



## IAPD Report

# MICHAEL BRUCE KENTOR

CRD# 268144

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**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

#### MICHAEL BRUCE KENTOR (CRD# 268144)

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 **02/10/2026**.

#### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
	KENTOR FINANCIAL	CRD# 114996	11/26/1997
	INTEGRITY ALLIANCE, LLC	CRD# 139627	11/03/2025
	INTEGRITY ALLIANCE, LLC.	CRD# 139627	11/03/2025

#### 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
	LION STREET ADVISORS, LLC	167610	Austin, TX	08/07/2018 - 11/03/2025
	LION STREET FINANCIAL, LLC	165828	Austin, TX	08/01/2018 - 11/03/2025
	M HOLDINGS SECURITIES, INC.	43285	AUSTIN, TX	07/25/2014 - 02/23/2018

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

### Employment 1 of 2

Firm Name: **INTEGRITY ALLIANCE, LLC**  
Main Address: 4135 NW URBANDALE DR  
URBANDALE, IA 50322  
Firm ID#: 139627

Regulator	Registration	Status	Date
<b>B</b> FINRA	General Securities Principal	Approved	11/03/2025
<b>B</b> FINRA	General Securities Representative	Approved	11/03/2025
<b>B</b> Arizona	Agent	Approved	11/03/2025
<b>B</b> California	Agent	Approved	11/03/2025
<b>B</b> Colorado	Agent	Approved	11/03/2025
<b>B</b> Connecticut	Agent	Approved	11/03/2025
<b>B</b> District of Columbia	Agent	Approved	11/03/2025
<b>B</b> Florida	Agent	Approved	11/05/2025
<b>B</b> Georgia	Agent	Approved	11/03/2025
<b>B</b> Idaho	Agent	Approved	11/03/2025
<b>B</b> Illinois	Agent	Approved	11/03/2025
<b>B</b> Louisiana	Agent	Approved	11/03/2025
<b>B</b> Maryland	Agent	Approved	11/03/2025



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Massachusetts	Agent	Approved	11/03/2025
<b>B</b> Michigan	Agent	Approved	11/03/2025
<b>B</b> Mississippi	Agent	Approved	11/03/2025
<b>B</b> New Jersey	Agent	Approved	11/03/2025
<b>B</b> New Mexico	Agent	Approved	11/03/2025
<b>B</b> New York	Agent	Approved	11/03/2025
<b>B</b> Oregon	Agent	Approved	11/03/2025
<b>B</b> Pennsylvania	Agent	Approved	11/03/2025
<b>B</b> Tennessee	Agent	Approved	02/11/2026
<b>B</b> Texas	Agent	Approved	11/03/2025
<b>IA</b> Texas	Investment Adviser Representative	Approved	11/03/2025
<b>B</b> Utah	Agent	Approved	11/03/2025
<b>B</b> Vermont	Agent	Approved	11/03/2025
<b>B</b> Washington	Agent	Approved	11/03/2025
<b>B</b> Wisconsin	Agent	Approved	11/03/2025
<b>B</b> Wyoming	Agent	Approved	11/03/2025

#### Branch Office Locations

**INTEGRITY ALLIANCE, LLC**  
 1111 West Sixth Street  
 Building A, Suite 440  
 Austin, TX 78703

**INTEGRITY ALLIANCE, LLC**  
 Austin, TX



## Qualifications

### Employment 2 of 2

Firm Name: **KENTOR FINANCIAL**  
Main Address: 1111 W. 6TH STREET  
BLDG A, SUITE 440  
AUSTIN, TX 78703  
Firm ID#: 114996

	Regulator	Registration	Status	Date
IA	California	Investment Adviser Representative	Approved - Pending IAR CE	01/01/2026
IA	New York	Investment Adviser Representative	Approved	02/23/2021
IA	Texas	Investment Adviser Representative	Approved	11/26/1997

### Branch Office Locations

**KENTOR FINANCIAL**  
1111 W. 6TH STREET  
BLDG A, SUITE 440  
AUSTIN, TX 78703




## 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, 3 general industry/product exams, and 1 state securities law exam.**


#### Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	07/15/2002

#### General Industry/Product Exams

Exam	Category	Date
 General Securities Representative Examination (S7TO)	Series 7TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Registered Representative Examination (S1)	Series 1	10/10/1973

#### State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/26/1985

### 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
IA	08/07/2018 - 11/03/2025	LION STREET ADVISORS, LLC	CRD# 167610	Austin, TX
B	08/01/2018 - 11/03/2025	LION STREET FINANCIAL, LLC	CRD# 165828	Austin, TX
IA	07/25/2014 - 02/23/2018	M HOLDINGS SECURITIES, INC.	CRD# 43285	AUSTIN, TX
B	12/15/2000 - 02/23/2018	M HOLDINGS SECURITIES, INC.	CRD# 43285	AUSTIN, TX
B	07/09/1992 - 12/18/2000	MUTUAL SERVICE CORPORATION	CRD# 4806	BOSTON, MA
B	08/16/1993 - 12/31/1996	WALNUT STREET SECURITIES, INC.	CRD# 15840	EL SEGUNDO, CA
B	12/05/1986 - 07/01/1992	KAVANAUGH SECURITIES, INC.	CRD# 10606	DALLAS, TX
B	06/08/1982 - 01/12/1987	INVESTORS BROKERAGE SERVICES, INC.	CRD# 4257	
B	07/03/1985 - 12/20/1986	KENTOR WAXMAN INVESTMENTS, INC.	CRD# 16305	
B	10/15/1973 - 12/18/1986	GENERAL AMERICAN LIFE INSURANCE COMPANY	CRD# 3963	

