



## IAPD Report

# RICO CAMERONE

CRD# 2576734

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	5 - 6
Disclosure Information	7

**i** 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

### RICO CAMERONE (CRD# 2576734)

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 **05/06/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>IA</b>	NEW ERA INVESTMENTS LLC	CRD# 312703	06/10/2021

### QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** 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>	PURSHE KAPLAN STERLING INVESTMENTS	35747	Southfield, MI	04/28/2026 - 05/06/2026
<b>IA</b>	CAPITAL ANALYSTS	162200	Southfield, MI	12/23/2015 - 05/04/2021
<b>B</b>	LINCOLN INVESTMENT	519	Farmington Hills, MI	08/02/2010 - 05/04/2021

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

### Employment 1 of 1

Firm Name: **NEW ERA INVESTMENTS LLC**  
Main Address: 28411 NORTHWESTERN HWY  
SUITE 970  
SOUTHFIELD, MI 48034  
Firm ID#: 312703

	Regulator	Registration	Status	Date
	Michigan	Investment Adviser Representative	Approved	06/10/2021
	Texas	Investment Adviser Representative	Restricted Approval	02/28/2023

### Branch Office Locations

**NEW ERA INVESTMENTS LLC**  
28411 NORTHWESTERN HWY  
SUITE 970  
SOUTHFIELD, MI 48034





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



#### Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	03/24/2024
	Municipal Fund Securities Principal Examination (S51)	Series 51	03/24/2024

#### General Industry/Product Exams

	Exam	Category	Date
	General Securities Representative Examination (S7TO)	Series 7TO	03/24/2024
	Investment Company Products/Variable Contracts Representative Examination (S6TO)	Series 6TO	03/24/2024
	Corporate Securities Limited Representative Examination (S62)	Series 62	01/02/2023
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	05/05/2003
	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	06/05/1997

#### State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	12/08/1999
	Uniform Securities Agent State Law Examination (S63)	Series 63	05/23/1997



## PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

### Chartered Financial Consultant

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



## 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	04/28/2026 - 05/06/2026	PURSHE KAPLAN STERLING INVESTMENTS	CRD# 35747	Southfield, MI
IA	12/23/2015 - 05/04/2021	CAPITAL ANALYSTS	CRD# 162200	Southfield, MI
B	08/02/2010 - 05/04/2021	LINCOLN INVESTMENT	CRD# 519	Farmington Hills, MI
IA	08/02/2010 - 05/04/2021	LINCOLN INVESTMENT	CRD# 519	Farmington Hills, MI
IA	11/10/2009 - 08/02/2010	GREAT AMERICAN ADVISORS, INC.	CRD# 36451	SOUTHFIELD, MI
B	02/28/2002 - 08/02/2010	GREAT AMERICAN ADVISORS, INC.	CRD# 36451	SOUTHFIELD, MI
B	03/15/2001 - 03/05/2002	BRECEK & YOUNG ADVISORS, INC.	CRD# 40395	FOLSOM, CA
B	06/20/2000 - 03/06/2001	DONAHUE SECURITIES, INC.	CRD# 24330	CINCINNATI, OH
B	05/12/1999 - 06/30/2000	PROEQUITIES, INC.	CRD# 15708	BIRMINGHAM, AL

### 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
04/2026 - Present	Purshe Kaplan Sterling Investments	Reg. Rep.	Y	Albany, NY, United States
04/2021 - Present	New Era Investments LLC	Investment Adviser Representative	Y	SOUTHFIELD, MI, United States
03/1993 - Present	New Era Investments LLC	Principal Member	Y	Southfield, MI, United States
03/1993 - Present	SELF-EMPLOYED	OTHER - INDEPENDENT INSURANCE & ANNUIT	N	Southfield, MI, United States
08/2010 - 04/2021	LINCOLN INVESTMENT	Registered Representative	Y	SOUTHFIELD, MI, United States



## Registration & Employment History



### 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.

#### NEW ERA INVESTMENTS LLC

POSITION: AGENT, MEMBER, PRINCIPAL NATURE: SALES OF FIXED ANNUITIES, LIFE INS AND LTC INVESTMENT RELATED: YES NUMBER OF HOURS: 200 INVESTMENT RELATED HOURS: 8 START DATE: 03/26/1993  
ADDRESS: 28411 NORTHWESTERN HWY, SUITE 970, SOUTHFIELD MI 48034  
DESCRIPTION: SALES, SERVICE AND FIXED ANNUITY, LIFE INS AND LTC PRODUCTS

#### INTEGRITY INSURANCE AGENCY LLC

POSITION: PRINCIPAL MEMBER NATURE: P AND C SALES AND LIFE INS INVESTMENT RELATED: NO NUMBER OF HOURS: 80 SECURITIES TRADING HOURS: 2 START DATE: 04/01/2006  
ADDRESS: 28411 NORTHWESTERN HWY, SUITE 970, SOUTHFIELD MI 48034  
DESCRIPTION: MANAGE COMPANY/VENDOR RELATIONSHIPS AND SALES REPS

