User Guidance

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IAPD Report

STEVEN LOUIS HAAG

CRD# 3120913

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

STEVEN LOUIS HAAG (CRD# 3120913)

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 **02/13/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	TRANSAMERICA FINANCIAL ADVISORS, LLC	CRD# 16164	01/06/2012
IA	TRANSAMERICA FINANCIAL ADVISORS, LLC	CRD# 16164	08/14/2017

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	WORLD GROUP SECURITIES, INC.	114473	CHINO, CA	04/12/2002 - 01/06/2012
B	WMA SECURITIES, INC.	32625	DULUTH, GA	02/19/1999 - 04/12/2002

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: **TRANSAMERICA FINANCIAL ADVISORS, LLC**

Main Address: TWO LIBERTY PLACE
50 SOUTH 16TH STREET, SUITE 3700
PHILADELPHIA, PA 19102

Firm ID#: 16164

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	01/06/2012
B	FINRA	Investment Co./Variable Contracts Prin	Approved	01/06/2012
B	Arkansas	Agent	Approved	02/13/2026
B	California	Agent	Approved	01/06/2012
IA	California	Investment Adviser Representative	Approved	08/14/2017
B	Colorado	Agent	Approved	05/20/2025
B	Connecticut	Agent	Approved	02/13/2026
IA	District of Columbia	Investment Adviser Representative	Approved	12/14/2022
B	Florida	Agent	Approved	01/27/2021
B	Georgia	Agent	Approved	01/27/2021
B	Idaho	Agent	Approved	09/12/2017
B	Kentucky	Agent	Approved	11/05/2018
B	Massachusetts	Agent	Approved	07/23/2025

Qualifications

	Regulator	Registration	Status	Date
B	New Jersey	Agent	Approved	06/02/2025
IA	New Jersey	Investment Adviser Representative	Approved	06/02/2025
B	North Carolina	Agent	Approved	02/02/2021
IA	North Carolina	Investment Adviser Representative	Approved	02/10/2021
B	Pennsylvania	Agent	Approved	01/27/2021
B	South Carolina	Agent	Approved	01/29/2021
B	South Dakota	Agent	Approved	10/07/2021
B	Tennessee	Agent	Approved	05/24/2022
IA	Tennessee	Investment Adviser Representative	Approved	07/27/2022
B	Texas	Agent	Approved	01/26/2021
IA	Texas	Investment Adviser Representative	Restricted Approval	01/28/2021
B	Utah	Agent	Approved	02/10/2021
B	Washington	Agent	Approved	07/20/2018
B	Wisconsin	Agent	Approved	11/16/2021

Branch Office Locations

TRANSAMERICA FINANCIAL ADVISORS, LLC
1500 Medical Center Parkway
STE 3A-3
Murfreesboro, TN 37129

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

Principal/Supervisory Exams

	Exam	Category	Date
B	Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	08/04/2000

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/29/1999

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	07/31/2017
B	Uniform Securities Agent State Law Examination (S63)	Series 63	12/04/1998

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	04/12/2002 - 01/06/2012	WORLD GROUP SECURITIES, INC.	CRD# 114473	CHINO, CA
B	02/19/1999 - 04/12/2002	WMA SECURITIES, INC.	CRD# 32625	DULUTH, GA

