



## IAPD Report

# JOHN CHARLES MAFFE JR

CRD# 2531832

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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

### JOHN CHARLES MAFFE JR (CRD# 2531832)

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 **11/04/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	EQUITY SERVICES, INC.	CRD# 265	11/30/1995
<b>IA</b>	ESI FINANCIAL ADVISORS	CRD# 265	06/22/1999

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **26** 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>	PRUCO SECURITIES CORPORATION	5685	NEWARK, NJ	09/20/1994 - 01/03/1996

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

#### Employment 1 of 1

Firm Name: **ESI FINANCIAL ADVISORS**  
Main Address: ONE NATIONAL LIFE DRIVE  
MONTPELIER, VT 05604  
Firm ID#: 265

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	11/30/1995
B	FINRA	General Securities Representative	Approved	06/13/1997
B	FINRA	General Securities Principal	Approved	06/23/1999
B	FINRA	Operations Professional	Approved	12/07/2011
B	Arizona	Agent	Approved	01/10/2008
B	California	Agent	Approved	05/17/2002
B	Colorado	Agent	Approved	01/10/2008
B	Connecticut	Agent	Approved	11/30/1995
IA	Connecticut	Investment Adviser Representative	Approved	06/22/1999
B	Delaware	Agent	Approved	12/14/2005
B	Florida	Agent	Approved	07/29/2002
IA	Florida	Investment Adviser Representative	Approved	11/05/2025
B	Georgia	Agent	Approved	03/15/2013



## Qualifications

	Regulator	Registration	Status	Date
B	Louisiana	Agent	Approved	12/13/2022
B	Maine	Agent	Approved	01/09/2008
B	Maryland	Agent	Approved	01/15/2008
B	Massachusetts	Agent	Approved	05/18/1998
B	Michigan	Agent	Approved	01/10/2008
B	Minnesota	Agent	Approved	04/24/2002
B	Missouri	Agent	Approved	09/28/2020
B	New Hampshire	Agent	Approved	05/18/1998
B	New Jersey	Agent	Approved	06/07/1999
B	New York	Agent	Approved	01/10/2008
B	North Carolina	Agent	Approved	01/14/2008
B	Ohio	Agent	Approved	01/03/2024
B	Pennsylvania	Agent	Approved	06/02/2000
B	Rhode Island	Agent	Approved	01/09/2003
IA	Rhode Island	Investment Adviser Representative	Approved	11/12/2021
B	South Carolina	Agent	Approved	04/27/2020
B	Texas	Agent	Approved	04/04/2012
B	Utah	Agent	Approved	01/04/2024
B	Vermont	Agent	Approved	12/15/2004



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Virginia	Agent	Approved	12/05/2003

### Branch Office Locations

**ESI FINANCIAL ADVISORS**  
120 HEBRON AVENUE  
SUITE 2B  
GLASTONBURY, CT 06033

**ESI FINANCIAL ADVISORS**  
BOCA RATON, FL




## 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, 4 general industry/product exams, and 2 state securities law exams.**



#### Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	06/22/1999

#### General Industry/Product Exams

	Exam	Category	Date
	Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	06/12/1997
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/19/1994

#### State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	02/26/1999
	Uniform Securities Agent State Law Examination (S63)	Series 63	05/11/1995

### 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	09/20/1994 - 01/03/1996	PRUCO SECURITIES CORPORATION	CRD# 5685	NEWARK, NJ

#### 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
11/1995 - Present	EQUITY SERVICES, INC.	REGISTERED REP	Y	EAST HARTFORD, CT, 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.

