



IAPD Report

GENE CLAY ESPLIN

CRD# 3133447

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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

GENE CLAY ESPLIN (CRD# 3133447)

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 **02/09/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	MERIT FINANCIAL ADVISORS	CRD# 142457	03/14/2025

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** 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	FIDUCIARY SERVICES LLC	314777	POCATELLO, ID	05/01/2024 - 08/12/2025
IA	SANCTUARY WEALTH MANAGEMENT, LLC	148779	POCATELLO, ID	11/24/2008 - 03/14/2025
B	KALOS CAPITAL, INC.	44337	Pocatello, ID	10/27/2015 - 09/09/2019

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	2





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

Employment 1 of 1

Firm Name: **MERIT FINANCIAL ADVISORS**
Main Address: 2400 LAKEVIEW PARKWAY
SUITE 550
ALPHARETTA, GA 30009
Firm ID#: 142457

Regulator	Registration	Status	Date
 Idaho	Investment Adviser Representative	Approved	03/14/2025
 Texas	Investment Adviser Representative	Restricted Approval	01/29/2026

Branch Office Locations

MERIT FINANCIAL ADVISORS
275 S. 5th Ave, Ste 151
Pocatello, ID 83201



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

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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B General Securities Representative Examination (S7)	Series 7	01/18/2001
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B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/19/1998
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State Securities Law Exams

Exam	Category	Date
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IA B Uniform Combined State Law Examination (S66)	Series 66	10/27/1998
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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	05/01/2024 - 08/12/2025	FIDUCIARY SERVICES LLC	CRD# 314777	POCATELLO, ID
IA	11/24/2008 - 03/14/2025	SANCTUARY WEALTH MANAGEMENT, LLC	CRD# 148779	POCATELLO, ID
B	10/27/2015 - 09/09/2019	KALOS CAPITAL, INC.	CRD# 44337	Pocatello, ID
B	12/15/2008 - 10/30/2015	TRIAD ADVISORS, INC.	CRD# 25803	POCATELLO, ID
IA	03/28/2005 - 12/19/2008	CAMBRIDGE INVESTMENT RESEARCH ADVISORS, INC.	CRD# 134139	POCATELLO, ID
B	01/27/2004 - 12/19/2008	CAMBRIDGE INVESTMENT RESEARCH, INC.	CRD# 39543	POCATELLO, ID
IA	01/27/2004 - 03/28/2005	CAMBRIDGE INVESTMENT RESEARCH, INC.	CRD# 39543	POCATELLO, ID
IA	02/25/1999 - 01/28/2004	ING FINANCIAL PARTNERS, INC	CRD# 2882	POCATELLO, ID
B	11/05/1998 - 01/28/2004	ING FINANCIAL PARTNERS, INC.	CRD# 2882	WINDSOR, CT
B	10/20/1998 - 11/09/1998	WADDELL & REED, INC.	CRD# 866	OVERLAND PARK, KS

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
03/2025 - Present	MERIT FINANCIAL ADVISORS	Wealth Manager, Partner	Y	ALPHARETTA, GA, United States
01/2022 - Present	Fiduciary Services, LLC	Member	Y	Pocatello, ID, United States
05/2004 - 03/2025	SANCTUARY WEALTH MANAGEMENT, LLC	MANAGING MEMBER	Y	POCATELLO, ID, United States
01/1999 - 03/2025	GENE ESPLIN-INDEPENDENT INSURANCE AGENT	INDEPENDENT INSURANCE AGENT	Y	POCATELLO, ID, United States
10/2015 - 08/2018	KALOS CAPITAL	Registered Rep	Y	Alpharetta, GA, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
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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.

