



IAPD Report

DANIEL SCOTT SHORT

CRD# 2804322

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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

DANIEL SCOTT SHORT (CRD# 2804322)

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 **09/02/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	DIRECTIONAL ASSET MANAGEMENT, LLC	CRD# 152859	02/09/2010

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	JVM SECURITIES, LLC	290327	OAK BROOK, IL	09/20/2018 - 02/28/2022
IA	CHARLES SCHWAB & CO., INC.	5393	NAPERVILLE, IL	10/15/2003 - 11/30/2009
B	CHARLES SCHWAB & CO., INC.	5393	NAPERVILLE, IL	11/30/2000 - 11/30/2009

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
Regulatory Event	1
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 **2** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **DIRECTIONAL ASSET MANAGEMENT, LLC**
Main Address: 171 W WING ST
#206
ARLINGTON HEIGHTS, IL 60005
Firm ID#: 152859

Regulator	Registration	Status	Date
 Illinois	Investment Adviser Representative	Approved	02/09/2010
 Texas	Investment Adviser Representative	Restricted Approval	10/24/2024

Branch Office Locations

DIRECTIONAL ASSET MANAGEMENT, LLC
171 W WING ST
#206
ARLINGTON HEIGHTS, IL 60005






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 3 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	03/25/2024
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	01/10/2003
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	01/09/2003

General Industry/Product Exams

Exam	Category	Date
 General Securities Representative Examination (S7TO)	Series 7TO	03/25/2024
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	09/20/2018

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	10/02/2018
 Uniform Investment Adviser Law Examination (S65)	Series 65	06/23/1997

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	09/20/2018 - 02/28/2022	JVM SECURITIES, LLC	CRD# 290327	OAK BROOK, IL
IA	10/15/2003 - 11/30/2009	CHARLES SCHWAB & CO., INC.	CRD# 5393	NAPERVILLE, IL
B	11/30/2000 - 11/30/2009	CHARLES SCHWAB & CO., INC.	CRD# 5393	NAPERVILLE, IL
B	06/11/1997 - 10/24/2000	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	10/18/1996 - 10/28/1996	BARRON CHASE SECURITIES, INC.	CRD# 18969	BOCA RATON, FL

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
01/2010 - Present	DIRECTIONAL ASSET MANAGEMENT LLC (152859)	PRESIDENT & CHIEF INVESTMENT OFFICER	Y	ARLINGTON HEIGHTS, IL, United States
12/2021 - 03/2025	JVM Realty Corp	JVM Capital Markets Consultant	Y	Oak Brook, IL, United States
08/2018 - 12/2021	JVM Securities LLC	V. P. Sales	Y	Oak Brook, 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.

Daniel Short ; investment related: Yes; Location: 171 West Wing Street, no, 206 Arlington Heights IL 60005 United States; Description: Commercial real estate owner specifically the property leased to Directional Asset Management, LLC. Managing this property is less than 2 hours a month outside of trading hours. ; Position: Owner; Responsibilities: Maintenance of property; Start date: 2021-08-01;Hours per month devoted to business during trading hours: 0; Hours per month devoted to business outside trading hours: 2;



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
Regulatory Event	1
Customer Dispute	2

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source: Regulator

Regulatory Action Initiated By: Illinois

Sanction(s) Sought: Monetary Penalty other than Fines
Undertaking

Date Initiated: 08/25/2025

Docket/Case Number: 2200532

URL for Regulatory Action:

Employing firm when activity occurred which led to the regulatory action:

Product Type: No Product

Allegations: Daniel Scott Short ("Short") and Directional Asset Management ("DAM") (collectively "Respondents") consented to the entry of a Consent Order, File No. 2200532 on August 25, 2025. Respondents neither admitted nor denied the following: (i) breach of fiduciary duty, (ii) receiving a loan from a long-time client, (iii) failure to amend Form ADV Item 9 to reflect custody of client's funds, (iv) failure to amend Form U4 Section 13. Other Business Activities to reflect Short's is the proprietor of commercial real estate, and (v) submitted or amended Form ADV Item 9.C that stated PBC Advisors, LLC was DAM's independent public accountant and engaged in preparing internal control reports. PBC Advisors' sole role was to prepare Short's individual income tax returns.

Current Status: Final

Resolution: Stipulation and Consent



Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct? No

Resolution Date: 08/25/2025

Sanctions Ordered: Monetary Penalty other than Fines

Monetary Sanction 1 of 1

Monetary Related Sanction: Monetary Penalty other than Fines

Total Amount: \$40,000.00

Portion Levied against individual: \$40,000.00

Payment Plan: 09/24/2025

Is Payment Plan Current: Yes

Date Paid by individual:

Was any portion of penalty waived? No

Amount Waived:

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Reporting Source: Individual

Regulatory Action Initiated By: State of Illinois

Sanction(s) Sought: Civil and Administrative Penalty(ies)/Fine(s)

Date Initiated: 06/30/2025

Docket/Case Number: 2200532

Employing firm when activity occurred which led to the regulatory action: Directional asset management LLC

Product Type: No Product

Allegations: Engaging in a loan from a client.

Current Status: Final

Resolution: Stipulation and Consent

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct? No

Resolution Date: 08/25/2025

Sanctions Ordered: Civil and Administrative Penalty(ies)/Fine(s)



Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$40,000.00

Portion Levied against individual: \$40,000.00

Payment Plan:

Is Payment Plan Current:

Date Paid by individual:

Was any portion of penalty waived? No

Amount Waived:



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: CHARLES SCHWAB & CO., INC.

Allegations: CUSTOMER ALLEGES SHE WAS GIVEN POOR ADVICE REGARDING THE SALE OF IBM IN ACCOUNT IN NOVEMBER 2007.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$59,000.00

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: 06/13/2013

Complaint Pending? No

Status: Denied

Status Date: 07/10/2013

Settlement Amount: \$0.00

Individual Contribution Amount: \$0.00

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: CHARLES SCHWAB & CO., INC.

Allegations: CUSTOMER ALLEGES MISREPRESENTATION REGARDING A MUTUAL FUND PURCHASED ON 11/12/03.

Product Type: Mutual Fund

Alleged Damages: \$10,000.00

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: 04/21/2008
Complaint Pending? No
Status: Closed/No Action
Status Date: 04/21/2010
Settlement Amount: \$0.00
Individual Contribution Amount: \$0.00

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: CHARLES SCHWAB & CO., INC.
Allegations: CUSTOMER ALLEGES MISREPRESENTATION REGARDING A MUTUAL FUND PURCHASED ON 11/12/03.
Product Type: Mutual Fund(s)
Alleged Damages: \$10,000.00

Customer Complaint Information

Date Complaint Received: 04/21/2008
Complaint Pending? Yes
Settlement Amount:
Individual Contribution Amount:



End of Report

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