



## IAPD Report

# KEITH EVERETT MAYFIELD

CRD# 2517689

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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 EVERETT MAYFIELD (CRD# 2517689)

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 **11/03/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>IA</b>	PLANIT FINANCIAL LLC	CRD# 293533	08/31/2018

### QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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>B</b>	LINCOLN FINANCIAL DISTRIBUTORS, INC.	145	RADNOR, PA	10/06/2010 - 01/23/2018
<b>IA</b>	LINCOLN FINANCIAL DISTRIBUTORS, INC.	145	BELLEVUE, WA	10/05/2010 - 02/24/2011
<b>B</b>	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	2881	SEATTLE, WA	07/19/2010 - 09/08/2010

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



## 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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

#### Employment 1 of 1

Firm Name: **PLANIT FINANCIAL LLC**  
Main Address: WENATCHEE, WA  
Firm ID#: 293533

Regulator	Registration	Status	Date
<b>IA</b> Washington	Investment Adviser Representative	Approved	08/31/2018

#### Branch Office Locations

**PLANIT FINANCIAL LLC**  
WENATCHEE, WA



## 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	01/23/2018
General Securities Representative Examination (S7)	Series 7	07/16/2010
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/07/1994

#### State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	07/30/2010
Uniform Securities Agent State Law Examination (S63)	Series 63	08/22/2003

### 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	10/06/2010 - 01/23/2018	LINCOLN FINANCIAL DISTRIBUTORS, INC.	CRD# 145	RADNOR, PA
IA	10/05/2010 - 02/24/2011	LINCOLN FINANCIAL DISTRIBUTORS, INC.	CRD# 145	BELLEVUE, WA
B	07/19/2010 - 09/08/2010	NORTHWESTERN MUTUAL INVESTMENT SERVICES, LLC	CRD# 2881	SEATTLE, WA
B	07/18/2002 - 04/30/2008	JOHN HANCOCK DISTRIBUTORS LLC	CRD# 5249	BOSTON, MA
B	04/05/1999 - 05/13/1999	AETNA FINANCIAL SERVICES, INC.	CRD# 13255	HARTFORD, CT
B	01/12/1998 - 05/13/1999	AETNA INVESTMENT SERVICES, INC.	CRD# 34815	WINDSOR, CT
B	10/13/1994 - 10/24/1997	GUARDIAN INVESTOR SERVICES CORPORATION	CRD# 6635	NEW YORK, NY

### 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
02/2018 - Present	Planit Financial LLC	Managing Member & Chief Compliance Officer	Y	Wenatchee, WA, United States
09/2010 - 01/2018	LINCOLN FINANCIAL DISTRIBUTORS	Regional 401(k) Sales Director	Y	RADNOR, PA, 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.

Keith Everett Mayfield is an independent licensed insurance agent, and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Planit always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of Planit in connection with such individual's activities outside of Planit.

In addition, Mr. Mayfield has a professional interest in Accountt LLC, a Washington limited liability company located in Bellevue, Washington that develops and markets a web-based employee-education tool called myAccountt ([www.myaccountt.com](http://www.myaccountt.com)).



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

myAccownt provides "personalized salary-deferral visualization" with employer resources and messages for employees participating in 401(k) and 403(b) plans. Mr. Mayfield began his professional involvement with this business in April 2025 spending 30 hours a month and an hour a day during securities trading hours. He assists with product development and marketing. He does not have a formal title, role or legal relationship with Accownt LLC. This is not an investment related business.



## 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
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Criminal	1
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### 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

<b>Reporting Source:</b>	Individual
<b>Formal Charges were brought in:</b>	State Court
<b>Name of Court:</b>	WHITMAN COUNTY DISTRICT COURT
<b>Location of Court:</b>	COLFAX, WASHINGTON STATE
<b>Docket/Case #:</b>	CASE NUMBER 5-0417
<b>Charge Date:</b>	12/18/1991
<b>Charge(s) 1 of 1</b>	
<b>Formal Charge(s)/Description:</b>	ON 12-18-91 I WAS CHARGED WITH ONE COUNT OF THIRD DEGREE THEFT. THE ACCUSATION RELATED TO TWO TEXTBOOKS WORTH \$40. ON APRIL 15, 1993 THE DISTRICT COURT OF WHITMAN COUNTY ORDERED A PLEA OF NOT GUILTY AND ORDERED MY CASE DISMISSED
<b>No of Counts:</b>	1
<b>Felony or Misdemeanor:</b>	Misdemeanor
<b>Plea for each charge:</b>	GUILTY
<b>Disposition of charge:</b>	Dismissed
<b>Current Status:</b>	Final
<b>Status Date:</b>	04/15/1993
<b>Disposition Date:</b>	04/15/1993
<b>Sentence/Penalty:</b>	1. ONE COUNT 2. THIRD DEGREE THEFT-GROSS MISDEMEANOR ACCORDING TO WASHINGTON STATE CODE 3. THE WHITMAN COUNTY DISTRICT COURT ORDERED MY 01-14-1992 PLEA OF GUILTY CHANGED TO A PLEA OF NOT GUILTY ON 4-15-1993. 4. NON-RELATED
<b>Broker Statement</b>	ON 12-18-91 I WAS CHARGED WITH ONE COUNT OF GROSS MISDEMEANOR



FOR THIRD DEGREE THEFT. THE ACCUSATION RELATED TO TWO TEXTBOOKS WORTH \$40. ON APRIL 15, 1993 THE DISTRICT COURT OF WHITMAN COUNTY ORDERED A PLEA OF NOT GUILTY AND ORDERED MY CASE DISMISSED.



## End of Report

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