### 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
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	Austin, TX, United States
07/2018 - Present	Lion Street Advisors, LLC	Investment Adviser Representative	Y	Austin, TX, United States
07/2018 - Present	Lion Street Financial LLC	Registered Representative	Y	Austin, TX, United States
10/1992 - Present	THE MICHAEL KENTOR COMPANY	PRESIDENT	Y	AUSTIN, TX, United States
12/2000 - 02/2018	M HOLDINGS SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	PORTLAND, OR, United States



## Registration & Employment History

### EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
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### 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) THE MICHAEL KENTOR COMPANY: dba Kentor Financial and The Kentor Company  
 POSITION: Owner NATURE: Insurance sales INVESTMENT RELATED: Yes NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 3 START DATE: 08/16/1992  
 ADDRESS: 1111 W 6th Street, Bldg. A Suite 440, Austin TX 78703, United States  
 DESCRIPTION: Sales & marketing of non-variable insurance

2)MICHAEL B KENTOR  
 POSITION: Owner NATURE: Provide expert witness testimony INVESTMENT RELATED: No NUMBER OF HOURS: 1  
 SECURITIES TRADING HOURS: 1 START DATE: 08/16/1992  
 ADDRESS: 1111 W 6th St, Bldg A Suite 440, Austin TX 78703, United States  
 DESCRIPTION: Provide expert witness testimony

3) Lion Street Financial LLC, Registered Representative, Austin, TX, 07/2018 to Present, Investment Related, 25-30 hours a week during trading hours

4) Lion Street Advisors, LLC, Investment Adviser Representative, Austin, TX, 07/2018 to Present, Investment Related, 0-5 hours a week during trading hours.

5) THE MICHAEL KENTOR COMPANY: dba Kentor Financial and The Kentor Company  
 POSITION: Owner NATURE: Investment Advisor Representative - The Michael Kentor Company dba Kentor Financial and The Kentor Company. INVESTMENT RELATED: Yes NUMBER OF HOURS: 60 SECURITIES TRADING HOURS: 50 START DATE: 09/15/2000  
 ADDRESS: 1111 W 6th St, Bldg A, Suite 440, Austin TX 78703, United States  
 DESCRIPTION: marketing, preparation of materials and meetings/reviews with IA clients.



## 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

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	M HOLDINGS SECURITIES, INC.
<b>Allegations:</b>	CUSTOMER CLAIMS THAT RR FAILED TO ADVISE THAT PREMATURE DISTRIBUTIONS FROM THE CUSTOMER'S ANNUITY PRIOR TO HER AGE 59 1/2 WOULD REDUCE HER LIFETIME WITHDRAWAL BENEFITS.
<b>Product Type:</b>	Annuity-Variable
<b>Alleged Damages:</b>	\$0.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	NO DAMAGE AMOUNT SPECIFIED. CUSTOMER REQUESTED REINSTATEMENT OF ANNUITY'S LIFETIME WITHDRAWAL BENEFITS.
<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>	07/31/2012
<b>Complaint Pending?</b>	No
<b>Status:</b>	Settled
<b>Status Date:</b>	08/17/2012



**Settlement Amount:** \$80,422.80  
**Individual Contribution Amount:** \$80,422.80  
**Broker Statement** FUNDS WERE PROVIDED TO THE CARRIER TO RESTORE THE CUSTOMER'S LIFETIME WITHDRAWAL BENEFITS.

### Disclosure 2 of 2

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** M HOLDINGS SECURITIES, INC.

**Allegations:** BROKER DEALER CLIENT ALLEGES BREACH OF FIDUCIARY DUTY IN CONNECTION WITH AN ACCOUNT HELD WITH MR. KENTOR'S REGISTERED INVESTMENT ADVISORY FIRM. CLIENT CLAIMS THAT MR. KENTOR DIRECTED HER TO DRAW UPON HER MARGIN ACCOUNT IN ORDER TO MAKE A PERSONAL LOAN AND THAT HE FAILED TO REPAY THE LOAN IN A TIMELY MANNER CAUSING A LOSS OF APPROXIMATELY \$37,000. CLIENT ALSO ALLEGES MR. KENTOR HAS NOT REPAID THE LOAN AND IS DEMANDING A TOTAL OF \$102,903.20

**Product Type:** Equity-OTC

**Alleged Damages:** \$102,903.20

**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:** 98TH DISTRICT COURT OF TRAVIS COUNTY, TEXAS

**Docket/Case #:** D-1-GN-09-003345

**Filing date of arbitration/CFTC reparation or civil litigation:** 09/29/2009

### Customer Complaint Information

**Date Complaint Received:** 08/24/2009

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 01/24/2011

**Settlement Amount:** \$92,225.79

**Individual Contribution Amount:** \$92,225.79

### Civil Litigation Information

**Type of Court:** State Court

**Name of Court:** 98TH DISTRICT COURT OF TRAVIS COUNTY, TEXAS

**Location of Court:** TRAVIS COUNTY, TEXAS



<b>Docket/Case #:</b>	D-1-GN-09-003345
<b>Date Notice/Process Served:</b>	10/05/2009
<b>Litigation Pending?</b>	No
<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	01/24/2011
<b>Monetary Compensation Amount:</b>	\$92,225.79
<b>Individual Contribution Amount:</b>	\$92,225.79



## End of Report

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