#### HAVEN OF HOPE

POSITION: Board Member NATURE: Providing weekly food services for local low income families INVESTMENT RELATED: No NUMBER OF HOURS: 3 SECURITIES TRADING HOURS: 0 START DATE: 11/01/2016  
ADDRESS: 7549 Joy Rd, Detroit MI 48206  
DESCRIPTION: Board Member

#### FAMILY ASSISTANCE FOR RENAISSANCE MEN

POSITION: Board Member NATURE: Assistance for Fathers INVESTMENT RELATED: No NUMBER OF HOURS: 3 SECURITIES TRADING HOURS: 0 START DATE: 10/15/2016  
ADDRESS: 18701 Grand River, Detroit MI 48223  
DESCRIPTION: Board Member

#### NEW ERA PROPERTIES LLC

POSITION: Principal Member NATURE: Real Estate Investing INVESTMENT RELATED: Yes NUMBER OF HOURS: 8 SECURITIES TRADING HOURS: 0 START DATE: 06/01/2015  
ADDRESS: 28411 NORTHWESTERN HWY STE 970, Southfield MI 48034, United States  
DESCRIPTION: Investing in commercial real estate property with several other non registered persons.



## 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

<b>Reporting Source:</b>	Individual
<b>Court Details:</b>	CIRCUIT COURT, CITY OF ST. LOUIS, MO; CASE NUMBER 911-1427A
<b>Charge Date:</b>	05/21/1991
<b>Charge Details:</b>	1. ONE COUNT OF UUW-EXHIBITING UNLAWFUL USE OF A WEAPON/EXHIBITING. 2. FELONY. 3. PLEA WAS NOT GUILTY.
<b>Felony?</b>	Yes
<b>Current Status:</b>	Final
<b>Status Date:</b>	06/25/1991
<b>Disposition Details:</b>	A. ALL CLAIMS WERE FOUND TO HAVE NO FACTUAL BASES. THEREFORE, ALL CHARGES WERE DISMISSED. B. CASE WAS DISMISSED 6/25/1991. C. NO PENALTY OR FINE WAS GIVEN. D. N/A E. N/A F. N/A G. N/A
<b>Broker Statement</b>	SEVERAL YEARS AGO I VISITED FAMILY MEMBERS IN THE ST. LOUIS AREA. WHILE THERE MYSELF & SOME COUSINS (FAMILY MEMBERS) VISITED A COUPLE OF LADIES, AT THEIR HOME. DURING OUR VISIT A FORMER BOYFRIEND CAME BY THE LADIES HOME. MY COUSINS & I GOT INTO A VERBAL ARGUMENT WITH THE FORMER BOYFRIEND. THE POLICE WAS CALLED TO THE RESIDENCE. CHARGES OF UUW-EXHIBITING (UNLAWFUL USE OF A WEAPON/EXHIBITING) WERE BROUGHT AGAINST ME. HOWEVER, THESE CHARGES, AFTER POLICE INVESTIGATION LACKED SUFFICIENT EVIDENCE AND WERE LATER DISMISSED. I WAS ACCUSED OF WAVEING A SHOTGUN AT A PERSON ON 5/19/1991, CARGES WERE BROUGHT AGAINST ME ON 5/21/1991. CHARGES WERE DROPPED 6/25/1991 FOR INSUFFICIENT EVIDENCE TO OBTAIN A CONVICTION.



## 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:** Individual

**Employing firm when activities occurred which led to the complaint:** GREAT AMERICAN ADVISORS

**Allegations:** BASED ON A CONVERSATION WITH A NEW AGENT, CLIENT ALLEGES THAT MR. CAMERONE CONVINCED HER TO SWITCH INVESTMENTS WHEN IT WAS NOT NECESSARILY IN HER BEST INTEREST SO THAT HE COULD EARN A COMMISSION. CLIENT ALLEGES THAT A DELAY IN THE PROCESSING OF PAPERWORK PREVENTED A TIMELY EXECUTION OF THE TRANSACTION AND LIMITED HER ABILITY TO CANCEL WITHIN THE FREE LOOK PERIOD. FURTHER, THE CLIENT ALLEGES THAT MR. CAMERONE SOLD THE POLICY TO HER BUT THAT HER CONTRACT LISTS MR. CAMERONE'S WIFE LISA AS THE AGENT OF RECORD.

**Product Type:** Annuity(ies) - Variable

**Alleged Damages:** \$20,000.00

## Customer Complaint Information

**Date Complaint Received:** 08/29/2007

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 10/01/2008

**Settlement Amount:** \$0.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** FIRM SETTLED THE COMPLAINT WITH THE CUSTOMER BY REVERSING THE TRANSACTIONS WITHIN THE CUSTOMER'S VARIABLE ANNUITY AND TRANSFERRING THE FUNDS BACK TO HER ORIGINAL ACCOUNTS. ADDITIONAL CORRESPONDENCE AND COMMUNICATIONS HAVE OCCURRED WITH THE CUSTOMER DURING 2008. ALL ISSUES APPEAR TO BE RESOLVED AT THIS POINT. AS SUCH, FIRM IS CLOSING THE COMPLAINT.



## End of Report

This page is intentionally left blank.