3PLAYLIFE,119-C GRISWOLD ST,SUITE 201, GLASTONBURY,CT 06033,MEMBER,INV REL,DURING TRDHRS,5 HRS/MTH,10/2015 BROKER FOR SEVERAL INSURANCE CO TO SELL LIFE INS\*MAFFE FINANCIAL GROUP,119-C GRISWOLD ST, SUITE 201,GLASTONBURY,CT 06033,INV REL,INS,VP,12/30/2000,120 HR/MO DUR TRD/HRS,AGENT FOR SEVERAL INS CO TO SELL LIFE & LTC\*TRIPLEPLAY FINANCIAL MARKETING, LLC, INV REL,119-C GRISWOLD ST, SUITE 201 GLASTONBURY, CT 06033,INSURANCE,MEMBER 10/2009,40 HRS/MO,DUR/TRD HRS,OFFERING FIXED INS PRODUCTS\*PRISTINE FINANCIAL SERVICES LLC,119-C GRISWOLD ST,SUITE 201,GLASTONBURY,CT 06033,INV REL,05/07/2015,ONGOING,INSURANCE SALES,MEMBER,50%,DURING TRD/HRS\*3-POINT LLC,119-C GRISWOLD ST,SUITE 201,GLASTONBURY,CT 06033,03/01/2020,ONGOING,INV REL,DURING TRD/HRS,PARTNER,SET UP AN LLC TO ADM INS GROUP,5%\*MAFFE INVESTMENTS,LLC,119-C GRISWOLD ST, SUITE 201,GLASTONBURY,CT 06033,03/2020,ONGOING,INV REL,MEMBER,PASSIVE REAL ESTATE INVESTMENTS,NOT DURING TRD/HRS,1 HR/WK\*SQUARE PEG PIZZERIA ENTERPRISES LLC,119-C GRISWOLD ST,SUITE 201,GLASTONBURY,CT 06033,03/2020,ONGOING,NOT INV REL,MEMBER,CORPORATE ENTITY MANAGES RESTAURANTS,MGMT OVERSIGHT,NOT DURING TRD/HRS,1HR/WK\*SQUARE PEG PIZZERIA COMMISSARY LLC,119-C GRISWOLD ST,SUITE 201,GLASTONBURY,CT 06033,01/2021,ONGOING,NOT INV REL,COMMISSARY FOOD,MEMBER,1HR/WK\*SQUARE PEG PIZZERIA VERNON LLC,119-C GRISWOLD STREET,SUITE 201,GLASTONBURY,CT 06033,06/2021,ONGOING,FULL SERVICE RESTAURANT,MEMBER,MGMT OVERSIGHT,1HR/WK\*SQUARE PEG PIZZERIA CATERING LLC,119-C GRISWOLD STREET,SUITE 201,GLASTONBURY,CT 06033,NOT INV REL,ONGOING,01/2021FOOD CATERING SERVICES,MEMBER,MGMT OVERSIGHT,1HR/WK\*GOODWIN UNIVERSITY FOUNDATION,119-C GRISWOLD STREET,SUITE 201,GLASTONBURY,CT 06033,01/01/2021,BOARD MEMBER,NOT INV REL,NOT DURING TRD/HRS, ONCE A MTH,2 HRS/MTH\*207 CHURCH ST LLC,207 CHURCH ST, WETHERSFIELD, VT 06109,06/10/2021,ONGOING,COMMERCIAL BUILDING,OWNER,LANDLORD,INV REL,NOT DURING TRD/HRS,1 HR/WK\*JMB INVESTMENTS,LLC 119-C GRISWOLD ST., STE 201, GLASTONBURY,CT 06033,11/13/2019,ONGOING,COMMERCIAL REAL ESTATE,MANAGING MEMBER,INV REL,1 HR/MTH,DURING TRD/HRS\*SALT MEDIA, LLC,119-C GRISWOLD ST., STE 201,GLASTONBURY,CT 06033,11/01/2021,ONGOING,MARKETING FOR SQUARE PEG PIZZERIA'S,MEMBER,NOT INV REL,NOT DURING TRD/HRS\*SM GLASTONBURY INVESTMENTS,LLC,312 MURPHY RD,HARTFORD,CT 06114,01/17/2020,INV REL,ONGOING,COMMERCIAL REAL ESTATE,MEMBER,DURING TRD/HRS,1 HR/MTH\*SQUARE PEG PIZZERIA,LLC,1001 HEBRON AVE,GLASTONBURY,CT 06033,11/16/2018,ONGOING,NOT INV REL,NOT DURING TRD/HRS,RESTAURANT,MEMBER,5%\*SQUARE PEG PIZZERIA HIGGANUM LLC,66 KILLINGWORTH RD,HIGGANUM,CT 06441,02/28/2022,NOT INV REL,NOT DURING TRD/HRS ONGOING,RESTAURANT,MEMBER,5%\*SQUARE PEG PIZZERIA BERLIN LLC,119 WEBSTER SQUARE RD,BERLIN,CT 06037,02/28/2022,NOT INV REL,NOT DURING



