



IAPD Report

JOE LAND PEARCE

CRD# 3054851

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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

JOE LAND PEARCE (CRD# 3054851)

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 **12/20/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	THE STRATEGIC FINANCIAL ALLIANCE	CRD# 126514	12/06/2005
B	THE STRATEGIC FINANCIAL ALLIANCE, INC.	CRD# 126514	12/06/2005

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **4** 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	AMERIPRISE FINANCIAL SERVICES, INC.	6363	WILMINGTON, NC	12/31/2001 - 12/07/2005
B	AMERIPRISE FINANCIAL SERVICES, INC.	6363	WILMINGTON, NC	06/12/1998 - 12/07/2005
B	IDS LIFE INSURANCE COMPANY	6321	MINNEAPOLIS, MN	06/12/1998 - 12/07/2005

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	3



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

Employment 1 of 1

Firm Name: **THE STRATEGIC FINANCIAL ALLIANCE**
Main Address: 2200 CENTURY PARKWAY
SUITE 500
ATLANTA, GA 30345
Firm ID#: 126514

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	12/06/2005
B	Georgia	Agent	Approved	08/22/2007
B	Maine	Agent	Approved	06/02/2010
B	North Carolina	Agent	Approved	12/06/2005
IA	North Carolina	Investment Adviser Representative	Approved	12/06/2005
B	South Carolina	Agent	Approved	12/06/2005

Branch Office Locations

THE STRATEGIC FINANCIAL ALLIANCE
WILMINGTON, NC



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
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	06/11/1998

State Securities Law Exams

Exam	Category	Date
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 Uniform Securities Agent State Law Examination (S63)	Series 63	07/17/1998
 Uniform Investment Adviser Law Examination (S65)	Series 65	07/09/1998

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
IA	12/31/2001 - 12/07/2005	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	WILMINGTON, NC
B	06/12/1998 - 12/07/2005	AMERIPRISE FINANCIAL SERVICES, INC.	CRD# 6363	WILMINGTON, NC
B	06/12/1998 - 12/07/2005	IDS LIFE INSURANCE COMPANY	CRD# 6321	MINNEAPOLIS, MN

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
12/2005 - Present	THE STRATEGIC FINANCIAL ALLIANCE, INC.	INVESTMENT ADVISER REPRESENTATIVE/ REGISTERED REP	Y	ATLANTA, GA, 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. CORNERSTONE WEALTH SERVICES. INVESTMENT RELATED. 523 JOHN D BARRY DRIVE, WILMINGTON, NC 28412. DBA FOR FINANCIAL SERVICES AND OFFERING FIXED INSURANCE THROUGH VARIOUS PRODUCT PROVIDERS. 02/2020. 160 HOURS/MONTH. 120 DURING TRADING. FINANCIAL SERVICES AND FIXED INSURANCE.



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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	THE STRATEGIC FINANCIAL ALLIANCE, INC
Allegations:	N THIRD QUARTER 2007, [CUSTOMER] WAS REFERRED TO JOE PEARCE BY HER FINANCIAL ADVISOR TO PURCHASE CNL SENIOR HOUSING IV, LLC BECAUSE HER FINANCIAL ADVISOR DID NOT HAVE PROPER LICENSES/REGISTRATIONS TO SELL THE PRODUCT. AFTER DISCUSSING THE PRODUCT AND REFERRAL WITH [CUSTOMER] AND GATHERING HER PERSONAL INFORMATION, MR. PEARCE FORWARDED A NEW CLIENT ACCOUNT FORM, SUBSCRIPTION AGREEMENT AND ADDITIONAL DISCLOSURE FORM FOR DIRECT PARTICIPATION PROGRAMS TO [CUSTOMER]. [CUSTOMER] WAS ALSO PROVIDED WITH A PROSPECTUS. [CUSTOMER] WAS INSTRUCTED TO REVIEW, SIGN AND RETURN THE DOCUMENTATION. AFTER RECEIPT OF THE SIGNED DOCUMENTS AND PAYMENT, ON SEPTEMBER 11, 2007 MR. PEARCE OBTAINED APPROPRIATE PRINCIPAL APPROVALS AND FACILITATED THE TRANSACTION. ON MARCH 3, 2011, CLIENT ALLEGED IN WRITING THAT THE PURCHASE OF CNL SENIOR HOUSING IV, LLC WAS UNSUITABLE BECAUSE OF ILLIQUIDITY AND RISK. THE COMPLAINT WAS DENIED.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	\$100,000.00
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: 03/03/2011