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
02/2026 - Present	Student Optimum Services	Referring Agent	N	Mission Hills, CA, United States
11/2024 - Present	Inheritguard, LLC	Not Applicable	Y	Sheridan, WY, United States
04/2014 - Present	ALLIANCE FINANCIAL SOLUTIONS, INC.	PRESIDENT	Y	CORONA, CA, United States
01/2012 - Present	TRANSAMERICA FINANCIAL ADVISORS, INC	REGISTERED REP.	Y	Nashville, TN, United States
12/2008 - Present	AMERICAN FUNDING CENTER	LOAN OFFICER	Y	RIVERSIDE, CA, United States
06/2003 - Present	WORLD FINANCIAL GROUP, INC.	AGENT	Y	Nashville, TN, United States
03/2022 - 02/2026	Colonial Life & Accident Insurance Company	Broker	Y	Columbia, SC, United States
03/2022 - 02/2026	Cornerstone Benefits Consulting Group, Inc.	Field Leader	Y	Tacoma, WA, United States
05/2021 - 10/2023	Legal name is 541 Software LLC, DBA Life Exec.	Associate	N	Bend, OR, United States
12/2019 - 03/2022	DEBTAMERICA	REFERRING AGENT	N	SANTA ANA, CA, United States
08/2009 - 10/2021	CRUSBERG DECKER INSURANCE SERVICES, INC	PROPERTY/CASUALTY INSURANCE	N	PASADENA, CA, United States
10/2012 - 01/2021	HEALTHANT INSURANCE SERVICES	VICE PRESIDENT	N	CORONA, CA, United States
04/2011 - 01/2021	HEALTH QUOTE 123, INC	PRESIDENT, SECRETARY, TREASURER	Y	CHINO HILLS, CA, United States
08/2020 - 11/2020	United Financial Freedom	Agent	N	Draper, UT, United States

Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location

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.

"Sales of insurance and non-insurance products, part-time or full-time, for companies affiliated with Transamerica Financial Advisors, Inc."

American Funding Center/1208-Present/ Investment Related: No/ 5225 Canyon Crest Dr # 352, Riverside, CA 92507/Associate - loan officer /Loans , refinancing / hrs work monthly: 5% / Sec trading hrs: 5 % / Loans

ALLIANCE FINANCIAL SOLUTIONS, INC. POSITION: PRESIDENT NATURE: S-Corp Passthrough INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 04/01/2014 ADDRESS: 540 West Main Street, Suite #215, Gallatin TN 37066, United States DESCRIPTION: This OBA is a pass-through entity for accounting purposes for my WFG/TFA/TAN business.

INHERITGUARD, LLC
POSITION: Not Applicable NATURE: Providing bundled professional services with an emphasis on estate planning services INVESTMENT RELATED: No NUMBER OF HOURS: 4 SECURITIES TRADING HOURS: 4 START DATE: 11/25/2024
ADDRESS: 30 N Gould Street, Ste 41954, Sheridan WY 82801, United States
DESCRIPTION: Client communication, follow up with clients, provide education on estate planning issues, and schedule appointments.

STUDENT OPTIMUM SERVICES
POSITION: Referring Agent NATURE: College Loan Consulting INVESTMENT RELATED: No NUMBER OF HOURS: 3 SECURITIES TRADING HOURS: 0 START DATE: 02/02/2026
ADDRESS: 15455 San Fernando Mission Blvd, Ste 409, Mission Hills CA 91345, United States
DESCRIPTION: I will only be referring clients that need help with paying and managing college loans - only applies to Federal School Loans. Student Optimum Services was established in 2010 out of Los Angeles California with 1 purpose, to assists students in financial hardship who have been overcharged by federal loan servicers enroll and take advantage of student loan forgiveness programs offered by the U.S. Department of Education.

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:	Individual
Employing firm when activities occurred which led to the complaint:	WMA SECURITIES, INC.
Allegations:	CLIENTS ALLEGE THEIR VARIABLE UNIVERSAL LIFE POLICIES ISSUED 3/06/01 AND 4/06/01 ARE FINANCIALLY UNSUITABLE AS THEY DID NOT HAVE ADEQUATE INFORMATION TO MAKE A SOUND DECISION.
Product Type:	Insurance
Alleged Damages:	$5,101.29

Customer Complaint Information

Date Complaint Received:	07/26/2001
Complaint Pending?	No
Status:	Denied
Status Date:	10/09/2001
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	COMPLAINT DENIED, NO INDICATIONS OF SALES PRACTICE VIOLATIONS ON THE PART OF THE REPRESENTATIVE.

End of Report

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