



IAPD Report

KENNETH DAVID LOEBEL

CRD# 2742324

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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

KENNETH DAVID LOEBEL (CRD# 2742324)

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 **03/17/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MADISON AVENUE SECURITIES, LLC	CRD# 23224	10/22/2013
IA	MADISON AVENUE SECURITIES, LLC	CRD# 23224	10/22/2013

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **8** 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	CETERA INVESTMENT SERVICES LLC	15340	BURR RIDGE, IL	01/18/2011 - 10/04/2013
IA	CETERA INVESTMENT SERVICES LLC	15340	BURR RIDGE, IL	01/18/2011 - 10/04/2013
IA	ING FINANCIAL PARTNERS, INC	2882	OLYMPIA FIELDS, IL	08/13/2004 - 01/19/2011

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
Financial	1
Judgment/Lien	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 **8** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **MADISON AVENUE SECURITIES, LLC**
Main Address: 13500 EVENING CREEK DR. N
#555
SAN DIEGO, CA 92128
Firm ID#: 23224

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	10/22/2013
B	FINRA	General Securities Representative	Approved	10/22/2013
B	Arizona	Agent	Approved	02/09/2023
B	California	Agent	Approved	07/14/2021
B	Colorado	Agent	Approved	07/15/2021
B	Florida	Agent	Approved	01/03/2020
B	Illinois	Agent	Approved	10/22/2013
IA	Illinois	Investment Adviser Representative	Approved	10/22/2013
B	Nebraska	Agent	Approved	01/14/2015
B	Washington	Agent	Approved	11/01/2021
B	Wisconsin	Agent	Approved	09/24/2024
IA	Wisconsin	Investment Adviser Representative	Approved	09/25/2024

Branch Office Locations



Qualifications

MADISON AVENUE SECURITIES, LLC
5550 W TOUHY AVE Suite 203A
SKOKIE,, IL 60077

MADISON AVENUE SECURITIES, LLC
13500 Evening Creek Dr N
#555
SAN DIEGO, CA 92128

MADISON AVENUE SECURITIES, LLC
Fontana, WI



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

Principal/Supervisory Exams

Exam	Category	Date
General Securities Principal Examination (S24)	Series 24	10/20/2004

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	06/18/1996

State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	07/03/1996
Uniform Securities Agent State Law Examination (S63)	Series 63	06/21/1996

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	01/18/2011 - 10/04/2013	CETERA INVESTMENT SERVICES LLC	CRD# 15340	BURR RIDGE, IL
IA	01/18/2011 - 10/04/2013	CETERA INVESTMENT SERVICES LLC	CRD# 15340	BURR RIDGE, IL
IA	08/13/2004 - 01/19/2011	ING FINANCIAL PARTNERS, INC	CRD# 2882	OLYMPIA FIELDS, IL
B	05/21/2004 - 01/19/2011	ING FINANCIAL PARTNERS, INC.	CRD# 2882	OLYMPIA FIELDS, IL
IA	10/09/2001 - 04/30/2004	INVEST FINANCIAL CORPORATION	CRD# 12984	AURORA, IL
B	09/18/2001 - 04/30/2004	INVEST FINANCIAL CORPORATION	CRD# 12984	APPLETON, WI
B	04/05/1999 - 09/06/2001	MORGAN STANLEY DW INC.	CRD# 7556	PURCHASE, NY
B	08/03/1996 - 04/20/1999	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
10/2013 - Present	MADISON AVENUE SECURITIES, INC.	REGISTERED REP/INVESTMENT ADVISER REP	Y	ST. CHARLES, IL, 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.

- 10/2013; KENNETH D. LOEBEL DBA PERSONAL INCOME SOLUTIONS; SOLE PROPRIETOR; INDEPENDENT INSURANCE AGENT/PRODUCER; AFFILIATES WITH WAYNE MESSMER & ASSOCIATES; VARIOUS CARRIERS; SALES OF LIFE/HEALTH INSURANCE, LTC, FIXED ANNUITIES, FIXED INDEXED ANNUITIES; INVESTMENT RELATED: YES; 30% OF TIME; FROM 5550 W. TOUHY AVE, SUITE 203A, SKOKIE, IL 60077.
- 11/2013 KDL HOLDINGS LLC.; OWNER; LLC ENTITY FOR TAX PURPOSES ONLY; 1% OF TIME; INVESTMENT RELATED: NO; FROM 5550 W. TOUHY AVE, SUITE 203A, SKOKIE, IL 60077.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

3. 09/2015;JUDSON UNIVERSITY; CONTRACT EMPLOYEE; ADJUNCT FACULTY INSTRUCTOR FOR JUDSON UNIVERSITY; NOT INVESTMENT-RELATED; 8 HRS PER MONTH; 0 HRS DURING TRADING HRS;SERVE AS AN ADJUNCT FACULTY TO PRESENT COURSE MATERIAL TO UNDERGRADUATE STUDENTS FOR VARIOUS COURSES IN THE SCHOOL OF BUSINESS; FROM 1151 N. STATE STREET, ELGIN IL 60123.

