



IAPD Report

KELLY SCOTT FONG

CRD# 2468087

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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

KELLY SCOTT FONG (CRD# 2468087)

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 **10/11/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	M HOLDINGS SECURITIES, INC.	CRD# 43285	10/16/2015
IA	M HOLDINGS SECURITIES, INC.	CRD# 43285	10/16/2015

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **4** 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	CETERA ADVISOR NETWORKS LLC	13572	SAN JOSE, CA	08/13/2008 - 10/20/2015
IA	CETERA ADVISOR NETWORKS LLC	13572	SAN JOSE, CA	08/13/2008 - 10/20/2015
B	PENSION PLANNERS SECURITIES, INC.	14068	MILPITAS, CA	08/14/2003 - 08/13/2008

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
Criminal	1
Customer Dispute	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 4 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **M HOLDINGS SECURITIES, INC.**
Main Address: 1125 N.W. COUCH STREET
SUITE 900
PORTLAND, OR 97209
Firm ID#: 43285

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	10/16/2015
B	California	Agent	Approved	10/16/2015
IA	California	Investment Adviser Representative	Approved	10/16/2015
B	Hawaii	Agent	Approved	10/28/2015
B	Oklahoma	Agent	Approved	05/19/2020
B	Texas	Agent	Approved	03/11/2016

Branch Office Locations

M HOLDINGS SECURITIES, INC.
2635 N First St. #256
San Jose, CA 95134



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	05/03/1994
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State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	02/09/2001
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 Uniform Securities Agent State Law Examination (S63)	Series 63	05/06/1994
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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:

	Registration Dates	Firm Name	ID#	Branch Location
B	08/13/2008 - 10/20/2015	CETERA ADVISOR NETWORKS LLC	CRD# 13572	SAN JOSE, CA
IA	08/13/2008 - 10/20/2015	CETERA ADVISOR NETWORKS LLC	CRD# 13572	SAN JOSE, CA
B	08/14/2003 - 08/13/2008	PENSION PLANNERS SECURITIES, INC.	CRD# 14068	MILPITAS, CA
IA	07/10/2003 - 08/13/2008	PENSION PLANNERS SECURITIES, INC.	CRD# 14068	MILPITAS, CA
B	08/13/1996 - 08/14/2001	QUICK & REILLY, INC.	CRD# 11217	NEW YORK, NY
B	01/16/1996 - 08/05/1997	WATERHOUSE SECURITIES, INC.	CRD# 7870	OMAHA, NE
B	05/06/1994 - 05/25/1994	REYNOLDS KENDRICK STRATTON, INC.	CRD# 10414	

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
10/2015 - Present	M Holdings Securities, Inc.	REGISTERED REPRESENTATIVE	Y	Portland, OR, United States
07/2003 - Present	Wellspring Consulting	Associate	Y	San Jose, CA, 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) Wellspring Insurance Network; 2635 North First Street, Suite 201, San Jose, CA 95134; 10/2015; Agent; Consulting, advice and sales for fixed insurance; Investment Related; 160 hours/month; 160 hours/month during business hours; Commissions.
- 2) Kelly Fong - Culinary Instructor; 1171 26th Avenue, Sacramento, CA 95822; 03/2007; Instructor; Teach cooking classes at various retail locations; Not Investment Related; 5 hours/month; 0 hours/month during business hours; Fee Income.



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
Criminal	1
Customer Dispute	1

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
Organization Name (if charge(s) were brought against an organization over which individual exercised control):	NO
Court Details:	NO
Charge Date:	07/01/1983
Charge Details:	PLEADED NOLO CONTENDERE TO PETTY THEFT - MISDEMEANOR
Felony?	No
Current Status:	Final
Status Date:	07/01/1984
Disposition Details:	PLEADED NOLO CONTENDERE TO A MISDEMEANOR COUNT OF PETTY THEFT. I WAS PLACED ON A ONE YEAR PROBATION. PROBATION WAS COMPLETED. CASE WAS DISMISSED WITH THE RECORDS SEALED DUE TO THE FACT I WAS A MINOR.
Broker Statement	I HAD A HEARING IN JUVENILE COURT WITH A JUVENILE OFFICER. UPON THE REVIEW OF THE CASE I WAS PLACED ON A ONE YEAR PROBATION.



