IAPD Report

JOSE ANSELMO FELICIANO JR

CRD# 2303100

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

User Guidance

www.adviserinfo.sec.gov

Report Summary

JOSE ANSELMO FELICIANO JR (CRD# 2303100)

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 **07/09/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	INTEGRITY ALLIANCE, LLC	CRD# 139627	11/03/2025
B	INTEGRITY ALLIANCE, LLC.	CRD# 139627	11/03/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **37** 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	LION STREET ADVISORS, LLC	167610	TYLER, TX	05/26/2017 - 11/03/2025
B	LION STREET FINANCIAL, LLC	165828	TYLER, TX	04/28/2017 - 11/03/2025
IA	LION STREET ADVISORS, LLC	167610	TYLER, TX	04/28/2017 - 05/02/2017

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
Regulatory Event	2
Customer Dispute	2

©2026 FINRA. All rights reserved. Report about JOSE ANSELMO FELICIANO JR.

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

Employment 1 of 1

Firm Name: **INTEGRITY ALLIANCE, LLC**

Main Address: 4135 NW URBANDALE DR
URBANDALE, IA 50322

Firm ID#: 139627

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	11/03/2025
B	FINRA	General Securities Representative	Approved	11/03/2025
B	FINRA	Invest. Co and Variable Contracts	Approved	11/03/2025
B	Alabama	Agent	Approved	11/03/2025
B	Alaska	Agent	Approved	11/03/2025
B	Arizona	Agent	Approved	11/03/2025
B	Arkansas	Agent	Approved	11/03/2025
B	California	Agent	Approved	11/03/2025
B	Colorado	Agent	Approved	11/03/2025
B	Florida	Agent	Approved	04/08/2026
B	Georgia	Agent	Approved	11/03/2025
B	Illinois	Agent	Approved	11/03/2025
B	Indiana	Agent	Approved	11/03/2025

©2026 FINRA. All rights reserved. Report about JOSE ANSELMO FELICIANO JR.

Qualifications

	Regulator	Registration	Status	Date
B	Kansas	Agent	Approved	11/03/2025
B	Kentucky	Agent	Approved	11/03/2025
B	Louisiana	Agent	Approved	11/03/2025
B	Maine	Agent	Approved	11/03/2025
B	Maryland	Agent	Approved	11/03/2025
B	Michigan	Agent	Approved	11/03/2025
B	Minnesota	Agent	Approved	11/03/2025
B	Mississippi	Agent	Approved	11/03/2025
B	Missouri	Agent	Approved	11/03/2025
B	Nebraska	Agent	Approved	11/03/2025
B	Nevada	Agent	Approved	11/03/2025
B	New Jersey	Agent	Approved	11/03/2025
B	New Mexico	Agent	Approved	11/03/2025
B	New York	Agent	Approved	11/03/2025
B	North Carolina	Agent	Approved	11/03/2025
B	Ohio	Agent	Approved	11/03/2025
B	Oklahoma	Agent	Approved	11/03/2025
B	Oregon	Agent	Approved	11/03/2025
B	Pennsylvania	Agent	Approved	11/03/2025

©2026 FINRA. All rights reserved. Report about JOSE ANSELMO FELICIANO JR.

Qualifications

	Regulator	Registration	Status	Date
B	South Carolina	Agent	Approved	11/03/2025
B	Tennessee	Agent	Approved	11/03/2025
B	Texas	Agent	Approved	11/03/2025
IA	Texas	Investment Adviser Representative	Approved	11/03/2025
B	Utah	Agent	Approved	11/03/2025
B	Vermont	Agent	Approved	11/03/2025
B	Virginia	Agent	Approved	11/03/2025
B	Washington	Agent	Approved	11/03/2025
B	Wyoming	Agent	Approved	11/03/2025

Branch Office Locations

INTEGRITY ALLIANCE, LLC
1828 ESE LOOP
STE 200
TYLER, TX 75701

©2026 FINRA. All rights reserved.

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 1 principal/supervisory exam, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	08/02/2012

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	12/03/1998
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/21/1993

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	12/22/1999
B	Uniform Securities Agent State Law Examination (S63)	Series 63	12/18/1992

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at IARD and NASAA.

©2026 FINRA. All rights reserved.

