



IAPD Report

HERBERT HENRY SCHEFFLER

CRD# 2598646

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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

HERBERT HENRY SCHEFFLER (CRD# 2598646)

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 **01/02/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	OSAIC WEALTH, INC.	CRD# 23131	06/05/2020
IA	OSAIC WEALTH, INC.	CRD# 23131	06/11/2020

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **13** 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	LPL FINANCIAL LLC	6413	COLOMA, MI	12/12/2014 - 06/22/2020
IA	LPL FINANCIAL LLC	6413	COLOMA, MI	12/12/2014 - 06/22/2020
B	OPPENHEIMER & CO. INC.	249	AUSTIN, TX	04/02/2012 - 12/16/2014

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	2



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

Employment 1 of 1

Firm Name: **OSAIC WEALTH, INC.**
Main Address: 18700 N. HAYDEN ROAD
SUITE 255
SCOTTSDALE, AZ 85255
Firm ID#: 23131

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	06/05/2020
B	FINRA	Investment Banking Representative	Approved	06/05/2020
B	Alabama	Agent	Approved	01/15/2025
B	Arizona	Agent	Approved	06/08/2020
B	Arkansas	Agent	Approved	06/05/2020
B	Colorado	Agent	Approved	11/14/2022
B	Florida	Agent	Approved	06/05/2020
B	Georgia	Agent	Approved	10/23/2020
B	Illinois	Agent	Approved	11/24/2020
B	Indiana	Agent	Approved	06/23/2020
B	Michigan	Agent	Approved	06/05/2020
IA	Michigan	Investment Adviser Representative	Approved	06/11/2020
B	Missouri	Agent	Approved	07/17/2025



Qualifications

	Regulator	Registration	Status	Date
B	Ohio	Agent	Approved	06/08/2020
B	Texas	Agent	Approved	06/05/2020
IA	Texas	Investment Adviser Representative	Restricted Approval	08/02/2023
B	Wisconsin	Agent	Approved	06/05/2020

Branch Office Locations

OSAIC WEALTH, INC.
5718 ST JOSEPH AVENUE
STEVENSVILLE, MI 49127

OSAIC WEALTH, INC.
4981 Cascade Rd SE
SUITE A
GRAND RAPIDS, MI 49504



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, 4 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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B	Investment Banking Registered Representative Examination (S79TO)	Series 79TO	01/02/2023
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	Futures Managed Funds Examination (S31)	Series 31	09/11/2007
B	General Securities Representative Examination (S7)	Series 7	04/18/1995

State Securities Law Exams

Exam	Category	Date
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IA	Uniform Investment Adviser Law Examination (S65)	Series 65	05/12/1995
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/21/1995



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	12/12/2014 - 06/22/2020	LPL FINANCIAL LLC	CRD# 6413	COLOMA, MI
IA	12/12/2014 - 06/22/2020	LPL FINANCIAL LLC	CRD# 6413	COLOMA, MI
B	04/02/2012 - 12/16/2014	OPPENHEIMER & CO. INC.	CRD# 249	AUSTIN, TX
IA	04/02/2012 - 12/16/2014	OPPENHEIMER & CO. INC.	CRD# 249	AUSTIN, TX
B	09/29/2006 - 04/04/2012	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	AUSTIN, TX
IA	09/29/2006 - 04/04/2012	MORGAN KEEGAN & COMPANY, INC.	CRD# 4161	AUSTIN, TX
B	05/20/1998 - 10/27/2006	J.J.B. HILLIARD, W.L. LYONS, INC.	CRD# 453	ST. JOSEPH, MI
B	11/01/1996 - 05/21/1998	FIRST OF MICHIGAN CORPORATION	CRD# 311	DETROIT, MI
B	05/22/1995 - 10/04/1996	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	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
06/2020 - Present	Michigan Financial	Registered Representative	Y	Southfield, MI, United States
12/2014 - 06/2020	LPL Financial, LLC	REGISTERED REPRESENTATIVE	Y	HOUSTON, TX, 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)MICHIGAN FINANCIAL COMPANIES-FIXED INSURANCE

POSITION: Financial Advisor NATURE: Corporations INVESTMENT RELATED: Yes NUMBER OF HOURS: 20 SECURITIES TRADING HOURS: 20 START DATE: 06/05/2020

ADDRESS: 5718 St. Joseph Avenue, Stevensville MI 49127, United States

DESCRIPTION: Sales/marketing of fixed annuities and non variable insurance.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

2) MICHIGAN FINANCIAL COMPANIES-SECURITIES

POSITION: Financial Advisor NATURE: Corporation INVESTMENT RELATED: Yes NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 130 START DATE: 06/05/2020
ADDRESS: 5718 St. Joseph Avenue, Stevensville MI 49127, United States
DESCRIPTION: Sales/marketing of securities, investments, advisory, and insurance products.

