



IAPD Report

LISA AILEEN PUGEL

CRD# 2506156

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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

LISA AILEEN PUGEL (CRD# 2506156)

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 **05/28/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	09/05/2025
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	09/05/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **29** 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	AVANTAX ADVISORY SERVICES	104556	Caledonia, WI	08/08/2012 - 09/05/2025
B	AVANTAX INVESTMENT SERVICES, INC.	13686	South Milwaukee, WI	02/03/1995 - 09/05/2025
B	PFS INVESTMENTS INC.	10111	DULUTH, GA	12/05/1994 - 02/06/1995

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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	09/05/2025
B FINRA	Invest. Co and Variable Contracts	Approved	09/05/2025
B Alaska	Agent	Approved	05/28/2026
B Arizona	Agent	Approved	09/05/2025
B California	Agent	Approved	09/05/2025
B Colorado	Agent	Approved	09/05/2025
B Florida	Agent	Approved	09/05/2025
B Georgia	Agent	Approved	09/19/2025
B Idaho	Agent	Approved	09/05/2025
B Illinois	Agent	Approved	09/05/2025
B Indiana	Agent	Approved	09/05/2025
B Iowa	Agent	Approved	04/01/2026
B Kansas	Agent	Approved	09/05/2025



Qualifications

Regulator	Registration	Status	Date
B Kentucky	Agent	Approved	09/05/2025
B Louisiana	Agent	Approved	09/19/2025
B Michigan	Agent	Approved	09/05/2025
B Minnesota	Agent	Approved	09/05/2025
B Mississippi	Agent	Approved	09/05/2025
B Missouri	Agent	Approved	09/05/2025
B Nevada	Agent	Approved	09/05/2025
B New Jersey	Agent	Approved	09/22/2025
B New York	Agent	Approved	09/05/2025
B North Carolina	Agent	Approved	09/19/2025
B Ohio	Agent	Approved	09/05/2025
B Oklahoma	Agent	Approved	05/28/2026
B South Carolina	Agent	Approved	09/22/2025
B Tennessee	Agent	Approved	09/05/2025
B Texas	Agent	Approved	09/05/2025
B Virginia	Agent	Approved	09/05/2025
B Washington	Agent	Approved	09/29/2025
B Wisconsin	Agent	Approved	09/05/2025

Branch Office Locations



Qualifications

CETERA ADVISOR NETWORKS LLC
CALEDONIA, WI

CETERA ADVISOR NETWORKS LLC
1125 Milwaukee Avenue
South Milwaukee, WI 53172

CETERA ADVISOR NETWORKS LLC
105 S Mathews St
Bellville, TX 77418

CETERA ADVISOR NETWORKS LLC
15400 W Capitol Drive
Suite 201
Brookfield, WI 53005

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

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Restricted Approval	09/05/2025
IA Wisconsin	Investment Adviser Representative	Approved	09/05/2025

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
105 S MATHEWS ST
BELLVILLE, TX 77418

CETERA INVESTMENT ADVISERS LLC
CALEDONIA, WI

CETERA INVESTMENT ADVISERS LLC
15400 W Capitol Drive
Suite 201
Brookfield, WI 53005



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	09/05/2013
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	12/02/1994

State Securities Law Exams

Exam	Category	Date
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 Uniform Investment Adviser Law Examination (S65)	Series 65	08/02/2012
 Uniform Securities Agent State Law Examination (S63)	Series 63	09/12/1994

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	08/08/2012 - 09/05/2025	AVANTAX ADVISORY SERVICES	CRD# 104556	Caledonia, WI
B	02/03/1995 - 09/05/2025	AVANTAX INVESTMENT SERVICES, INC.	CRD# 13686	South Milwaukee, WI
B	12/05/1994 - 02/06/1995	PFS INVESTMENTS INC.	CRD# 10111	DULUTH, GA

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
09/2025 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
09/2025 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	South Milwaukee, WI, United States
10/2024 - Present	LJM Group LLC	Partner	Y	Caledonia, WI, United States
01/2023 - Present	DB Wehring Wealth LLC	Managing Member	Y	South Milwaukee, WI, United States
06/2022 - Present	Hall Wehring CPAs	Secretary	Y	South Milwaukee, WI, United States
11/2021 - Present	Wehring & DB Tax and Wealth LLC	Member Manager	Y	Bellville, TX, United States
01/1989 - Present	D B TAX & FINANCIAL SERVICES INC	TAX PREPARATION/ACCOUNTING	Y	SOUTH MILWAUKEE, WI, United States
08/2015 - 09/2025	AVANTAX INSURANCE AGENCY, LLC	INSURANCE AGENT	Y	SOUTH MILWAUKEE, WI, United States
08/2012 - 09/2025	AVANTAX ADVISORY SERVICES	INVESTMENT ADVISER REPRESENTATIVE	Y	SOUTH MILWAUKEE, WI, United States
02/1995 - 09/2025	AVANTAX INVESTMENT SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	SOUTH MILWAUKEE, WI, United States
01/2020 - 09/2024	Legup Investments LLC	Other	Y	South Milwaukee, WI, United States
07/2007 - 01/2022	Commercial Rental Property	Rental Property	Y	South Milwaukee, WI, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/1989 - 08/2019	DB TAX SERVICES	OTHER - TAX PREPARER	N	SOUTH MILW, 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.