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	05/26/2017 - 11/03/2025	LION STREET ADVISORS, LLC	CRD# 167610	TYLER, TX
B	04/28/2017 - 11/03/2025	LION STREET FINANCIAL, LLC	CRD# 165828	TYLER, TX
IA	04/28/2017 - 05/02/2017	LION STREET ADVISORS, LLC	CRD# 167610	TYLER, TX
B	01/25/1993 - 04/28/2017	WOODBURY FINANCIAL SERVICES, INC.	CRD# 421	TYLER, TX
IA	01/25/1993 - 04/28/2017	WOODBURY FINANCIAL SERVICES, INC.	CRD# 421	TYLER, TX

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
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	TYLER, TX, United States
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	TYLER, TX, United States
04/2017 - Present	LION STREET ADVISORS	INVESTMENT ADVISOR REP	Y	TYLER, TX, United States
04/2017 - Present	LION STREET FINANCIAL	REGISTERED REP	Y	TYLER, TX, United States
09/1982 - Present	FELICIANO INS.	OTHER - OWNER	N	TYLER, TX, United States
11/1992 - 04/2017	WOODBURY FINANCIAL SERVICES, INC.	NOT PROVIDED	Y	TYLER, TX, 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.JOSE FELICIANO FOUNDATION
POSITION: Owner NATURE: Non-Profit organization INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 06/03/2010
ADDRESS: 1828 E.S.E Loop 323 suite 200, Tyler TX 75701, United States

©2026 FINRA. All rights reserved.

Registration & Employment History

OTHER BUSINESS ACTIVITIES

DESCRIPTION: Director and Primary representative and promoter of charity events and fundraising
2.JOSE FELICIANO
POSITION: Owner NATURE: Rental Property INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 01/01/1993
ADDRESS: 6503 Gleneagles, Tyler TX 75703, United States
DESCRIPTION: Rental Property and real estate property
3.JOSESPEAKS.COM
POSITION: Owner NATURE: Keynote Speaker INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 01/01/2009
ADDRESS: 6503 Gleneagles, Tyler TX 75703, United States
DESCRIPTION: Keynote Speaker
4.INSPIRE LEARNING
POSITION: Owner NATURE: Speaking and working with partner on education leadership INVESTMENT RELATED: No NUMBER OF HOURS: 0 SECURITIES TRADING HOURS: 0 START DATE: 01/01/2006
ADDRESS: 6503 Gleneagles, Tyler TX 75703, United States
DESCRIPTION: Speaker
5.JOSEFELICIANOBOOKS.COM
POSITION: Owner NATURE: Author INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 01/01/2009
ADDRESS: 6503 Gleneagles, Tyler TX 75703, United States
DESCRIPTION: Author
6.GERIATRIC CARE SOLUTIONS
POSITION: Owner NATURE: Medicaid application processing INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 12/01/2011
ADDRESS: 1828 E.S.E Loop 323 suite 200, Tyler TX 75701, United States
DESCRIPTION: Owner
7.JOSE FELICIANO GROUP/FELICIANO INSURANCE
POSITION: Owner NATURE: Insurance Sales INVESTMENT RELATED: Yes NUMBER OF HOURS: 6 SECURITIES TRADING HOURS: 6 START DATE: 08/01/1982
ADDRESS: 1828 E.S.E loop 323 suite 200, Tyler TX 75701, United States
DESCRIPTION: Owner
8.WORLD CLASS ADVISORS, POS: Owner NATURE: Sole Proprietorship INVST RLTD: Yes NUMBER OF HRS: 10 SEC TRADING HRS: 5 START DATE: 06/01/2011, ADDRESS: 1828 E. SE Loop 323, Suite 200, tyler TX 75701, DES: Life, Long Term Care and health brokerageIns rltd, representing brokerage companies training reps and agents in the businesses (consultation)
9.LION STREET, INC; YES; 515 CONGRESS AVE STE 2500 AUSTIN TX 78701; INS PRODUCER GROUP; OWNER; 2-4; 04/2017
10.WORLD CLASS ADVISORS
POS: Owner NATURE: Sole Propiertorsip INVST RLTD: No NUMBER OF HRS: 1 SEC TRADING HRS: 1 START DATE: 06/01/2011
ADDRESS: 1828 E.S.E loop 323 suite 200, Tyler TX 75701, United States
DES: Owner

©2026 FINRA. All rights reserved.

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.

©2026 FINRA. All rights reserved. Report about JOSE ANSELMO FELICIANO JR.

User Guidance

www.adviserinfo.sec.gov

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
Regulatory Event	2
Customer Dispute	2

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 2

Reporting Source:	Individual
Regulatory Action Initiated By:	COLORADO DIVISION OF INSURANCE
Sanction(s) Sought:	Other
Other Sanction(s) Sought:	FAILED TO DISCLOSE ADMINISTRATIVE ACTION TAKEN BY THE STATE OF TEXAS IN APPLICATION FOR A COLORADO INSURANCE LICENSE.
Date Initiated:	12/14/2004
Docket/Case Number:	152015
Employing firm when activity occurred which led to the regulatory action:	WOODBURY FINANCIAL SERVICES
Product Type:	No Product
Other Product Type(s):	N/A--FAILURE TO REPORT ADMINISTRATIVE ACTION
Allegations:	REP FAILED TO DISCLOSE ADMINISTRATIVE ACTIONS TAKEN BY THE STATE OF TEXAS WHILE APPLYING FOR AN INSURANCE LICENSE IN COLORADO.
Current Status:	Final
Resolution:	Stipulation and Consent
Resolution Date:	01/06/2005
Sanctions Ordered:	Monetary/Fine $1,000.00
Other Sanctions Ordered:	
Sanction Details:	REP PAID $1000.00 FINE ON 01/06/2005. COLORADO ISSUED NON-

RESIDENT PRODUCER LICENSE.

