# IAPD Report

## SHANNON LITTLEJOHN

CRD# 2834715

# 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

## SHANNON  LITTLEJOHN (CRD# 2834715)

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 **02/10/2025**.

## CURRENT EMPLOYERS

| | Firm | CRD# | Registered Since |
|---|---|---|---|
| B | VALLEY FINANCIAL MANAGEMENT, INC. | CRD# 105387 | 07/17/2023 |
| IA | VALLEY WEALTH MANAGERS, INC. | CRD# 108879 | 08/03/2023 |

## QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **5** 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 |
|---|---|---|---|---|
| IA | LPL FINANCIAL LLC | 6413 | TAMPA, FL | 05/19/2022 - 07/12/2023 |
| B | LPL FINANCIAL LLC | 6413 | TAMPA, FL | 05/18/2022 - 07/12/2023 |
| IA | CUNA BROKERAGE SERVICES, INC. | 13941 | TAMPA, FL | 07/16/2018 - 05/24/2022 |

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 |

 

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

### Employment 1 of 2

Firm Name: **VALLEY FINANCIAL MANAGEMENT, INC.**

Main Address: 350 MADISON AVE.
COMPLIANCE 4TH FLOOR
NEW YORK, NY 10017

Firm ID#: 105387

| | Regulator | Registration | Status | Date |
|---|---|---|---|---|
| B | FINRA | General Securities Principal | Approved | 07/17/2023 |
| B | FINRA | General Securities Representative | Approved | 07/17/2023 |
| B | FINRA | Municipal Securities Principal | Approved | 07/17/2023 |
| B | FINRA | Municipal Securities Representative | Approved | 07/17/2023 |
| B | California | Agent | Approved | 04/23/2024 |
| B | Colorado | Agent | Approved | 02/10/2025 |
| B | Florida | Agent | Approved | 07/31/2023 |
| B | New York | Agent | Approved | 02/10/2025 |
| B | Wisconsin | Agent | Approved | 02/10/2025 |

### Branch Office Locations

**VALLEY FINANCIAL MANAGEMENT, INC.**
1840 4th Street North
St Petersberg, FL 33704

**VALLEY FINANCIAL MANAGEMENT, INC.**
1840 4th Street North
St. Petersburg, FL 33704

### Employment 2 of 2

Firm Name: **VALLEY WEALTH MANAGERS, INC.**

Main Address: 80 EAST RIDGEWOOD AVE

 

## Qualifications

|  |  |
|---|---|
|  | SUITE 3<br>PARAMUS, NJ  07652 |
| Firm ID#: | 108879 |

|  | Regulator | Registration | Status | Date |
|---|---|---|---|---|
| IA | Florida | Investment Adviser Representative | Approved | 08/03/2023 |

### Branch Office Locations

**VALLEY WEALTH MANAGERS, INC.**
1840 4th Street North
St. Petersburg, FL  33704

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

### Principal/Supervisory Exams

| | Exam | Category | Date |
|---|---|---|---|
| B | Registered Options Principal Examination (S4) | Series 4 | 09/10/2012 |
| B | Municipal Securities Principal Examination (S53) | Series 53 | 06/27/2003 |
| B | General Securities Principal Examination (S24) | Series 24 | 08/14/2000 |

### General Industry/Product Exams

| | Exam | Category | Date |
|---|---|---|---|
| B | Municipal Securities Representative Examination (S52TO) | Series 52TO | 01/02/2023 |
| B | Securities Industry Essentials Examination (SIE) | SIE | 10/01/2018 |
| B | General Securities Representative Examination (S7) | Series 7 | 05/22/2000 |
| B | Investment Company Products/Variable Contracts Representative Examination (S6) | Series 6 | 12/17/1996 |

### State Securities Law Exams

| | Exam | Category | Date |
|---|---|---|---|
| IA B | Uniform Combined State Law Examination (S66) | Series 66 | 04/29/2011 |
| B | Uniform Securities Agent State Law Examination (S63) | Series 63 | 06/27/2000 |

