



## IAPD Report

# John Dudley Massey III

CRD# 3133056

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5
Disclosure Information	6

**i** When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.  
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

### John Dudley Massey III (CRD# 3133056)

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 **05/06/2026**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	FBL MARKETING SERVICES, LLC	CRD# 5309	08/09/2018
<b>IA</b>	FBL WEALTH MANAGEMENT, LLC	CRD# 291396	08/14/2018

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **12** 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>B</b>	COUNTRY CAPITAL MANAGEMENT COMPANY	12060	PHOENIX, AZ	11/13/2000 - 04/13/2018
<b>IA</b>	COUNTRY TRUST BANK	109487	SCOTTSDALE, AZ	04/11/2002 - 07/27/2007
<b>IA</b>	COUNTRY INSURANCE & FINANCIAL SERVICES	12060	PHOENIX, AZ	04/05/2002 - 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
Termination	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 **12** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

### Employment 1 of 2

Firm Name: **FBL MARKETING SERVICES, LLC**  
Main Address: 5400 UNIVERSITY AVENUE  
WEST DES MOINES, IA 50266  
Firm ID#: 5309

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	Invest. Co and Variable Contracts	Approved	08/09/2018
<b>B</b>	FINRA	Investment Co./Variable Contracts Prin	Approved	08/09/2018
<b>B</b>	FINRA	General Securities Representative	Approved	10/26/2018
<b>B</b>	Arizona	Agent	Approved	08/14/2018
<b>B</b>	Colorado	Agent	Approved	05/06/2019
<b>B</b>	Iowa	Agent	Approved	03/29/2019
<b>B</b>	Michigan	Agent	Approved	04/10/2019
<b>B</b>	Minnesota	Agent	Approved	03/22/2019
<b>B</b>	Montana	Agent	Approved	06/20/2019
<b>B</b>	North Dakota	Agent	Approved	03/22/2019
<b>B</b>	Pennsylvania	Agent	Approved	05/07/2026
<b>B</b>	South Dakota	Agent	Approved	03/26/2019
<b>B</b>	Utah	Agent	Approved	04/16/2019



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Wisconsin	Agent	Approved	03/25/2019
<b>B</b> Wyoming	Agent	Approved	06/04/2019

### Branch Office Locations

5400 UNIVERSITY AVE  
WEST DES MOINES, IA 50266

### Employment 2 of 2

Firm Name: **FBL WEALTH MANAGEMENT, LLC**  
 Main Address: 5400 UNIVERSITY AVENUE  
 WEST DES MOINES, IA 50266  
 Firm ID#: 291396

Regulator	Registration	Status	Date
<b>IA</b> Arizona	Investment Adviser Representative	Approved	08/14/2018
<b>IA</b> Colorado	Investment Adviser Representative	Approved	07/18/2019
<b>IA</b> Montana	Investment Adviser Representative	Approved	06/03/2019
<b>IA</b> Pennsylvania	Investment Adviser Representative	Approved	05/07/2026
<b>IA</b> Utah	Investment Adviser Representative	Approved	07/22/2019
<b>IA</b> Wyoming	Investment Adviser Representative	Approved	06/21/2019

### Branch Office Locations

**FBL WEALTH MANAGEMENT, LLC**  
 5400 University Ave  
 West Des Moines, IA 50266




## 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, 3 general industry/product exams, and 1 state securities law exam.**

#### Principal/Supervisory Exams

Exam	Category	Date
 Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	11/05/2001

#### General Industry/Product Exams

Exam	Category	Date
 General Securities Representative Examination (S7TO)	Series 7TO	10/26/2018
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/23/1998

#### State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	12/21/1998

### PROFESSIONAL DESIGNATIONS

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

#### Chartered Financial Consultant

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
B	11/13/2000 - 04/13/2018	COUNTRY CAPITAL MANAGEMENT COMPANY	CRD# 12060	PHOENIX, AZ
IA	04/11/2002 - 07/27/2007	COUNTRY TRUST BANK	CRD# 109487	SCOTTSDALE, AZ
IA	04/05/2002 - 04/12/2002	COUNTRY INSURANCE & FINANCIAL SERVICES	CRD# 12060	PHOENIX, AZ
B	12/03/1998 - 07/17/2000	EQUITRUST MARKETING SERVICES, LLC	CRD# 5309	WEST DES MOINES, IA

### 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
03/2026 - Present	FBL Financial Group	VP Wealth Management Sales	N	West Des Moines, IA, United States
07/2018 - Present	FBL MARKETING SERVICES, LLC	REGISTERED REP	Y	WEST DES MOINES, IA, United States
07/2024 - 03/2026	FBL Financial Group	Agency Wealth Management Sales VP	N	West Des Moines, IA, United States
06/2018 - 07/2024	FARM BUREAU FINANCIAL SERVICES	REGIONAL MANAGER	N	PHOENIX, AZ, United States
03/2002 - 03/2018	COUNTRY INVESTMENT MANAGEMENT	REPRESENTATIVE	Y	BLOOMINGTON, IL, United States
08/2000 - 03/2018	COUNTRY COMPANIES	AGENCY MANAGER	Y	SCOTTSDALE, AZ, 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.

FBL WEALTH MANAGEMENT, LLC; INVESTMENT RELATED; 5400 UNIVERSITY AVE, WEST DES MOINES IA 50266; INVESTMENT ADVISORY AND FINANCIAL PLANNING; INVESTMENT ADVISER REPRESENTATIVE; DATE OF FBLWM RELEASE LETTER, UNTIL FURTHER NOTICE; Varied HOURS PER MONTH; Varied HOURS DEVOTED PER MONTH DURING TRADING HOURS; PROVIDE INVESTMENT ADVISORY AND FINANCIAL PLANNING SERVICES TO CUSTOMERS; FEE BASED, HOURLY RATE.



## 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
Termination	1

### Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

#### Disclosure 1 of 1

**Reporting Source:** Firm

**Firm Name:** COUNTRY Capital Management Company

**Termination Type:** Discharged

**Termination Date:** 03/23/2018

**Allegations:** Creation and dissemination of materials that did not meet insurance and/or investment related laws, regulations, rules and/or standards of conduct.

**Product Type:** Annuity-Fixed  
Annuity-Variable  
Debt-Corporate  
Debt-Government  
Debt-Municipal  
Equity Listed (Common & Preferred Stock)  
Insurance  
Mutual Fund

**Reporting Source:** Individual

**Firm Name:** Country Financial

**Termination Type:** Discharged

**Termination Date:** 03/23/2018

**Allegations:** The firm formed the belief that I created and disseminated materials that did not comply with insurance and investment related laws, regulations, rules/an and or standards of conduct.

**Product Type:** Annuity-Fixed  
Annuity-Variable  
Debt-Corporate



Debt-Government  
Debt-Municipal  
Equity Listed (Common & Preferred Stock)  
Insurance  
Mutual Fund

**Broker Statement**

I have already responded to FINRA, and deny the allegations. Any materials that I created were used as training materials. Additionally, I was asked by the Agency VP and Sr. VP of agency to travel across the entire Country to present those same materials.



## End of Report

This page is intentionally left blank.