



IAPD Report

KEVIN BRIAN LYALL

CRD# 2970073

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	6
Disclosure Information	7



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

KEVIN BRIAN LYALL (CRD# 2970073)

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 **05/22/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	03/14/2019
IA	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	03/14/2019

QUALIFICATIONS

This representative is currently registered in **11** SRO(s) and **18** 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	J.J.B. HILLIARD, W.L. LYONS, LLC	453	WINSTON-SALEM, NC	06/07/2013 - 03/20/2019
IA	J.J.B. HILLIARD, W.L. LYONS, LLC	453	WINSTON-SALEM, NC	06/07/2013 - 03/20/2019
IA	UBS FINANCIAL SERVICES INC.	8174	WINSTON-SALEM, NC	12/31/2001 - 06/17/2013

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 **18** jurisdiction(s) and 11 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **STIFEL, NICOLAUS & COMPANY, INCORPORATED**
Main Address: 501 N BROADWAY
ST LOUIS, MO 63102
Firm ID#: 793

Regulator	Registration	Status	Date
B Cboe BZX Exchange, Inc.	General Securities Representative	Approved	03/14/2019
B Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	05/22/2026
B Cboe EDGA Exchange, Inc.	General Securities Sales Supervisor	Approved	05/22/2026
B Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	05/22/2026
B Cboe EDGX Exchange, Inc.	General Securities Sales Supervisor	Approved	05/22/2026
B FINRA	General Securities Representative	Approved	03/14/2019
B FINRA	General Securities Sales Supervisor	Approved	03/14/2019
B Investors' Exchange LLC	General Securities Representative	Approved	05/22/2026
B NYSE American LLC	General Securities Representative	Approved	03/14/2019
B NYSE American LLC	General Securities Sales Supervisor	Approved	03/14/2019
B NYSE Texas, Inc.	General Securities Representative	Approved	05/22/2026
B NYSE Texas, Inc.	General Securities Sales Supervisor	Approved	05/22/2026
B Nasdaq ISE, LLC	General Securities Representative	Approved	05/22/2026



Qualifications

Regulator	Registration	Status	Date
B Nasdaq ISE, LLC	General Securities Sales Supervisor	Approved	05/22/2026
B Nasdaq PHLX LLC	General Securities Representative	Approved	03/14/2019
B Nasdaq PHLX LLC	General Securities Sales Supervisor	Approved	03/14/2019
B Nasdaq Stock Market	General Securities Representative	Approved	03/14/2019
B Nasdaq Stock Market	General Securities Sales Supervisor	Approved	03/14/2019
B New York Stock Exchange	General Securities Representative	Approved	03/14/2019
B New York Stock Exchange	General Securities Sales Supervisor	Approved	03/14/2019
B Alabama	Agent	Approved	03/21/2019
B Arkansas	Agent	Approved	01/10/2020
B California	Agent	Approved	03/14/2019
B Colorado	Agent	Approved	03/14/2019
B Florida	Agent	Approved	02/22/2024
B Georgia	Agent	Approved	03/14/2019
B Maryland	Agent	Approved	03/14/2019
B Massachusetts	Agent	Approved	01/13/2020
B Missouri	Agent	Approved	05/22/2026
B New Jersey	Agent	Approved	03/14/2019
B New York	Agent	Approved	03/14/2019
IA North Carolina	Investment Adviser Representative	Approved	03/14/2019



Qualifications

Regulator	Registration	Status	Date
B North Carolina	Agent	Approved	03/20/2019
B South Carolina	Agent	Approved	03/14/2019
B Tennessee	Agent	Approved	03/14/2019
B Texas	Agent	Approved	03/14/2019
IA Texas	Investment Adviser Representative	Approved	03/14/2019
B Utah	Agent	Approved	01/10/2020
B Virginia	Agent	Approved	03/14/2019
B Wisconsin	Agent	Approved	03/14/2019

Branch Office Locations

STIFEL, NICOLAUS & COMPANY, INCORPORATED
1 WEST 4TH STREET
WINSTON-SALEM, NC 27101



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 2 principal/supervisory exams, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	12/29/2008
General Securities Sales Supervisor - General Module Examination (S10)	Series 10	11/17/2008

General Industry/Product Exams

Exam	Category	Date
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
General Securities Representative Examination (S7)	Series 7	12/10/1997

State Securities Law Exams

Exam	Category	Date
Uniform Combined State Law Examination (S66)	Series 66	10/05/2001

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	06/07/2013 - 03/20/2019	J.J.B. HILLIARD, W.L. LYONS, LLC	CRD# 453	WINSTON-SALEM, NC
IA	06/07/2013 - 03/20/2019	J.J.B. HILLIARD, W.L. LYONS, LLC	CRD# 453	WINSTON-SALEM, NC
IA	12/31/2001 - 06/17/2013	UBS FINANCIAL SERVICES INC.	CRD# 8174	WINSTON-SALEM, NC
B	07/13/2001 - 06/17/2013	UBS FINANCIAL SERVICES INC.	CRD# 8174	WINSTON-SALEM, NC
B	12/15/1997 - 07/19/2001	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	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
03/2019 - Present	Stifel Nicolaus & Co Inc	Financial Advisor	Y	Winston-Salem, NC, United States
06/2013 - 03/2019	JJB HILLIARD WL LYONS LLC	REGISTERED REP	Y	WINTON-SALEM, NC, 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. Vandalay Properties, LLC; 1131 Burke St, Winston Salem, NC 271010; Purchasing commercial building; Owner; Oversight of books and records; 03/15/2021; 2 Hours per Month; Not During Securities Trading Hours; Investment-Related.