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

TRD/HRS,ONGOING,RESTAURANT,MEMBER,5%\*SQUARE PEG PIZZERIA NEWINGTON LLC,80 FENN RD,NEWINGTON,CT 06111,NOT INV REL,NOT DURING TRD HRS,09/14/2021,ONGOING,RESTAURANT,MEMBER,5%\*SQUARE PEG PIZZERIA ORANGE LLC,200 INDIAN RIVER RD,ORANGE CT 060477,08/04/2021,NOT INV REL,NOT DURING TRD/HRS,ONGOING,RESTAURANT,MEMBER,5%\*41 CEDAR ST LLC,41 CEDAR ST,EAST HARDFORD, CT 06108,09/19/2022,ONGOING,MEMBER,COMMERCIAL BUILDING, LANDLORD,REAL ESTATE INVESTMENT,INV REL,DURING TRD/HRS,0%\*SQUARE PEG PIZZERIA WINDSOR LLC,53 CHERRY ST EAST HARTFORD CT 06108,08/01/2023,ONGOING, NOT INV REL,NOT DUR TRD/HRS,MEMBER,REAL ESTATE/RESTAURANT,5%\*SQUARE PEG PIZZERIA COLUMBIA LLC,53 CHERRY ST EAST HARTFORD, CT 06108,08/01/2023,ONGOING,NOT INV REL, NOT DURING TRD/HRS,MEMBER,REAL ESTATE/RESTAURANT,5%\*SQUARE PEG PIZZERIA - STORRS LLC,53 CHERRY ST,EAST HARTFORD,CT 06108,08/01/2023,ONGOING,MEMBER,REAL ESTATE & RESTAURANT,INV REL,NOT DURING TRD/HRS,- 5%\*164 MIDDLETOWN ROAD COLUMBIA LLC, 164 MIDDLETOWN RD, COLUMBIA,CT 01/16/2023,ONGOING,MEMBER,INV REL,NOT DURING TRD/HRS,REAL ESTATE PROPERTY,1%. \*SQUARE PEG PIZZERIA DELRAY BEACH LLC. 4957 W ATLANTIC AVE, DELRAY BEACH FL. NOT INV REL. OCT 2024. REAL ESTATE & RESTAURANT. MEMBER. OVERSEEING FINANCIALS. DURING TRD HRS.



## 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	1

### 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

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	EQUITY SERVICES, INC.
<b>Allegations:</b>	CLIENT FEELS SHE HAS BEEN MISLEAD AND CONSEQUENTLY MADE AN UNSUITABLE PURCHASE OF TWO ING ANNUITIES IN THE AMOUNT OF \$283,830.95
<b>Product Type:</b>	Annuity-Variable
<b>Alleged Damages:</b>	\$62,597.78
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

### Customer Complaint Information

<b>Date Complaint Received:</b>	07/02/2002
<b>Complaint Pending?</b>	No
<b>Status:</b>	Settled
<b>Status Date:</b>	10/18/2004
<b>Settlement Amount:</b>	\$22,500.00
<b>Individual Contribution Amount:</b>	\$8,745.00



**Broker Statement**

THE ORIGINAL AMENDMENT WAS PREPARED AT THE TIME OF SETTLEMENT, BUT APPEARS TO HAVE BECOME CONFUSED WITH ANOTHER CONCURRENT FILING.



## End of Report

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