



## IAPD Report

# MICHAEL DAVID SEELY

CRD# 3094488

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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

### MICHAEL DAVID SEELY (CRD# 3094488)

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 **10/30/2023**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	MADRONA FINANCIAL & CPAS	CRD# 115753	11/19/2020

### 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
B	PURSHE KAPLAN STERLING INVESTMENTS	35747	Mountlake Terrace, WA	11/02/2020 - 01/19/2023
IA	CETERA INVESTMENT ADVISERS LLC	105644	MOUNTLAKE TERRACE, WA	01/21/2014 - 11/02/2020
B	CETERA INVESTMENT SERVICES LLC	15340	MOUNTLAKE TERRACE, WA	02/26/2013 - 11/02/2020

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

### Employment 1 of 1

Firm Name: **MADRONA FINANCIAL & CPAS**  
Main Address: 2911 BOND STREET, SUITE 200  
EVERETT, WA 98201  
Firm ID#: 115753

	Regulator	Registration	Status	Date
IA	Washington	Investment Adviser Representative	Approved	11/19/2020

### Branch Office Locations

**MADRONA FINANCIAL & CPAS**  
2911 BOND STREET, SUITE 200  
EVERETT, WA 98201



## 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
<b>B</b> Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
<b>B</b> General Securities Representative Examination (S7)	Series 7	08/05/1998

#### State Securities Law Exams

Exam	Category	Date
<b>IA</b> <b>B</b> Uniform Combined State Law Examination (S66)	Series 66	02/27/2004
<b>B</b> Uniform Securities Agent State Law Examination (S63)	Series 63	08/13/1998



### 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
B	11/02/2020 - 01/19/2023	PURSHE KAPLAN STERLING INVESTMENTS	CRD# 35747	Mountlake Terrace, WA
IA	01/21/2014 - 11/02/2020	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	MOUNTLAKE TERRACE
B	02/26/2013 - 11/02/2020	CETERA INVESTMENT SERVICES LLC	CRD# 15340	MOUNTLAKE TERRACE
IA	02/22/2013 - 01/21/2014	CETERA INVESTMENT SERVICES LLC	CRD# 15340	MOUNTLAKE TERRACE
IA	03/15/2004 - 04/30/2012	INVESTMENT CENTERS OF AMERICA, INC.	CRD# 16443	KALISPELL, MT
B	01/24/2003 - 04/30/2012	INVESTMENT CENTERS OF AMERICA, INC.	CRD# 16443	KALISPELL, MT
B	05/10/2000 - 01/15/2003	EDWARD JONES	CRD# 250	ST. LOUIS, MO
B	08/06/1998 - 07/30/1999	USAA INVESTMENT MANAGEMENT COMPANY	CRD# 5475	SAN ANTONIO, TX

### 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
10/2020 - Present	Madrona Financial Services, LLC	Investment Advisor Representative	Y	Everett, WA, United States
10/2020 - 01/2023	Purshe Kaplan Sterling Investments	Registered Representative	Y	Albany, NY, United States
01/2014 - 10/2020	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISER REPRESENTATIVE	Y	MOUNTAIN TERRACE, WA, United States
02/2013 - 10/2020	CETERA INVESTMENT SERVICES	REGISTERED REPRESENTATIVE	Y	SAINT CLOUD, MN, United States
02/2013 - 01/2020	HOMESTREET BANK	REGISTERED REPRESENTATIVE	Y	LYNWOOD, WA, 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.

1. Fixed Insurance 2. Not investment related 3. 6100 219th St. SW Suite 480, Mountlake Terrace, WA 98043 4. Fixed/Traditional Insurance 5. Agent 6. 10/2020 7. 40 hrs/mo 8. 40 hrs during trading 9. Sales of Fixed / Traditional 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	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:** Firm

**Employing firm when activities occurred which led to the complaint:** EDWARD JONES

**Allegations:** CLIENT STATES IR SUGGESTED INVESTMENTS WHICH WOULD EARN IR THE MOST COMMISSIONS. CLIENT ALSO STATES IR ASSURED HER ALL ASSETS PURCHASED IN THE ACCOUNT WERE TRANSFERRABLE AND THEY WERE NOT. CLIENT ALLEGES IR CONVINCED HER TO INVEST \$100,000 IN AN ANNUITY AT THE AGE OF 48. CLIENT ALLEGES IR MISHANDLED HER ACCOUNTS AND AFTER LOSING OVER \$32,000, CLIENT CLOSED THE ACCOUNTS.

**Product Type:** Other

**Alleged Damages:** \$32,000.00

### Customer Complaint Information

**Date Complaint Received:** 02/06/2004

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 03/16/2004

**Settlement Amount:**

**Individual Contribution Amount:**

**Firm Statement** BOTH ACCOUNTS WERE ESTABLISHED IN APRIL 2002 AND INVESTMENTS WERE TRANSFERRED TO THE ACCOUNTS FROM OTHER FIRMS.



