



IAPD Report

MICHAEL HOUSTON GROSS

CRD# 2941586

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4 - 5
Disclosure Information	6

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 HOUSTON GROSS (CRD# 2941586)

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 **06/09/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.	CRD# 134139	02/29/2024

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	MONEYLIFE PARTNERS, INC.	289097	LOUISVILLE, KY	09/28/2017 - 07/08/2024
B	FORTUNE FINANCIAL SERVICES, INC.	42150	Louisville, KY	03/06/2018 - 06/01/2018
IA	BLUEGRASS CAPITAL ADVISORS, LLC	147805	LOUISVILLE, KY	02/21/2012 - 10/26/2017

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



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

Employment 1 of 1

Firm Name: **CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.**
Main Address: 1776 PLEASANT PLAIN RD.
FAIRFIELD, IA 52556-8757
Firm ID#: 134139

Regulator	Registration	Status	Date
IA Kentucky	Investment Adviser Representative	Approved	02/29/2024

Branch Office Locations

CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.
13113 Eastpoint Park Blvd., Suite B
Louisville, KY 40223



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

Principal/Supervisory Exams

Exam	Category	Date
------	----------	------

No information reported.

General Industry/Product Exams

Exam	Category	Date
------	----------	------

Securities Industry Essentials Examination (SIE)	SIE	06/01/2018
--	-----	------------

General Securities Representative Examination (S7)	Series 7	10/20/1998
--	----------	------------

State Securities Law Exams

Exam	Category	Date
------	----------	------

Uniform Investment Adviser Law Examination (S65)	Series 65	08/06/2001
--	-----------	------------

Uniform Securities Agent State Law Examination (S63)	Series 63	11/20/1998
--	-----------	------------

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	09/28/2017 - 07/08/2024	MONEYLIFE PARTNERS, INC.	CRD# 289097	LOUISVILLE, KY
B	03/06/2018 - 06/01/2018	FORTUNE FINANCIAL SERVICES, INC.	CRD# 42150	Louisville, KY
IA	02/21/2012 - 10/26/2017	BLUEGRASS CAPITAL ADVISORS, LLC	CRD# 147805	LOUISVILLE, KY
B	02/03/2016 - 04/25/2017	PRIVATE CLIENT SERVICES, LLC	CRD# 120222	Louisville, KY
B	08/06/2013 - 12/31/2015	ROOSEVELT EQUITY CORPORATION	CRD# 6004	NEW YORK, NY
IA	01/20/2012 - 03/19/2012	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.	CRD# 134139	LOUISVILLE, KY
B	01/20/2012 - 03/19/2012	CAMBRIDGE INVESTMENT RESEARCH, INC.	CRD# 39543	LOUISVILLE, KY
IA	10/04/2011 - 02/02/2012	METLIFE SECURITIES INC.	CRD# 14251	LOUISVILLE, KY
B	12/19/2003 - 02/02/2012	METLIFE SECURITIES INC.	CRD# 14251	LOUISVILLE, KY
B	12/19/2003 - 07/09/2007	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	LOUISVILLE, KY
B	07/22/2002 - 12/31/2003	FORESTERS EQUITY SERVICES, INC.	CRD# 18464	SAN DIEGO, CA
B	11/01/2001 - 06/17/2002	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY
B	03/24/1999 - 10/01/2001	NATCITY INSURANCE SERVICES, INC.	CRD# 16989	CLEVELAND, OH
B	10/21/1998 - 10/01/2001	NATCITY INVESTMENTS, INC.	CRD# 17490	CLEVELAND, OH



Registration & Employment History

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
02/2024 - Present	Cambridge Investment Research Advisors Inc.	Investment Advisor Representative	Y	Fairfield, IA, United States
08/2017 - 07/2024	MoneyLife Partners, Inc.	CEO & Chief Compliance Officer	Y	LOUISVILLE, KY, United States
03/2018 - 06/2018	Fortune Financial Services, Inc.	Registered Representative	Y	Monaca, PA, United States
02/2012 - 10/2017	BLUEGRASS CAPITAL ADVISORS	INVESTMENT ADVISER REPRESENTATIVE	Y	LOUISVILLE, KY, United States
02/2012 - 07/2017	Cornerstone Corp	President	Y	Louisville, KY, United States
02/2016 - 04/2017	Private Client Services	Registered Rep	Y	Louisville, KY, 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) FIXED INSURANCE AGENT, 13113 EASTPOINT PARK BLVD, SUITE B, LOUISVILLE KY 40223, 01/2012, INDEPENDENT INSURANCE AGENT FOR VARIOUS INDEPENDENT INSURANCE COMPANIES, INV REL, 8 HR/MO - 6 HR/MO TRADING.
- 2) PERSIMMON RIDGE HOMEOWNERS' ASSOCIATION, PERSIMMON RIDGE DRIVE, LOUISVILLE KY 40245, 01/2018, BOARD MEMBER, NIR, 6 HR/MO - 1 HR/MO TRADING.
- 3) WHITEFIELD ACADEMY, 7711 FEGENBUSH LN, LOUISVILLE KY 40228, 01/2022, BOARD MEMBER, VOLUNTEER, NIR, 4 HR/MO - 0 HR/MO TRADING.