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 1

Reporting Source: Firm
Employing firm when activities occurred which led to the complaint: QUICK & REILLY, INC.

Allegations: CUSTOMER ALLEGES THAT RR KELLY FONG MISREPRESENTED THE RETURN PERFORMANCE IN CONNECTION WITH HIS PURCHASE OF A FRANKLIN TEMPLETON BOND FUND. A THOROUGH REVIEW OF THE MATTER IS CURRENTLY BEING CONDUCTED BY THE FIRM WITH FINDINGS PENDING.

Product Type: Mutual Fund(s)

Alleged Damages: \$7,099.61

Customer Complaint Information

Date Complaint Received: 01/08/2002

Complaint Pending? No

Status: Denied

Status Date: 01/17/2002

Settlement Amount:

Individual Contribution Amount:

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: QUICK & REILLY'S

Allegations: FEBRUARY, APRIL OR MAY 2001. CUSTOMER PURCHASED \$1 MILLION OF A FRANKLIN CA MUNICIPAL BONE MUTUAL BOND. CUSTOMER HELD THE FUND FOR APPROX. 4-6 MO.DUE TO VOLATILE CHANGES IN INTEREST RATES, CUSTOMER DECIDED TO SELL THE NUMICAPL BOND FUND. THE MONEY WAS ALLOCATED TO A FRANKLIN MONEY MARKET FUND TO AVOID THE 1% REDEMPTION CHARGE IF THE FUND WAS HELD LESS THAN 1 YR. THIS DECISION WOULD ALLOW CUSTOMER THE FLEXIBILITY TO PURCHASE ANOTHER FRANKLIN FUND IN THE FUTURE, TO FULFILL HIS INVESTMENT NEEDS AND THE COMPLEMENTARY ONE YEAR HOLDING PERIOD. CUSTOMER LATER DECIDED TO SELL THE FUND OUTRIGHT AND TAKE THE 1% REDEMPTION CHARGE. SUBSEQUENTLY, CUSTOMER WAS UNHAPPY AND DISSATISFIED WITH QUICK & REILLY'S BRANCH MANAGEMENT RESPONSE, BOOKKEEPING, PRODCEDURES AND MARGIN POLICY. CUSTOMER'S CONCERNS WERE DIRECTED TOWARDS THE COMPANY. CUSTOMER WAS SATISFIED WITHT HE SERVICE FROM THE



Product Type: PERSONAL BROKER
Mutual Fund(s)
Other Product Type(s): MARGIN INTEREST
Alleged Damages: \$7,099.61

Customer Complaint Information

Date Complaint Received: 02/02/2002
Complaint Pending? No
Status: Denied
Status Date: 02/02/2002

Settlement Amount:

Individual Contribution Amount:

Broker Statement

I, KELLY FONG, WAS UNAWARE OF THE CUSTOMER COMPLAINT FROM CUSTOMER. I WAS NEVER NOTIFIED BY QUICK & REILLY OF THE CUSTOMER COMPLAINT. THEREFORE, THERE IS NO RESPONSE TO THE NASD INQUIRY IN MY FILE. THE CUSTOMER WAS ALSO UNAWARE OF THE FORMAL COMPLAINT. CUSTOMER WANTED TO RESOLVE SOME ISSUES ON THE BRANCH LEVEL IN REGARDS TO HIS ACCOUNT. CUSTOMER'S INTENTIONS WERE NEVER TO FILE A FOMRAL COMPLAINT. BUT TO ADDRESS ISSUES ONT HE BRANCH LEVEL. CUSTOMER WAS UNHAPPY HOW QUICK & REILLY HANDLED HIS ACCOUNT AND RESOLVING HIS CONCERNS. HIS CONCERNS WERE BRANCH MANAGEMENT RESPONSE, BOOKKEEPING AND MARGIN CHARGES FOR THE OVERALL ACCOUNT INLCUDING A MUTUAL FUND TRADE. THE BROKER DEALER FILED THE FORMAL COMPLAINT. I STILL HAVE PERSONAL AND PROFESSIONAL CONTACT WITH CUSTOMER. PERA CONVERSATION WITH CUSTOMER, ALL INDICATIONS OF THE COMPLAINT WERE TOWARDS QUICK & REILLY. THE PERSONAL BROKER, KELLY FONG, WAS NEVER NAMED IN THE LETTER.



End of Report

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