ACCORDING TO IR, THE ACCOUNT PRIMARILY CONSISTED OF INDIVIDUAL EQUITIES AND THE CLIENT WAS VERY CONCERNED REGARDING THE POTENTIAL FOR DECLINE IN THE VALUE OF THE ACCOUNT. IR INDICATED HE SUGGESTED MUTUAL FUNDS AS A POSSIBLE ALTERNATIVE TO OWNING INDIVIDUAL STOCKS. IR FURTHER INDICATED HIS DISCUSSIONS WITH THE CLIENT REGARDING THE MUTUAL FUNDS INCLUDED THE ADVANTAGES AND RISKS ASSOCIATED WITH OWNING MUTUAL FUNDS, AS WELL AS SALES CHARGES AND OPERATING EXPENSES. IR STATED HE SUGGESTED FIXED ANNUITIES AS AN INVESTMENT WHICH WOULD PROTECT AGAINST THE LOSS OF PRINCIPAL, AS WELL AS PROVIDE GREATER YIELDS THAN THE CERTIFICATES OF DEPOSIT BEING HELD IN THE ACCOUNT. IN REVIEWING THE ACCOUNT, IT APPEARS IR SIGNIFICANTLY DISCOUNTED THE COMMISSIONS ASSOCIATED WITH THE SALE OF THE STOCKS; IN MANY CASES, THE FIRM MINIMUM OF \$50 WAS CHARGED. AND, AS BREAKPOINTS WERE REACHED, A REDUCED SALES CHARGE WAS APPLIED TO THE MUTUAL FUND PURCHASES. AT THE TIME OF THE TRANSACTIONS (BUYS/SELLS), THE CLIENT RECEIVED TRADE CONFIRMATIONS. IN ADDITION, THE CLIENT RECEIVED STATEMENTS WHICH PROVIDED INFORMATION REGARDING THE INVESTMENTS HELD IN THE ACCOUNT AS WELL AS REFLECTING ACCOUNT ACTIVITY. FURTHERMORE, POLICY DELIVERY RECEIPTS WERE SIGNED FOR THE ANNUITY CONTRACTS. BASED ON OUR REVIEW, IR MADE HIS SUGGESTIONS BASED ON DISCUSSIONS WITH THE CLIENT AND THE TRANSACTIONS EFFECTED IN THE ACCOUNT WERE AUTHORIZED. CLAIM DENIED.

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**Reporting Source:** Individual

**Employing firm when activities occurred which led to the complaint:** EDWARD JONES

**Allegations:** CLIENT ALLEGES REPRESENTATIVE MISHANDLED ACCOUNT, PLACED HER IN NON-TRANSFERRABLE INVESTMENTS AND CHOSE PRODUCTS THAT GENERATED COMMISSION.

**Product Type:** Other

**Other Product Type(s):** ANNUITIES

**Alleged Damages:** \$32,000.00

### Customer Complaint Information

**Date Complaint Received:** 02/23/2004

**Complaint Pending?** No

**Status:** Denied

**Status Date:** 03/16/2004

**Settlement Amount:**

**Individual Contribution Amount:**

**Broker Statement** BOTH ACCOUNTS WERE ESTABLISHED IN APRIL 2002 AND INVESTMENTS WERE TRANSFERRED TO THE ACCOUNTS FROM OTHER FIRMS. ACCORDING TO IR, THE ACCOUNT PRIMARILY CONSISTED OF INDIVIDUAL EQUITIES AND THE CLIENT WAS VERY CONCERNED REGARDING THE POTENTIAL FOR DECLINE IN THE VALUE OF THE ACCOUNT. IR INDICATED HE SUGGESTED MUTUAL FUNDS AS A POSSIBLE ALTERNATIVE TO OWNING



INDIVIDUAL STOCKS. IR FURTHER INDICATED HIS DISCUSSIONS WITH THE CLIENT REGARDING THE MUTUAL FUNDS INCLUDED THE ADVANTAGES AND RISKS ASSOCIATED WITH OWNING MUTUAL FUNDS, AN INVESTMENT WHICH WOULD PROTECT AGAINST THE LOSS OF PRINCIPAL, AS WELL AS PROVIDE GREATER YIELDS THAN THE CERTIFICATES OF DEPOSIT BEING HELD IN THE ACCOUNT. IN REVIEWING THE ACCOUNT, IT APPEARS IR SIGNIFICANTLY DISCOUNTED THE COMMISSIONS ASSOCIATED WITH THE SALE OF THE STOCKS; IN MANY CASES, THE FIRM MINIMUM OF \$50 WAS CHARGED. AND, AS BREAKPOINTS WERE REACHED, A REDUCED SALES CHARGE WAS APPLIED TO THE MUTUAL FUND PURCHASES. AT THE TIME OF THE TRANSACTIONS (BUYS/SELLS), THE CLIENT RECEIVED TRADE CONFIRMATIONS. IN ADDITION, THE CLIENT RECEIVED STATEMENTS WHICH PROVIDED INFORMATION REGARDING THE INVESTMENTS HELD IN THE ACCOUNT AS WELL AS REFLECTING ACCOUNT ACTIVITY. FURTHERMORE, POLICY DELIVERY RECEIPTS WERE SIGNED FOR THE ANNUITY CONTRACTS. BASED ON OUR REVIEW, IR MADE HIS SUGGESTIONS BASED ON DISCUSSIONS WITH THE CLIENT AND THE TRANSACTIONS EFFECTED IN THE ACCOUNT WERE AUTHORIZED. CLAIM WAS DENIED.



## End of Report

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