



IAPD Report

KEITH ANDREW HERMAN

CRD# 2322605

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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

KEITH ANDREW HERMAN (CRD# 2322605)

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 **09/29/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	10/17/2017
IA	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	11/02/2017

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **21** 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	CETERA INVESTMENT ADVISERS LLC	105644	Haddon Township, NJ	10/16/2015 - 07/28/2017
B	SUMMIT BROKERAGE SERVICES, INC.	34643	Haddon, NJ	09/15/2015 - 07/28/2017
IA	J P TURNER & COMPANY CAPITAL MANAGEMENT, LLC	124446	HADDON TWP, NJ	09/09/2013 - 12/23/2015

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
Termination	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 **21** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER**

Main Address: 7333 EAST DOUBLETREE RANCH RD, SUITE 120
SCOTTSDALE, AZ 85258

Firm ID#: 20804

	Regulator	Registration	Status	Date
	FINRA	General Securities Principal	Approved	10/17/2017
	FINRA	General Securities Representative	Approved	10/17/2017
	FINRA	Registered Options Principal	Approved	10/17/2017
	Arizona	Agent	Approved	12/04/2017
	California	Agent	Approved	10/17/2017
	Connecticut	Agent	Approved	10/23/2020
	Delaware	Agent	Approved	02/25/2019
	District of Columbia	Agent	Approved	01/25/2022
	Florida	Agent	Approved	12/04/2017
	Georgia	Agent	Approved	11/03/2017
	Hawaii	Agent	Approved	11/30/2018
	Illinois	Agent	Approved	11/20/2024
	Indiana	Agent	Approved	03/23/2022



Qualifications

	Regulator	Registration	Status	Date
B	Maryland	Agent	Approved	10/17/2017
B	Massachusetts	Agent	Approved	11/22/2017
B	New Hampshire	Agent	Approved	03/23/2022
B	New Jersey	Agent	Approved	11/02/2017
IA	New Jersey	Investment Adviser Representative	Approved	11/02/2017
B	New York	Agent	Approved	01/17/2018
B	North Carolina	Agent	Approved	12/13/2017
B	Ohio	Agent	Approved	10/21/2018
B	Pennsylvania	Agent	Approved	11/27/2017
B	South Carolina	Agent	Approved	11/06/2017
B	Virginia	Agent	Approved	12/07/2017
B	Washington	Agent	Approved	10/17/2024

Branch Office Locations

**UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A
LIMITED PARTNER**
701 WHITE HORSE ROAD
SUITE 1
VOORHEES, NJ 08043



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

Principal/Supervisory Exams

	Exam	Category	Date
B	Registered Options Principal Examination (S4)	Series 4	09/10/2008
B	General Securities Principal Examination (S24)	Series 24	08/29/2007

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	01/26/2005

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	05/16/2005



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](#).



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	10/16/2015 - 07/28/2017	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	Haddon Township, NJ
B	09/15/2015 - 07/28/2017	SUMMIT BROKERAGE SERVICES, INC.	CRD# 34643	Haddon, NJ
IA	09/09/2013 - 12/23/2015	J P TURNER & COMPANY CAPITAL MANAGEMENT, LLC	CRD# 124446	HADDON TWP, NJ
B	09/09/2013 - 09/29/2015	J.P. TURNER & COMPANY, L.L.C.	CRD# 43177	HADDON TWP, NJ
IA	01/12/2012 - 10/14/2013	FINANCIAL PLANNING ASSOCIATES, LLC	CRD# 159404	CHERRY HILL, NJ
B	06/09/2011 - 09/05/2013	NEWPORT COAST SECURITIES, INC.	CRD# 16944	HADDON TOWNSHIP, N
IA	01/04/2008 - 12/31/2011	FINANCIAL PLANNING ASSOCIATES, INC.	CRD# 112357	PLEASANTVILLE, NY
B	03/01/2011 - 05/17/2011	HARRISON DOUGLAS, INC.	CRD# 16515	PLEASANTVILLE, NY
B	05/24/2006 - 02/24/2011	ALTERNATIVE WEALTH STRATEGIES, INC.	CRD# 130933	CHERRY HILL, NJ
IA	01/29/2007 - 12/20/2007	LIBERTY STATE WEALTH MANAGEMENT, INC.	CRD# 135233	CHERRY HILL, NJ
IA	05/25/2006 - 12/31/2006	LIBERTY STATE WEALTH MANAGEMENT, INC.	CRD# 135233	CHERRY HILL, NJ
B	01/27/2005 - 06/24/2005	CAMBRIDGE INVESTMENT RESEARCH, INC.	CRD# 39543	FAIRFIELD, IA

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
10/2017 - Present	United Planners' Financial Services of America	Registered Representative	Y	Scottsdale, AZ, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
08/2006 - Present	Keith Herman	self	Y	Voorhees, NJ, United States
04/2015 - 02/2025	Keith Herman	Teacher	Y	Haddon Township, NJ, United States
08/2015 - 07/2017	SUMMIT BROKERAGE SERVICES	REGISTERED REPRESENTATIVE	Y	HADDON TWP, NJ, 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.) HADDON FINANCIAL SOLUTIONS - MANAGING PARTNER- DBA NAME FOR MARKETING PURPOSES ONLY - VOORHEES, NJ - SINCE 09/2015 - INVESTMENT RELATED
- 2.) KEITH HERMAN - SELF - NON-VARIABLE INSURANCE - VOORHEES, NJ - SINCE 08/2006 - INVESTMENT RELATED
- 3.) 7 SOMETHING LLC - PARTNER - REAL ESTATE SALES/RENTAL PROPERTIES/PROPERTY MANAGEMENT - VOORHEES, NJ - SINCE 09/2022 - INVESTMENT RELATED
- 4.) HADDON ADVISORY GROUP - PARTNER - PARTNERSHIP - VOORHEES, NJ - SINCE 10/2022 - NOT INVESTMENT RELATED
- 5.) AABCO TRADING - OWNER - USED FOR SELF ACCOUNTING PURPOSES - CHERRY HILL, NJ - SINCE 01/2013 - NOT INVESTMENT RELATED



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
Termination	1

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm
Firm Name: Summit Brokerage Services
Termination Type: Discharged
Termination Date: 07/26/2017
Allegations: Firm determined that Mr. Herman was responsible for a form being altered after the client had signed it.
Product Type: No Product

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Reporting Source: Individual
Firm Name: Summit Brokerage Services, Inc.
Termination Type: Discharged
Termination Date: 07/28/2017
Allegations: Summit Brokerage Services determined that Mr. Herman was responsible for a form being altered after the client had signed it.
Product Type: No Product
Broker Statement Amendments were made to internal documents with full client approval and knowledge to facilitate the immediate distribution of a deceased client's account for the benefit of the heirs.



End of Report

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