Disclosure 2 of 2

Reporting Source:	Individual
Regulatory Action Initiated By:	COMMISSIONER OF ISURANCE STATE OF TEXAS
Sanction(s) Sought:	Other
Other Sanction(s) Sought:	ADMINISTRATIVE PENALTY QUARTERLY REPROTS TO TEXAS DEPT INS CLASS ROOM CONTINUING ED RESTITUTION
Date Initiated:	03/25/2003
Docket/Case Number:	03-0224
Employing firm when activity occurred which led to the regulatory action:	WOODBURY FINANCIAL SERVICES
Product Type:	Other
Other Product Type(s):	HEALTH INSURANCE
Allegations:	ALLEGEDLY VIOATED THE INS. LAWS OF THE STATE OF TEXAS BY PREFORMING THE ACTS OF AN AGENT ON BEHALF OF ENTITIES AND INDIVIDUALS WHO DO NOT HOLD AN INS LICENSE AND ASSISTING THEM TO DIRECTLY AND/OR INDIRECTLY DO ACTS WHICH CONTINUE THE BUSINESS OF INSURNACE.
Current Status:	Final
Resolution:	Consent
Resolution Date:	04/01/2003
Sanctions Ordered:	Monetary/Fine $7,500.00
Other Sanctions Ordered:	QUARTERLY REPORTS TO TEXAS DEPT OF INS CLASS ROOM CONTINUING ED RESTITUTION ADMINISTRATIVE PENALTY
Sanction Details:	THE INITIAL ADMINISTRATIVE PENALTY IMPOSED WAS 75000.00. HOWEVER THE PENALTY WAS REDUCED TO 5000.00 BECAUSE THE E&O CARRIER PAID ALL CLAIMS OF RESTITUTION. JOSE PAID THE REMAINING 2500.00 ON SEPTEMBER 11, 2003. ALL REQUIREMENTS BY THE TEXAS DEPT OF INS HAVE BEEN MET.
Broker Statement	IN SUMMARY AN AGENT IN MY OFFICE CONTRACTED WITH A COPANY TO PROVIDE GROUP HEALTH INSURNACE TO A CLIENT. THE REPRESENTATIVE OF THE COMPANY MISREPRESENTED TO THE AGENT REGARDING THE STATUS OF THE PARTICLAR HELATH PRODUCT. IT WAS LATER LEARNED THAT THE COMPANY WAS NOT APPROVED TO DO BUSINESS IN TEXAS. THE AGENT PLACED ONLY ONE GROUP WITH THIS COMPANY. I WAS FINED BY THE TEXAS DEPT OF INSURANCE BECAUSE COMMISSIONS FROM THE TRANSACTION WERE PAID DIRECTLY TO THE AGENCY. AL REQUIREMENTS BY THE TEXAS DEPT OF INSURANCE HAVE BEEN MET.

©2026 FINRA. All rights reserved.

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:	Firm
Employing firm when activities occurred which led to the complaint:	Woodbury Financial Services Inc.
Allegations:	Customer alleged misrepresentation in connection with the purchase of two variable annuities in 2011 and 2012.
Product Type:	Annuity-Variable
Alleged Damages:	$60,000.00
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:	04/10/2017
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	05/05/2017
Settlement Amount:	
Individual Contribution Amount:	

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	Woodbury Financial Services Inc.
Allegations:	Customer alleged misrepresentation in connection with the purchase of two variable annuities in 2011 and 2012.
Product Type:	Annuity-Variable
Alleged Damages:	$60,000.00
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

©2026 FINRA. All rights reserved. Report about JOSE ANSELMO FELICIANO JR.

Date Complaint Received:	05/09/2017
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	05/05/2017
Settlement Amount:	
Individual Contribution Amount:	

Disclosure 2 of 2

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	WOODBURY FINANCIAL SERVICES, INC.
Allegations:	CLIENT ALLEGES THE LIQUIDITY FEATURES REGARDING A WELLS REIT PURCHASED IN 2008 WERE NOT DISCLOSED TO HIM AT THE TIME OF PURCHASE.
Product Type:	Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	NO SPECIFIC AMOUNT ALLEGED BUT BELIEVED TO BE GREATER THAN $5000.00
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:	07/14/2011
Complaint Pending?	No
Status:	Withdrawn
Status Date:	08/03/2011
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	AFTER PROVIDING THE CLIENT WITH CLARIFICATION OF THE LIQUIDITY FEATURES, THE COMPLAINT WAS WITHDRAWN.

©2026 FINRA. All rights reserved.

End of Report

This page is intentionally left blank.

©2026 FINRA. All rights reserved. Report about JOSE ANSELMO FELICIANO JR.