



## IAPD Report

# EDWARD RONALD LARA

CRD# 302498

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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

### EDWARD RONALD LARA (CRD# 302498)

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 **12/09/2024**.

### CURRENT EMPLOYERS

|           | Firm                         | CRD#        | Registered Since |
|-----------|------------------------------|-------------|------------------|
| <b>B</b>  | BLEY INVESTMENT GROUP, INC.  | CRD# 26678  | 09/30/2021       |
| <b>IA</b> | PIERCE WEALTH PARTNERS, INC. | CRD# 315147 | 03/21/2023       |

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **7** 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>IA</b> | STRATOS WEALTH ADVISORS LLC | 283816 | BRECKENRIDGE, CO | 12/03/2021 - 01/03/2022 |
| <b>IA</b> | XML FINANCIAL GROUP         | 284987 | FRISCO, CO       | 02/04/2019 - 07/01/2020 |
| <b>B</b>  | XML SECURITIES              | 145589 | Breckenridge, CO | 06/17/2008 - 07/01/2020 |

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 | 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 7 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 2

Firm Name: **BLEY INVESTMENT GROUP, INC.**

Main Address: 6300 RIDGLEA PLACE  
SUITE 508  
FORT WORTH, TX 76116

Firm ID#: 26678

|   | Regulator  | Registration                        | Status   | Date       |
|---|------------|-------------------------------------|----------|------------|
|    | FINRA      | Corporate Securities Represent      | Approved | 09/30/2021 |
|   | FINRA      | Financial and Operations Principal  | Approved | 09/30/2021 |
|  | FINRA      | General Securities Principal        | Approved | 09/30/2021 |
|  | FINRA      | General Securities Representative   | Approved | 09/30/2021 |
|  | FINRA      | Municipal Securities Principal      | Approved | 09/30/2021 |
|  | FINRA      | Municipal Securities Representative | Approved | 09/30/2021 |
|  | FINRA      | Operations Professional             | Approved | 09/30/2021 |
|  | FINRA      | Registered Options Principal        | Approved | 09/30/2021 |
|  | California | Agent                               | Approved | 10/01/2021 |
|  | Colorado   | Agent                               | Approved | 10/01/2021 |
|  | Delaware   | Agent                               | Approved | 11/18/2021 |
|  | Florida    | Agent                               | Approved | 12/03/2021 |
|  | Texas      | Agent                               | Approved | 10/01/2021 |



## Qualifications

| Regulator         | Registration | Status   | Date       |
|-------------------|--------------|----------|------------|
| <b>B</b> Virginia | Agent        | Approved | 02/23/2024 |

### Branch Office Locations

**BLEY INVESTMENT GROUP, INC.**  
BRECKENRIDGE, CO

### Employment 2 of 2

Firm Name: **PIERCE WEALTH PARTNERS, INC.**  
Main Address: 6300 RIDGLEA PLACE  
SUITE 508  
FORT WORTH, TX 76116  
Firm ID#: 315147

| Regulator          | Registration                      | Status   | Date       |
|--------------------|-----------------------------------|----------|------------|
| <b>IA</b> Colorado | Investment Adviser Representative | Approved | 01/31/2024 |
| <b>IA</b> Maryland | Investment Adviser Representative | Approved | 08/09/2023 |
| <b>IA</b> Texas    | Investment Adviser Representative | Approved | 03/21/2023 |
| <b>IA</b> Virginia | Investment Adviser Representative | Approved | 02/23/2024 |

### Branch Office Locations

**PIERCE WEALTH PARTNERS, INC.**  
BRECKENRIDGE, CO







## 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 4 principal/supervisory exams, 6 general industry/product exams, and 2 state securities law exams.**


#### Principal/Supervisory Exams

|   | Exam   | Category  | Date       |
|---|--|-----------|------------|
|    | Registered Options Principal Examination (S4)        | Series 4  | 08/15/2003 |
|    | Financial and Operations Principal Examination (S27) | Series 27 | 09/21/1985 |
|    | Municipal Securities Principal Examination (S53)     | Series 53 | 08/02/1983 |
|  | General Securities Principal Examination (S24)       | Series 24 | 08/10/1982 |

#### General Industry/Product Exams

|   | Exam  | Category    | Date       |
|---|---|-------------|------------|
|  | Operations Professional Examination (S99TO)                   | Series 99TO | 01/02/2023 |
|  | Corporate Securities Limited Representative Examination (S62) | Series 62   | 01/02/2023 |
|  | Municipal Securities Representative Examination (S52TO)       | Series 52TO | 01/02/2023 |
|  | General Securities Representative Examination (S7TO)          | Series 7TO  | 01/02/2023 |
|  | Securities Industry Essentials Examination (SIE)              | SIE         | 10/01/2018 |
|  | Registered Representative Examination (S1)                    | Series 1    | 11/12/1970 |

#### State Securities Law Exams

|   | Exam   | Category  | Date       |
|---|--|-----------|------------|
|  | Uniform Securities Agent State Law Examination (S63) | Series 63 | 11/08/1994 |



## Qualifications

### ✓ PASSED INDUSTRY EXAMS

#### State Securities Law Exams

| Exam  | Category  | Date       |
|---|-----------|------------|
| IA Uniform Investment Adviser Law Examination (S65) | Series 65 | 03/05/1993 |

### ✓ PROFESSIONAL DESIGNATIONS

This section details that the representative has reported 1 professional designation(s).