4. 11-1/2017;INDEPENDENT CONSULTANT; COMPLIANCE; SUPERVISING PRINCIPAL FOR MADISON AVENUE SECURITIES; INVESTMENT-RELATED; 48 HRS PER MONTH; 48 HRS DURING TRADING HRS; FROM 5550 W. TOUHY AVE, SUITE 203A, SKOKIE, IL 60077

5. NAME:SHIRLEY LOEBEL ESTATE; INV RELATED:I WOULD WORK WITH MY SISTER TO MANAGE ESTATE AS NECESSARY; ADDRESS: Bradenton, FL 34205; NATURE: FAMILY MEMBER ASK ME TO BE AVAILABLE W/ POA IN CASE OF EMERGENCY; POSITION:TO BE AVAILABLE WITH POWER OF ATTORNEY IN EVER SHE BECOMES INCAPACITATED; START DATE:3/1/2018; HOURS/MONTH:0; TRADING HOURS/MONTH:0; DUTIES:TO SERVE MY MOM'S ESTATE AND HELP TO MANAGE AFFAIRS IF SHE BECAME INCAPACITATED.

6. NAME: MUSICIAN; INV RELATED:NO; ADDRESS:; NATURE:PERFORM MUSIC; POSITION:KEYBOARDIST/MUSICIAN; START DATE:3/1/2018; HOURS/MONTH: 4-8; TRADING HOURS/MONTH:0; DUTIES:PLAY KEYBOARDS AND MUSICAL INSTRUMENTS.

7. NAME: PALOMA GENEVA NATIONAL GOLF COURSE; INVESTMENT RELATED: NO; ADDRESS: 1221 GENEVA NATL SOUTH, LAKE GENEVA, WI 53147; NATURE OF THE BUSINESS: GOLF COURSE TO HIGH END GOLFERS; POSITION: EARLY MORNING GOLF STARTER, PART-TIME EMPLOYEE; HOURS PER WEEK: 10 HOURS; START DATE: 4/1/2026.



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
Financial	1
Judgment/Lien	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

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	PSI INCORP.
Allegations:	CUSTOMER CLAIMS \$48,000 IN LOSSES DUE TO ALLEGED EXCESSIVE, UNSUITABLE AND UNAUTHORIZED TRADING.
Product Type:	Equity Listed (Common & Preferred Stock)
Alleged Damages:	\$48,000.00

Customer Complaint Information

Date Complaint Received:	06/28/1999
Complaint Pending?	No
Status:	Settled
Status Date:	12/09/1999
Settlement Amount:	\$30,000.00
Individual Contribution Amount:	\$0.00

Reporting Source:	Individual
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Employing firm when activities occurred which led to the complaint: PRUDENTIAL SECURITIES

Allegations: CUSTOMER INCURRED LOSSES IN ACCOUNT AND MADE CLAIMS OF UNSUITABILITY, EXCESSIVE TRADING AND UNAUTHORIZED TRADING BETWEEN OCTOBER, 1997 TO DECEMBER, 1998.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$48,000.00

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: 06/28/1999

Complaint Pending? No

Status: Settled

Status Date: 12/09/1999

Settlement Amount: \$30,000.00

Individual Contribution Amount: \$0.00

Broker Statement

I DID NOT DO ANYTHING WRONG OR VIOLATE ANY SALES PRACTICES; THERE WERE NO PENALTIES, SANCTIONS, OR FINES LEVIED AGAINST ME UPON REVIEW OF THE FACTS. ALL OF MY ACTIVITIES WERE CLOSELY MONITORED BY PRUDENTIAL SECURITIES SALES SUPERVISION, AND THERE WERE NEVER ANY SUGGESTIONS MADE TO ME DURING MY ENTIRE DURATION AT THAT FIRM THAT ANYTHING IMPROPER HAD TAKEN PLACE. I DID NOT CONTRIBUTE TO ANY SETTLEMENT WITH THE CLIENT. THE COMPLAINT REMAINS ON FILE PER REGULATIONS, WHICH REQUIRE ALL COMPLAINTS AGAINST A BROKER, WHETHER WITH OR WITHOUT MERIT, TO BE PUBLISHED. I HAVE CONSISTENTLY DENIED ANY WRONGDOING, AND WOULD LIKE THE PUBLIC RECORD TO SHOW MY THOUGHTS ON THIS COMPLAINT.



Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source: Individual
Action Type: Compromise
Action Date: 06/22/2016

Organization Investment-Related?

Action Pending? No
Disposition: Satisfied/Released
Disposition Date: 06/22/2016

If a compromise with creditor, provide:

Name of Creditor: Federal National Mortgage Association
Original Amount Owed: \$310,000.00
Terms Reached with Creditor: Confidential per compromise agreement.

Broker Statement

Representative challenged the originating bank and Fannie Mae regarding their ability to provide a clean title on his property, based on documents that rep entered into court records that demonstrated that the original lender had sold all mortgage rights through mortgage backed securities transactions, and neither party could define who had a security interest in the property or provide assurances that no other party would have a legal claim of a security interest. As a result, Kenneth Loebel sought full return of all funds paid on the mortgage since inception, and ultimately agreed to a settlement offered which eliminated all remaining balance on the note and provided additional financial relief as well in exchange for dropping claims and agreeing to confidentiality of details of the settlement. Both parties offered settlements to Kenneth Loebel, which were agreed to and resulted in reporting this as a compromise, per FINRA requirements of full disclosure.



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	Internal Revenue Service
Judgment/Lien Amount:	\$29,765.61
Judgment/Lien Type:	Tax
Date Filed with Court:	02/28/2018
Date Individual Learned:	03/07/2018
Type of Court:	County Recorder
Name of Court:	Kane County
Location of Court:	Kane County
Docket/Case #:	297543118
Judgment/Lien Outstanding?	Yes



End of Report

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