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

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:	Kentucky
Sanction(s) Sought:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s) Undertaking
Date Initiated:	02/15/2023
Docket/Case Number:	2023-AH-0003
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	MoneyLife Partners, Inc.
Product Type:	No Product
Allegations:	Failure to correct exam issues related to maintaining financial records, lack of written contracts for some clients, updates to U-4 and ADV.
Current Status:	Final
Resolution:	Order
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:	02/15/2023



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

Monetary Sanction 1 of 1

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

Total Amount: \$7,400.00

Portion Levied against individual: \$7,400.00

Payment Plan: 0

Is Payment Plan Current:

Date Paid by individual: 02/15/2023

Was any portion of penalty waived? No

Amount Waived:

.....

Reporting Source: Individual

Regulatory Action Initiated By: Kentucky Department of Financial Institutions

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

Date Initiated: 01/20/2023

Docket/Case Number: Administrative Action No. 2023-AH-0003

Employing firm when activity occurred which led to the regulatory action: MoneyLife Partners, Inc.

Product Type: No Product

Allegations: Department conducted a routine compliance examination of MLP and observed the following violations of the Act and regulations promulgated thereunder:

MLP failed to maintain financial records in accordance with statutory and regulatory requirements.
MLP failed to provide Department a true and accurate general ledger. The balance sheet which MLP provided to Department included fixed assets but no documents sufficient to verify the claimed value of those fixed assets, nor any depreciation schedules.
MLP's bank-account statements showed MLP was not recording check payments on an accrual basis.
MLP's financial statements did not properly record quarterly management fees collected in advance as liabilities until earned.
The general ledger MLP provided did not record any transactions for a credit card account from June 2021 through August 2021, though account statements reflected multiple transactions during that period.
The general ledger and profit-and-loss report MLP provided to Department impermissibly comingled MLP's fee income and other income from insurance commissions.



The equity section of MLP's balance sheet was improperly formatted and contained incorrect accounts. Department had previously found deficiencies in MLP's financial statements Upon prior compliance examinations. MLP's monthly net-worth computations provided during the examination were inaccurate. Though MLP purported to provide Department revised and accurate net-worth computations, it only provided Department a balance sheet reflecting "Total Equity."

MLP failed to provide Department evidence of its monthly assets under management custodied with TD Ameritrade. Department had previously found deficiencies in MLP's monthly computations of assets under management upon prior compliance examinations. A sample review of MLP's client files during the September 2021, examination revealed several clients with whom MLP had no executed written investment advisory contract. Certain client agreements in MLP's files lacked the client's signature. Following the compliance examination, MLP produced executed agreements which had only been signed two weeks after the compliance examination. Ten of fifteen sampled client files contained agreements with certain sections and exhibits blank or incomplete. MLP uses a third-party money manager to manage a portion of its client accounts. The fee schedules and fee formulas MLP provided Department did not match between MLP's agreements and the money manager's agreements with those clients. Department had previously noted MLP's failure to produce written agreements with clients upon prior compliance examinations conducted. Following the examination on March 20, 2018, Department required MLP to revise portions of its Investment Advisory Agreement and execute new advisory agreements with all ongoing clients. Department's review of MLP's client files during the September 2021, compliance examination revealed 5 of 15 sampled clients had never executed a revised agreement. A review of one client file showed MLP was charging an annual fee of 1% of the assets during a 17-month period where that client's investments were held solely in cash. MLP maintains a YouTube channel with 4 publicly available videos. The "About" section of that YouTube channel contained statements constituting an impermissible guarantee of results. Following the compliance examination on September 2021, Department advised Gross that his FINRA Form U4 was materially incomplete. While Gross made revisions to the Form U4, he never filed a revised Form U4 on CRD, leaving the incomplete Form U4 as his operative registration application document. Form ADV failed to disclose the existence of MLP's YouTube channel.

Current Status:	Final
Action Appealed To:	Final Order
Date Appeal filed:	02/15/2023
Appeal Limitation Details:	
Resolution:	Order



Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	Yes
Resolution Date:	02/15/2023
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s) Undertaking Other: \$7400.00
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	\$7,400.00
Portion Levied against individual:	\$7,400.00
Payment Plan:	
Is Payment Plan Current:	
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	



End of Report

This page is intentionally left blank.