3) H.H SCHEFFLER INVESTMENT MANAGEMENT - MICHIGAN FINANCIAL COMPANIES-FIXED INSURANCE

POSITION: Financial Advisor NATURE: Corporations INVESTMENT RELATED: Yes NUMBER OF HOURS: 20 SECURITIES TRADING HOURS: 20 START DATE: 06/05/2020
ADDRESS: 5718 St. Joseph Avenue, Stevensville MI 49127, United States
DESCRIPTION: Sales/marketing of fixed annuities and non variable insurance.

4) H.H SCHEFFLER INVESTMENT MANAGEMENT - MICHIGAN FINANCIAL COMPANIES-SECURITIES

POSITION: Financial Advisor NATURE: Corporation INVESTMENT RELATED: Yes NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 130 START DATE: 06/05/2020
ADDRESS: 5718 St. Joseph Avenue, Stevensville MI 49127, United States
DESCRIPTION: Sales/marketing of securities, investments, advisory, and insurance products.

5) COACHING BASKETBALL

POSITION: Coach NATURE: School INVESTMENT RELATED: No NUMBER OF HOURS: 24 SECURITIES TRADING HOURS: 3 START DATE: 10/31/2022
ADDRESS: 615 E Marquette Woods Rd, St Joseph MI 49085, United States
DESCRIPTION: Coaching middle school basketball from 10/31/22 till 12/31/22.

6) PLATINUM WEALTH SOLUTIONS OF TEXAS

POSITION: Financial Advisor NATURE: LLC INVESTMENT RELATED: Yes NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 10 START DATE: 06/24/2024
ADDRESS: 5718 St Joseph Ave, Stevensville MI 49127, United States
DESCRIPTION: Sales/ Marketing of securities, Investment Advisory and Insurance Products

7) SCHEFFLER & STOIMENOFF ASSET MANAGEMENT - PART OF MICHIGAN FINANCIAL COMPANIES

POSITION: Financial Advisor NATURE: Corporation INVESTMENT RELATED: Yes NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 130 START DATE: 05/01/2024
ADDRESS: 2874 Port Sheldon Street, Suite E, Hudsonville MI 49426, United States
DESCRIPTION: Sales and marketing of securities, investment advisory and variable insurance products



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	2

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 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	MORGAN KEEGAN & COMPANY, INC.
Allegations:	CLAIM ALLEGES UNSUITABILITY WITH REGARD TO OPTION, MUTUAL FUND, VARIABLE ANNUITY, OVER THE COUNTER AND LISTED STOCK AND LIMITED PARTNERSHIP PURCHASES AND TRADING ON MARGIN BETWEEN 2006 AND 2011.
Product Type:	Annuity-Variable Equity-OTC Equity Listed (Common & Preferred Stock) Mutual Fund Options Other: LIMITED PARTNERSHIP PURCHASES & TRADING ON MARGIN
Alleged Damages:	\$200,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	12-03275



Filing date of arbitration/CFTC reparation or civil litigation: 09/12/2012

Customer Complaint Information

Date Complaint Received: 09/28/2012

Complaint Pending? No

Status: Settled

Status Date: 12/20/2013

Settlement Amount: \$60,000.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MORGAN KEEGAN & COMPANY, INC.

Allegations: CLAIM ALLEGES UNSUITABILITY WITH REGARD TO OPTION, MUTUAL FUND, VARIABLE ANNUITY, OVER THE COUNTER AND LISTED STOCK AND LIMITED PARTNERSHIP PURCHASES AND TRADING ON MARGIN BETWEEN 2006 AND 2011.

Product Type: Annuity-Variable
Equity-OTC
Equity Listed (Common & Preferred Stock)
Mutual Fund
Options
Other: LIMITED PARTNERSHIP PURCHASES & TRADING ON MARGIN

Alleged Damages: \$200,000.00

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 12-03275

Filing date of arbitration/CFTC reparation or civil litigation: 09/12/2012

Customer Complaint Information

Date Complaint Received: 09/28/2012

Complaint Pending? No

Status: Settled

Status Date: 12/20/2013

Settlement Amount: \$60,000.00

Individual Contribution Amount: \$0.00



Individual Contribution Amount: \$0.00

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MORGAN KEEGAN & COMPANY, INC.

Allegations: WRITTEN COMPLAINT FROM CUSTOMER DATED 11/30/08 ALLEGES REP FAILED TO FOLLOW INSTRUCTIONS TO SELL STOCK WHEN MARKET VALUES DROPPED 20% FROM ITS HIGH. REQUESTING FOR COMMISSION MADE ON STOCKS THAT WERE SOLD FOR MORE THAN A 20% LOSS FROM THEIR HIGH.**RECEIVED BY BRANCH 12/01/08. DAMAGES ARE UNSPECIFIED BUT ARE BELIEVED TO BE IN EXCESS OF \$5,000.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): DAMAGES ARE UNSPECIFIED BUT ARE BELIEVED TO BE IN EXCESS OF \$5,000.

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: 12/02/2008

Complaint Pending? No

Status: Denied

Status Date: 01/05/2009

Settlement Amount:

Individual Contribution Amount:

Broker Statement AS OF 12/02/2010 THIS ITEM IS NO LONGER REPORTABLE.**



End of Report

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