#### Certified Financial Planner

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 | 12/03/2021 - 01/03/2022 | STRATOS WEALTH ADVISORS LLC              | CRD# 283816 | BRECKENRIDGE, CO |
| IA | 02/04/2019 - 07/01/2020 | XML FINANCIAL GROUP                      | CRD# 284987 | FRISCO, CO       |
| B  | 06/17/2008 - 07/01/2020 | XML SECURITIES                           | CRD# 145589 | Breckenridge, CO |
| IA | 01/02/2008 - 02/01/2019 | LARA, MAY & ASSOCIATES, LLC              | CRD# 145589 | Breckenridge, CO |
| IA | 08/30/1993 - 06/22/2010 | THE LARA GROUP, LTD                      | CRD# 115607 | FALLS CHURCH, VA |
| B  | 06/17/1982 - 06/18/2008 | LARA, SHULL & MAY, LTD                   | CRD# 10556  | FALLS CHURCH, VA |
| IA | 07/22/1999 - 12/31/2007 | LARA, SHULL & MAY, LTD.                  | CRD# 10556  | FALLS CHURCH, VA |
| B  | 03/31/1981 - 07/01/1982 | VOSS & CO., INC.                         | CRD# 6405   |                  |
| B  | 11/16/1970 - 05/09/1981 | DERAND INVESTMENT CORPORATION OF AMERICA | CRD# 4679   |                  |

### 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               |
|-------------------|------------------------------|---------------------------|--------------------|---------------------------------|
| 12/2021 - Present | PIERCE WEALTH PARTNERS, INC. | INVESTMENT ADVISER        | Y                  | FORT WORTH, TX, United States   |
| 09/2021 - Present | BLEY INVESTMENT GROUP, INC   | REGISTERED REPRESENTATIVE | Y                  | FORT WORTH, TX, United States   |
| 06/2020 - 09/2021 | Unemployed                   | RETIRED                   | N                  | FRISCO, CO, United States       |
| 02/2019 - 06/2020 | XML FINANCIAL, LLC           | Senior Wealth Advisor     | Y                  | Rockville, MD, United States    |
| 01/2008 - 06/2019 | LARA, MAY & ASSOCIATES, LLC  | FOUNDER                   | Y                  | FALLS CHURCH, VA, 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.

OWNER E. RONALD LARA INC. - A NON-INVESTMENT RELATED, TAX STRUCTURED COMPANY. 97 GREEN DRAKE TRAIL, BRECKENRIDGE, CO, 03/2019, 0 HOURS

SELDOM ACRES H.O.A. - NON-INVESTMENT RELATED HOME OWNERS ASSOCIATION, FRISCO, CO, OFFICER, 12/2016, 0 HOURS

PIERCE WEALTH PARTNERS - INVESTMENT RELATED, DBA FOR ADVISORY BUSINESS. 6300 RIDGLEA PLACE, SUITE 508, FORT WORTH, TX 76116, 12/2021

NATIONAL REPERTORY ORCHESTRA - INVESTMENT RELATED, INVESTMENT COMMITTEE MEMBER, INVOLVES WORKING WITH OTHER COMMITTEE MEMBERS TO REVIEW INVESTMENT RECOMMENDATIONS FOR THE ENDOWMENTS OF THE ORCHESTRA, 1/2022, APPROX. 4 HOURS PER MONTH



## 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 | 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:** SECURITIES AND EXCHANGE COMMISSION

**Sanction(s) Sought:**

**Other Sanction(s) Sought:**

**Date Initiated:** 10/07/1994

**Docket/Case Number:**

**Employing firm when activity occurred which led to the regulatory action:** LARA, MILLARD & ASSOCIATES, LTD.

**Product Type:**

**Other Product Type(s):**

**Allegations:**

**Current Status:** Final

**Resolution:** Dismissed

**Resolution Date:** 04/12/1995

**Regulator Statement** [TOP] [10/28/94] SEC NEWS DIGEST, ISSUE 94-192 DATED 10/7/94 ENFORCEMENT PROCEEDINGS DISCLOSES; SEC V. RONALD LARA AND RICHARD KULAK. THE SEC'S ORDER ALLEGES THAT LARA AND KULAK AIDED AND ABETTED AND CAUSED A MANIPULATION OF THE STOCK OF JAMES MADISON, LTD., BY JOHN G. BROUMAS. THE ORDER SEEKS APPROPRIATE REMEDIAL ACTION AND THE IMPOSITION OF A CEASE AND