- 1) LAM GROUP; Partner; Family partnership for real estate purchases INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 07/01/2021; 8204 W Stone Creek Drive, Caledonia WI 53108, Analyzing and buying properties for rental purposes.
- 2) WEHRING & DB TAX AND WEALTH LLC; Member Manager: Organization formed to handle payroll, benefits, and other common business expenses of Wehring Wealth Management and DB Tax & Wealth. INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 2 START DATE: 11/10/2021; 105 South Mathews, PO Box 26, Bellville TX 77418, Business management, accounting and recording keeping for this entity, research and development, and administrative duties.
- 3) HALL WEHRING CPAS; Secretary: Tax & Accounting Services INVESTMENT RELATED: No NUMBER OF HOURS: 25 SECURITIES TRADING HOURS: 20 START DATE: 06/30/2022 ADDRESS: 1125 Milwaukee Avenue, South Milwaukee WI 53172, Tax preparation and consulting with business owners.
- 4) DBHW WEALTH PARTNERS; Partner: This is a branding name that represents some businesses within our organization currently disclosed on my U4. The businesses falling under this brand are currently Hall Wehring CPAs and Wehring & DB Tax and Wealth. INVESTMENT RELATED: No NUMBER OF HOURS: 0 SECURITIES TRADING HOURS: 0 START DATE: 08/24/2022; 1125 Milwaukee Avenue, South Milwaukee WI 53172,' Strictly a DBA we use for branding and marketing. No daily duties and responsibilities associated with this DBA. This DBA will appear on our email, social media, website, signage, and other marketing.
- 5) DB WEHRING WEALTH LLC POSITION: Managing Member NATURE: Financial planning and investment services INVESTMENT RELATED: No NUMBER OF HOURS: 130 SECURITIES TRADING HOURS: 110 START DATE: 01/01/2023 ADDRESS: 1125 Milwaukee Avenue, South Milwaukee WI 53172, United States DESCRIPTION: Practice management, financial planning, investment advisory services, and insurance planning
- 6)510 HICKORY VENTURES LLC POSITION: Managing Member NATURE: Rental real estate INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 07/24/2024 ADDRESS: PO Box 26, Bellville TX 77418, United States DESCRIPTION: Analyzing and buying properties for rental purposes
- 7) LJM GROUP LLC POSITION: Partner NATURE: Family Partnership for real estate purchases INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 10/01/2024 ADDRESS: 8204 W Stone Creek Circle, Caledonia WI 53108, United States DESCRIPTION: Analyzing and buying properties for rental purposes
- 9) Legup Investments LLC (1); Partner; Real estate holding company; IR; 4; 01/31/2020; PO Box 160 South Milwaukee WI



Registration & Employment History



OTHER BUSINESS ACTIVITIES

53172; Business development



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:	AVANTAX INVESTMENT SERVICES, INC.
Allegations:	Customer alleged she incurred a surrender fee and market adjustment because of miscommunication of the surrender period associated with her annuity.
Product Type:	Annuity-Fixed
Alleged Damages:	\$10,000.00
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:	04/03/2024
Complaint Pending?	No
Status:	Settled
Status Date:	09/25/2024
Settlement Amount:	\$4,958.14
Individual Contribution Amount:	\$4,958.14

**Disclosure 2 of 3**

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	AVANTAX INVESTMENT SERVICES, INC.
Allegations:	Customer alleged his accounts lost value over the last three years, his investments were not suitable and he did not receive an adequate level of service.
Product Type:	Annuity-Variable Equity Listed (Common & Preferred Stock) Mutual Fund
Alleged Damages:	\$100,000.00
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:	05/26/2023
Complaint Pending?	No
Status:	Withdrawn
Status Date:	06/23/2023

Settlement Amount:**Individual Contribution Amount:**

Broker Statement	The customer's intent was to share his concerns about general market conditions. He was not intending to complain about his investments relative to suitability or service from his representatives.
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Disclosure 3 of 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	HD VEST
Allegations:	CLIENTS ALLEGE THAT THE REGISTERED REPRESENTATIVE SIGNED THEIR NAMES ON A CLIENT PROFILE QUESTIONNAIRE DATED 08/17/12. CLIENTS ALSO ALLEGE THAT THE REGISTERED REPRESENTATIVE MISREPRESENTED A LINCOLN ANNUITY PRODUCT WITH A LONG-TERM CARE RIDER.
Product Type:	Annuity-Variable
Alleged Damages:	\$7,297.09
Alleged Damages Amount Explanation (if amount not exact):	THE FIRM HAS MADE A GOOD FAITH DETERMINATION OF THE CURRENT COST TO SURRENDER 2 ANNUITY CONTRACTS.
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: 08/13/2014

Complaint Pending? No

Status: Settled

Status Date: 11/18/2014

Settlement Amount: \$8,328.63

**Individual Contribution
Amount:** \$0.00

Broker Statement

UPON CONCLUSION OF THE FIRM'S REVIEW, NO WRONG DOING WAS FOUND ON THE PART OF THE REGISTERED REPRESENTATIVE. CLIENTS CHOSE TO SURRENDER EACH OF THEIR CONTRACTS.



End of Report

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