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

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	MERRILL LYNCH, PIERCE, FENNER & SMITH INC.
Allegations:	THE CUSTOMER ALLEGES MISREPRESENTATION IN CONNECTION WITH THE ABILITY OF HER INVESTMENTS TO PROTECT THE PRINCIPAL. THE COMPLAINT FURTHER ALLEGES THAT WHEN SHE INQUIRED AS TO THE TRANSACTION FEES, SHE WAS TOLD "THAT EACH FUND IS DIFFERENT AND IT IS DIFFICULT TO KNOW."
Product Type:	Mutual Fund(s)
Alleged Damages:	\$153,676.18

Customer Complaint Information

Date Complaint Received:	12/18/2002
Complaint Pending?	No
Status:	Withdrawn
Status Date:	02/13/2003
Settlement Amount:	\$0.00
Individual Contribution Amount:	\$0.00
Firm Statement	MERRILL LYNCH AND ITS FINANCIAL ADVISOR DENY THE ALLEGATIONS. THE ALLEGATIONS ARE PERFORMANCE DRIVEN AND THE RESULT OF THE PREVAILING MARKET CONDITIONS. ALL FEES WERE DISCLOSED TO THE CUSTOMER BY THE FUND PROSPECTUS AND UPON PURCHASE.



THE CUSTOMER WITHDREW HER COMPLAINT STATING AFFIRMATIVELY THAT SHE MOVED HER ACCOUNT TO MR. LYALL'S CURRENT FIRM FOR HANDLING.

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INC.

Allegations: ALLEGED MISREPRESENTATION IN CONNECTION WITH THE ABILITY OF HER INVESTMENTS TO PROTECT THE PRINCIPAL. ALSO ALLEGED THAT WHEN SHE INQUIRED AS TO THE TRANSACTION FEES, SHE WAS TOLD "THAT EACH FUND IS DIFFERENT AND IT IS DIFFICULT TO KNOW."

Product Type: Mutual Fund

Alleged Damages: \$153,676.18

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: 12/18/2002

Complaint Pending? No

Status: Withdrawn

Status Date: 02/13/2003

Settlement Amount:

Individual Contribution Amount:

Broker Statement MERRILL LYNCH AND ITS FINANCIAL ADVISOR DENY THE ALLEGATIONS. THE ALLEGATIONS ARE PERFORMANCE DRIVEN AND THE RESULT OF THE PREVAILING MARKET CONDITIONS. ALL FEES WERE DISCLOSED TO THE CUSTOMER BY THE FUND PROSPECTUS AND UPON PURCHASE. THE CUSTOMER WITHDREW HER COMPLAINT STATING AFFIRMATIVELY THAT SHE MOVED HER ACCOUNT TO MR. LYALL'S CURRENT FIRM FOR HANDLING. CLIENT TOLD MR. LYALL THAT HER COMPLAINT WAS DIRECTED TOWARD MERRILL LYNCH AND NOT HIM AS HER FINANCIAL ADVISOR.

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INC.

Allegations: [CUSTOMER] VERBALLY ALLEGED THAT HIS IRA WAS CONCENTRATED IN STOCKS, MOSTLY TECHNOLOGY STOCKS. NO SPECIFIC DAMAGES WERE CLAIMED.

Product Type: Equity Listed (Common & Preferred Stock)

Other Product Type(s): MUTUAL FUNDS



Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 10/04/2001

Complaint Pending? No

Status: Settled

Status Date: 12/21/2001

Settlement Amount: \$28,500.00

Individual Contribution Amount: \$0.00

Firm Statement TO AVOID THE COST AND UNCERTAINTIES OF LITIGATION, MERRILL LYNCH MADE A BUSINESS DECISION TO SETTLE THIS MATTER FOR \$28,500.00.

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INC.

Allegations: CLIENT VERBALLY ALLEGED THAT HIS IRA WAS CONCENTRATED IN STOCKS, MOSTLY TECHNOLOGY STOCKS. NO SPECIFIC DAMAGES WERE CLAIMED.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$0.00

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: 10/04/2001

Complaint Pending? No

Status: Settled

Status Date: 12/21/2001

Settlement Amount: \$28,500.00

Individual Contribution Amount: \$0.00

Broker Statement I CONDUCTED THOROUGH FINANCIAL PLAN FOR CLIENT THAT DEMONSTRATED CLIENT COULD NOT RETIRE WHEN DESIRED DUE TO INSUFFICIENT ASSETS. WHEN GIVEN SEVERAL OPTIONS, CLIENT CHOSE AN ALL STOCK PORTFOLIO IN HOPES OF BETTER RETURN. PREVAILING MARKET CONDITIONS DURING 2000 CAUSED ACCOUNT VALUE TO GO DOWN. DURING SEVERAL PHONE AND ONE-ON-ONE CONVERSATIONS, I RECOMMENDED CLIENT REDUCE STOCK EXPOSURE AND BECOME MORE CONSERVATIVE. CLIENT CHOSE NOT TO MAKE ANY CHANGES. I WAS NO LONGER ADVISOR FOR CLIENT'S ACCOUNT WHEN COMPLAINT WAS FILED. MERRILL LYNCH CHOSE TO SETTLE THE COMPLAINT AGAINST MY



RECOMMENDATION.



End of Report

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