DESIST ORDER. (REL. 34-34769) 12/22/94 SEC DOCKET, VOLUME 57, NO.15, DATED 11/1/94 PAGE 2168, DISCLOSES; SEC'S ORDER FURTHER ALLEGES THAT LARA, AND KULAK, FROM 3/83 TO 6/89, WILLFULLY AIDED AND ABETTED AND CAUSED BROUMAS' VIOLATIONS OF SECTIONS 9(a)(1) and 10(b) OF THE EXCHANGE ACT AND RULE 10b-5 THEREUNDER. LARA EXECUTED ON BEHALF OF BROUMAS APPROXIMATELY 42 OF BROUMAS' WASH TRADES BETWEEN LARA MILLARD AND OTHER BROKER-DEALERS. LARA WAS PROVIDED WITH SPECIFIC INSTRUCTIONS FROM BROUMA AS TO HOW AND WHERE TO COMPLETE THE TRADES. KULAK IS ALLEGED TO HAVE EXECUTED APPROXIMATELY 40 OF BROUMAS' WASH TRADES. THE ORDER ALSO ALLEGES THAT KULAK EXECUTED TRADES IN JML STOCK THAT MARKED THE CLOSE. 4/26/95 SEC NEWS DIGEST, ISSUE 95-77, DATED 4/21/95, SEC'S ORDER FINDS THAT LARA, FAILED REASONABLY TO SUPERVISE EMPLOYEES OF LARA MILLARD WHO AIDED AND ABETTED AND CAUSED A MANIPULATION OF THE STOCK OF JAMES MADISON, LTD. BY JOHN G. BROUMAS. THE ORDER MAKES FINDINGS PURSUANT TO LARA'S OFFER OF SETTLEMENT AND HOLDS THAT SUCH FINDINGS ARE NOT BINDING UPON ANY OTHER PERSON IN ANY OTHER PROCEEDING. THE ORDER CENSURES LARA AND ORDERS HIM TO COMPLY WITH SPECIFIC REMEDIAL UNDERTAKINGS. SEC SIMULTANEOUSLY ISSUED AN ORDER DISMISSING LARA AS A RESPONDENT. (REL. 34-35593) 03/23/97+ SEC DOCKET, VOLUME 59, NO. 2, DATED 5/9/95, PAGE 0192, DISCLOSES; THE ORDER DISMISSING AS A RESPONDENT IS DATED APRIL 12, 1995. (SEE REL. NO. 34-35593 & 34-35594)

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|   |  |
|---|--|
| <b>Reporting Source:</b>  | Individual   |
| <b>Regulatory Action Initiated By:</b>  | SECURITIES AND EXCHANGE COMMISSION   |
| <b>Sanction(s) Sought:</b>  | Censure  |
| <b>Date Initiated:</b>  | 10/07/1994   |
| <b>Docket/Case Number:</b>  | 3-8509   |
| <b>Employing firm when activity occurred which led to the regulatory action:</b>  | LARA, MILLARD & ASSOCIATES, LTD.   |
| <b>Product Type:</b>  | Equity-OTC   |
| <b>Allegations:</b>   | THE SEC ALLEGED THAT MR. LARA FAILED TO SUPERVISE AND PREVENT THE EXECUTION OF WASH TRADES FOR THE ACCOUNT OF A PUBLIC CUSTOMER. |
| <b>Current Status:</b>  | Final  |
| <b>Resolution:</b>  | Dismissed  |
| <b>Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?</b> | No   |



**Resolution Date:** 04/12/1995

**Sanctions Ordered:** Censure

**Broker Statement** MR. LARA WAS UNAWARE OF THE CLIENT'S OUTSIDE ACTIVITIES AND DETERMINED THAT PROLONGED LITIGATION WOULD BE TOO COSTLY AND THUS SUBMITTED AN OFFER OF SETTLEMENT TO THE SEC TO RESOLVE THE MATTER. MR. LARA NEITHER ADMITS NOR DENIES THE FINDINGS CONTAINED IN THE ORDER, IN COMPLIANCE WITH THE SEC'S POLICY WITH RESPECT TO THE OFFER OF SETTLEMENT.



## 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:** Lara, May & Associates, LLC

**Allegations:** Customer stated when accounts were transferred (2015) her risk tolerance was listed as low/conservative. States "the bond fund" invested in was not low risk nor conservative. Claims she lost \$400,000. Customer also mentions Zalco Real Estate was neither low risk nor conservative and lost investment \$200,000.

**Product Type:** Derivative  
Options  
Real Estate Security

**Alleged Damages:** \$600,000.00

**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:** 01/05/2016

**Complaint Pending?** No

**Status:** Closed/No Action

**Status Date:** 10/06/2016

**Settlement Amount:**

**Individual Contribution Amount:**

**Broker Statement** Client's claims and calculations are inaccurate. Substantial withdrawals were taken, the account investment objectives were changed with client signature, and the account was managed by another manager before assets were transferred. The name of real estate investment was not the name of a product sold by the rep. Firm replied to customer letter asking to clarify information- such as calculations and date of real estate investment. As we have not received this information from the customer, this matter is considered closed.



## End of Report

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