



IAPD Report

PETER JAMES KEATING

CRD# 3012512

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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

PETER JAMES KEATING (CRD# 3012512)

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 **03/03/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	12/14/1998
IA	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	01/01/2000

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **20** 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	CAPITAL STRATEGIES LIMITED	10253	PHILADELPHIA, PA	03/20/1998 - 12/11/1998
B	DELTA EQUITY SERVICES CORPORATION	15650	BOLTON, MA	03/09/1998 - 03/20/1998

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

Employment 1 of 1

Firm Name: **UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER**

Main Address: 7333 EAST DOUBLETREE RANCH RD, SUITE 120
SCOTTSDALE, AZ 85258

Firm ID#: 20804

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	12/14/1998
B	FINRA	General Securities Representative	Approved	12/14/1998
B	FINRA	Municipal Fund	Approved	03/18/2003
B	California	Agent	Approved	01/22/2002
B	Connecticut	Agent	Approved	01/03/2012
B	Delaware	Agent	Approved	02/01/2010
B	District of Columbia	Agent	Approved	07/19/2000
B	Florida	Agent	Approved	12/14/1998
B	Georgia	Agent	Approved	07/25/2001
B	Illinois	Agent	Approved	04/16/2001
B	Maryland	Agent	Approved	12/14/1998
IA	Maryland	Investment Adviser Representative	Approved	01/01/2000
B	Michigan	Agent	Approved	07/21/2022



Qualifications

Regulator	Registration	Status	Date
B New Jersey	Agent	Approved	02/10/2025
B New York	Agent	Approved	01/30/2013
B North Carolina	Agent	Approved	07/27/2001
B Oregon	Agent	Approved	03/16/2025
B Pennsylvania	Agent	Approved	12/14/1998
B Rhode Island	Agent	Approved	08/02/2006
B South Carolina	Agent	Approved	04/15/2005
B Tennessee	Agent	Approved	03/04/2026
B Texas	Agent	Approved	03/25/2011
IA Texas	Investment Adviser Representative	Approved	11/25/2013
B Virginia	Agent	Approved	07/19/2000
B West Virginia	Agent	Approved	01/05/2004

Branch Office Locations

UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
10440 LITTLE PATUXENT PARKWAY
STE 270
COLUMBIA, MD 21044




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 2 state securities law exams.



Principal/Supervisory Exams

Exam	Category	Date
 Municipal Fund Securities Principal Examination (S51)	Series 51	03/13/2003
 General Securities Principal Examination (S24)	Series 24	04/15/1998

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	03/05/1998

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	12/23/1998
 Uniform Securities Agent State Law Examination (S63)	Series 63	03/12/1998

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **2** professional designation(s).

Certified Financial Planner

Chartered Financial Consultant

This representative holds or did hold **2** 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
B	03/20/1998 - 12/11/1998	CAPITAL STRATEGIES LIMITED	CRD# 10253	PHILADELPHIA, PA
B	03/09/1998 - 03/20/1998	DELTA EQUITY SERVICES CORPORATION	CRD# 15650	BOLTON, MA

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
11/2019 - Present	Chesapeake Capital Associates, LLC	Managing Member	N	COLUMBIA, MD, United States
12/1998 - Present	Keating Financial Services	Owner	Y	Columbia, MD, United States
12/1998 - Present	UNITED PLANNERS' FINANCIAL SERVICES	REG. REP.	Y	SCOTTSDALE, AZ, United States
10/1998 - Present	Peter J. Keating	owner	Y	Columbia, MD, United States
04/2010 - 12/2022	Howard County Junior Striders	Track and Cross Country Coach	N	COLUMBIA, MD, United States
01/1999 - 09/2018	ZENITH MARKETING GROUP INC	AGENT	N	FREEHOLD, NJ, 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.) KEATING FINANCIAL SERVICES - OWNER - DBA NAME FOR MARKETING PURPOSES ONLY - COLUMBIA, MD - SINCE 12/1998 - INVESTMENT RELATED
- 2.) CHESAPEAKE CAPITAL ASSOCIATES, LLC - MANAGING MEMBER - LLC, ESTABLISHED FOR SOLE PURPOSES OF HOLDING THE UNITED PLANERS PARTNERSHIP UNIT - COLUMBIA, MD - SINCE 11/2019 - NOT INVESTMENT REALTED
- 3.) PETER J. KEATING - OWNER - NON-VARIABLE INSURANCE - COLUMBIA, MD - SINCE 10/1998 - 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	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:	Regulator
Employing firm when activities occurred which led to the complaint:	United Planners Financial Services of America
Allegations:	Keating was named in a customer complaint that asserted the following causes of action: gross negligence; breach of contract; failure to supervise; failure to maintain an effective compliance program; failure to maintain adequate records; breach of fiduciary duty; unauthorized trading; violations of federal securities law and regulation, as well as, the Maryland State Securities Act; negligent misrepresentation; and common law fraud.
Product Type:	Other: Unspecified Securities
Alleged Damages:	\$108,462.00
Arbitration Information	
Arbitration/Reparation Claim filed with and Docket/Case No.:	FINRA - CASE #19-01839
Date Notice/Process Served:	06/28/2019
Arbitration Pending?	No
Disposition:	Award
Disposition Date:	10/18/2022
Disposition Detail:	Keating is jointly and severally liable for and shall pay to Claimant the sum of \$108,462.00 in compensatory damages; is jointly and severally liable for and shall pay to Claimant interest on the aforementioned sum; is jointly and severally liable for and shall pay to Claimant the sum of \$59,910.17 in attorneys' fees; and is liable



for and shall pay to Claimant one half of \$300.00 to reimburse Claimant for the non-refundable portion of the filing fee payable to FINRA Dispute Resolution Services.

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: United Planners Financial Services of America
Allegations: Breach of contract and gross negligence.
Product Type: No Product
Alleged Damages: \$216,940.98
Alleged Damages Amount Explanation (if amount not exact): Alleged total of loss amount plus damage amount.

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: [19-01839](#)

Date Notice/Process Served: 07/08/2019

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 10/18/2022

Monetary Compensation Amount: \$108,462.00

Individual Contribution Amount: \$5,000.00

Civil Litigation Information

Type of Court: Clerk, Circuit Court for Howard County, Maryland

Name of Court: Clerk, Circuit Court for Howard County, Maryland

Location of Court: Howard County, Maryland

Docket/Case #: C-13-CV-18-000620

Date Notice/Process Served: 12/05/2018

Litigation Pending? No

Disposition: Dismissed

Disposition Date: 04/18/2019

Broker Statement The civil case was dismissed and compelled to arbitration.



End of Report

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