJECT OF A NATIONWIDE CLASS ACTION SETTLEMENT IN WHICH PRUDENTIAL, ITS INSURANCE AFFILIATES AND PERSONNEL WERE RELEASED CONCERNING LIFE INSURANCE SALES PRACTICES. THE CLASS ACTION SETTLEMENT REMEDIATION PROCESSES FOR ADDRESSING CLAIMS FOR POLICIES INCLUDED IN THE CLASS HAVE CONCLUDED. BECAUSE THE COMPANY AND THE REPRESENTATIVES WERE RELEASED FROM ANY FURTHER LIABILITY OR OBLIGATION WITH RESPECT TO CLAIMS LIKE THOSE MADE BY THE POLICYHOLDER, THE COMPANY IS NOT REVIEWING THIS INQUIRY AND IS MAKING NO FINDING OR FURTHER FILING REGARDING THIS INQUIRY.

### Disclosure 4 of 4

**Reporting Source:** Firm

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



**Allegations:** REGARDING THE 1990 AND 1999 PURCHASE OF A VARIABLE APPRECIABLE LIFE INSURANCE POLICY, THE CLIENTS ALLEGE MISREPRESENTATION CONCERNING THE ABBREVIATED PAYMENT PLAN. THE INSURED DID NOT ALLEGE ANY SPECIFIED DAMAGES, HOWEVER THE COMPANY'S GOOD FAITH DETERMINATION ESTIMATES THEM TO BE APPROXIMATELY \$13064.49.

**Product Type:** Insurance

**Alleged Damages:** \$13,064.49

### Customer Complaint Information

**Date Complaint Received:** 01/31/2003

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 05/15/2003

**Settlement Amount:** \$3,759.80

**Individual Contribution Amount:** \$0.00

**Firm Statement** MARKETING DECISION AND TOTAL LOSS \$3,759.80. 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 THIS REPRESENTATIVE.

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**Reporting Source:** Individual

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

**Allegations:** REGARDING 1990 AND 1999 PURCHASE OF A VARIABLE APPRECIABLE LIVE INSURANCE POLICY, THE CLIENT AGGEGES MISREPRESENTATION CONCERNING THE ABBREVIATED PAYMENT PLAN. THE INSURED DID NOT ALLEGE ANY SPECIFIED DAMAGES, HOWEVER PRUDENTIAL GOOD FAITH DETERMINATION ESTIMATES IT TO BE APPROXIMATELY 13064.49

**Product Type:** Insurance

**Alleged Damages:** \$13,064.49

### Customer Complaint Information

**Date Complaint Received:** 01/27/2003

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 05/15/2003

**Settlement Amount:** \$3,759.80

**Individual Contribution Amount:** \$0.00

**Broker Statement** MARKETING DECISION AND TOTAL LOSS \$3759.80



## End of Report

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