Complaint Pending? No

Status: Denied

Status Date: 03/28/2011

Settlement Amount:

Individual Contribution Amount:

Broker Statement

N THIRD QUARTER 2007, [CUSTOMER] WAS REFERRED TO JOE PEARCE BY HER FINANCIAL ADVISOR TO PURCHASE CNL SENIOR HOUSING IV, LLC BECAUSE HER FINANCIAL ADVISOR DID NOT HAVE PROPER LICENSES/REGISTRATIONS TO SELL THE PRODUCT. AFTER DISCUSSING THE PRODUCT AND REFERRAL WITH [CUSTOMER] AND GATHERING HER PERSONAL INFORMATION, MR. PEARCE FORWARDED A NEW CLIENT ACCOUNT FORM, SUBSCRIPTION AGREEMENT AND ADDITIONAL DISCLOSURE FORM FOR DIRECT PARTICIPATION PROGRAMS TO [CUSTOMER]. [CUSTOMER] WAS ALSO PROVIDED WITH A PROSPECTUS. [CUSTOMER] WAS INSTRUCTED TO REVIEW, SIGN AND RETURN THE DOCUMENTATION. AFTER RECEIPT OF THE SIGNED DOCUMENTS AND PAYMENT, ON SEPTEMBER 11, 2007 MR. PEARCE OBTAINED APPROPRIATE PRINCIPAL APPROVALS AND FACILITATED THE TRANSACTION. ON MARCH 3, 2011, CLIENT ALLEGED IN WRITING THAT THE PURCHASE OF CNL SENIOR HOUSING IV, LLC WAS UNSUITABLE BECAUSE OF ILLIQUIDITY AND RISK. THE COMPLAINT WAS DENIED. ADEQUATE DISCLOSURES WERE PROVIDED AND THE PRODUCT HAS BEEN DEEMED SUITABLE BASED ON THE INFORMATION CONFIRMED ON DISCLOSURES AND ACCOUNT FORM BY THE CLIENT.

Disclosure 2 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: AMERIPRISE FINANCIAL SERVICES

Allegations: THE CLIENT EXPRESSED CONCERN REGARDING HOW THE ADVISOR REPRESENTED THE VARIABLE UNIVERSAL LIFE POLICY PURCHASED JULY 2004.

Product Type: Insurance

Other Product Type(s): DISABILITY INSURANCE

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 09/18/2006

Complaint Pending? No

Status: Denied

Status Date: 11/21/2006

Settlement Amount:

Individual Contribution



Amount:
.....

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: AMERIPRISE FINANCIAL SERVICES

Allegations: CLIENT HAS EXPRESSED CONCERN REGARDING HOW THE ADVISOR REPRESENTED A VARIABLE UNIVERSAL LIFE POLICY PURCHASED JULY 2004.

Product Type: Insurance

Alleged Damages: \$5,000.00

Customer Complaint Information

Date Complaint Received: 09/18/2006

Complaint Pending? No

Status: Denied

Status Date: 11/21/2006

Settlement Amount: \$0.00

Individual Contribution Amount: \$0.00

Broker Statement THE CLIENT, [CUSTOMER], WAS A REGIONAL VP WITH AMERIPRISE AT THE TIME HE PURCHAED THE POLICY - THE SAME FIRM AS THE ADVISOR MR. PEARCE. THE CLIENT IS A SOPHISTICATED INVESTOR. WE FEEL THERE IS NO BASIS FOR THIS COMPLAINT.

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: AMERICAN EXPRESS FINANCIAL ADVISORS

Allegations: THE CLIENT CLAIMS THAT A SURRENDER OF THEIR ANNUITY SHOULD HAVE BEEN DONE AS A 1035 EXCHANGE WHICH RESULTED IN A LARGE TAX BURDEN

Product Type: Annuity(ies) - Variable

Alleged Damages: \$30,000.00

Customer Complaint Information

Date Complaint Received: 04/07/2004

Complaint Pending? No

Status: Settled

Status Date: 09/13/2004

Settlement Amount: \$19,704.00

Individual Contribution Amount: \$1,000.00



Broker Statement

THE ERROR OCCURRED DUE TO A MISUNDERSTANDING OF THE INFORMATION GIVEN TO US BY MET LIFE. UPON DISCOVERY OF THE ERROR, WE CONTACTED THE CLIENTS TO INITIATE RESOLUTION. DUE TO THE UNFORTUNATE, YET HONEST, NATURE OF THIS MISTAKE THE CLIENTS DESIRE TO CONTINUE WORKING WITH US.



End of Report

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