## 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 |
|---|---|---|---|---|
| IA | 05/19/2022 - 07/12/2023 | LPL FINANCIAL LLC | CRD# 6413 | TAMPA, FL |
| B | 05/18/2022 - 07/12/2023 | LPL FINANCIAL LLC | CRD# 6413 | TAMPA, FL |
| IA | 07/16/2018 - 05/24/2022 | CUNA BROKERAGE SERVICES, INC. | CRD# 13941 | TAMPA, FL |
| B | 07/06/2018 - 05/18/2022 | CUNA BROKERAGE SERVICES, INC. | CRD# 13941 | TAMPA, FL |
| IA | 09/14/2016 - 10/02/2017 | SUNTRUST ADVISORY SERVICES, INC. | CRD# 283390 | ST. PETERSBURG, FL |
| B | 10/23/2015 - 10/02/2017 | SUNTRUST INVESTMENT SERVICES, INC. | CRD# 17499 | ST. PETERSBURG, FL |
| IA | 10/29/2015 - 12/31/2016 | SUNTRUST INVESTMENT SERVICES, INC. | CRD# 17499 | ST. PETERSBURG, FL |
| IA | 04/23/2013 - 08/27/2015 | TD PRIVATE CLIENT WEALTH LLC | CRD# 164484 | TAMPA, FL |
| B | 02/28/2013 - 08/27/2015 | TD PRIVATE CLIENT WEALTH LLC | CRD# 164484 | TAMPA, FL |
| IA | 09/12/2012 - 10/31/2012 | MORGAN STANLEY | CRD# 149777 | TAMPA, FL |
| B | 08/28/2012 - 10/31/2012 | MORGAN STANLEY | CRD# 149777 | TAMPA, FL |
| IA | 08/29/2012 - 09/11/2012 | MORGAN STANLEY SMITH BARNEY LLC | CRD# 149777 | TAMPA, FL |
| IA | 03/27/2012 - 07/25/2012 | METLIFE SECURITIES INC. | CRD# 14251 | ORLANDO, FL |
| B | 01/25/2012 - 07/25/2012 | METLIFE SECURITIES INC. | CRD# 14251 | ORLANDO, FL |
| IA | 05/16/2011 - 01/25/2012 | T. ROWE PRICE ADVISORY SERVICES, INC. | CRD# 108958 | TAMPA, FL |
| B | 11/30/2010 - 01/25/2012 | T. ROWE PRICE INVESTMENT SERVICES, INC. | CRD# 8348 | TAMPA, FL |

 

# 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 | 02/13/2007 - 10/12/2010 | MORGAN KEEGAN & COMPANY, INC. | CRD# 4161 | BIRMINGHAM, AL |
| B | 05/03/2002 - 02/13/2007 | AMSOUTH INVESTMENT SERVICES, INC. | CRD# 15692 | PALM HARBOR, FL |
| B | 02/25/1999 - 01/28/2002 | INVEST FINANCIAL CORPORATION | CRD# 12984 | APPLETON, WI |
| B | 12/18/1996 - 11/09/1998 | FRANKLIN/TEMPLETON DISTRIBUTORS, INC. | CRD# 332 | SAN MATEO, CA |

## 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 |
|---|---|---|---|---|
| 07/2023 - Present | VALLEY WEALTH MANAGERS, INC. | Investment Advisory Representative | Y | St. Petersburg, FL, United States |
| 06/2023 - Present | Valley Financial Management, Inc. | Registered Representative | Y | St. Petersburg, FL, United States |
| 06/2023 - Present | Valley National Bank | Private Banker | Y | St. Petersburg, FL, United States |
| 05/2022 - 06/2023 | LPL FINANCIAL LLC | Registered Representative | Y | TAMPA, FL, United States |
| 06/2018 - 06/2023 | CUNA Brokerage Services, Inc. | Registered Representative | Y | Waverly, IA, United States |
| 06/2018 - 06/2023 | Suncoast CU | Credit Union Employee | Y | Tampa, FL, United States |
| 10/2017 - 05/2018 | Unemployed | Unemployed | N | St. Petersburg, FL, United States |
| 09/2016 - 09/2017 | SunTrust Advisory Services | Advisor | Y | Atlanta, GA, United States |
| 09/2015 - 09/2017 | SUNTRUST BANK | CLIENT ADVISOR | N | ST. PETERSBURG, FL, United States |
| 09/2015 - 09/2017 | SUNTRUST INVESTMENT SERVICES, INC. | CLIENT ADVISOR | Y | ATLANTA, GA, 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.

Name of outside activity/business:  Charles Rutenberg Realty
Is the business investment-related:  No
Address of business:  1545 S Belcher Rd Clearwater FL 33764
Nature of the other business:  Mortgage/Real Estate Services
Your position, title, or relationship with the other business:  Real estate associate
Description of your duties relating to the other business:  I've been licensed since 2018
The start date of your relationship: 2018
Start date of new position:  2018
Approximate number of hours/month you devote to the other business:  currently less than 1 hour per month
Approximate number of hours you devote to the business during securities trading hours: none

# 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 |

### 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:** | CUNA BROKERAGE SERVICES, INC. |
| **Allegations:** | The client wanted the variable annuity funds to buy a home to put on Airbnb. Refused to take the 10% ($25,000) penalty free amount from the annuity and obtain a mortgage for the remainder. The client stated she didn't want to be bothered with the time that it would take to get a mortgage. Requested that the full purchase payment of $250,000 be given back to her without surrender charges or market loss. |
| **Product Type:** | Annuity-Variable |
| **Alleged Damages:** | $29,425.62 |
| **Alleged Damages Amount Explanation (if amount not exact):** | Good faith determination of damages based upon current contract value (which includes surrender charges) vs. original purchase payment. |
| **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:** | 03/31/2022 |
| **Complaint Pending?** | No |

 

| | |
|---|---|
| **Status:** | Denied |
| **Status Date:** | 04/12/2022 |
| **Settlement Amount:** | |
| **Individual Contribution Amount:** | |

 

## End of Report

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