Community Capital LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Holding / Management Company; Member-Manager; Jan 23 2020; 1 hour monthly; 0 hours during trading hours; Participate in all aspects of business operations

Fiduciary Services LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Registered Investment Advisor; Member-Manager; Oct 13 2021; 4 hours monthly; 4 hours during trading hours; Participate in aspects of business operations

Community Capital Fund V LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Holding Company; Member-Manager; Aug 18 2022; .25 hours monthly; 0 hours during trading hours; Participate in all aspects of business operations

5 Peaks LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Real Estate Holding and Development Company; Member-Manager; Dec 06 2021; 2 hours monthly; 0 hours during trading hours; Participate in all aspects of business operations

Sanctuary Wealth Management LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Holding Company; Member-Manager; May 17 2004; 35 hours monthly; 35 hours during trading hours; Participate in all aspects of business operations

Community Capital Fund 1 LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Real Estate Holding and Development Company; Member-Manager; Jan 23 2020; .5 hours monthly; 0 hours during trading hours; Participate in all aspects of business operations - but LLC only owns a piece of raw ground

Community Capital Fund IV LLC; Not Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Holding Company; Member-Manager; Aug 09 2022; .25 hours monthly; 0 hours during trading hours; No specific duties - along with ALL other Members collectively decide on business operations

Backyard Properties LLC; Not Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Real Estate Holding and Development Company; Member-Manager; Apr 14 2022; 1 hours monthly; 0 hours during trading hours; Participate in all aspects of business operations

Pintail Management LLC; Not Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Management and Holding Company; Member-Manager; Jan 10 2010; 1 hours monthly; 0 hours during trading hours; Participate in all aspects of business operations

Community Capital Fund III LLC; Investment Related; 275 S 5th Ave., Ste. 151 Pocatello, ID 83201; Real Estate Holding and Development Company; Member-Manager; Dec 09 2021; .25 hours monthly; 0 hours during trading hours; Participate in all aspects of business operations

Blackfoot Affordable Homes, LLC; Investment-related; 802 East Pidcock Road, Inkom ID 83245; Real Estate Development; Member/Manager; 07/15/2025; 5 hours monthly; 0 hours during securities trading hours

Affordable Housing of Blackfoot, LLC; Investment-related; 802 East Pidcock Road, Inkom ID 83245; Real estate development; Member/Manager; 07/15/2025; 5 hours monthly; 0 hours during securities trading hours



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	2

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 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	Kalos Capital, Inc.
Allegations:	Claiming unsuitable investment recommendations and breach of fiduciary duty.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	\$174,500.00
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	20-00481
Filing date of arbitration/CFTC reparation or civil litigation:	02/13/2020

Customer Complaint Information

Date Complaint Received:	04/16/2020
Complaint Pending?	No
Status:	Withdrawn



Status Date: 05/20/2020

Settlement Amount:

Individual Contribution Amount:

Firm Statement Client was solicited by a claimants' law firm due to a currently poor performing investment to bring action against me and Kalos Capital. Client withdrew the arbitration.

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: Triad Advisors LLC and Kalos Capital Inc.

Allegations: Claimants allege that alternative investments purchased at Triad during the Representative's association with respondent Triad (2008-2015) and thereafter during the Representative's association with respondent Kalos Capital (2015-2019) were unsuitable.

Product Type: Direct Investment-DPP & LP Interests
Real Estate Security

Alleged Damages: \$1,000,000.00

Alleged Damages Amount Explanation (if amount not exact): Statement of Claim sets forth a range of damages between \$500,001 - \$1,000,000.

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 19-03789

Filing date of arbitration/CFTC reparation or civil litigation: 12/20/2019

Customer Complaint Information

Date Complaint Received: 12/31/2019

Complaint Pending? No

Status: Settled

Status Date: 01/18/2021

Settlement Amount: \$71,070.00

Individual Contribution Amount: \$0.00

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Reporting Source: Firm



Employing firm when activities occurred which led to the complaint: Kalos Capital & Triad Advisors

Allegations: unsuitable investments

Product Type: Other: Alternative investments

Alleged Damages: \$500,000.00

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 19-03789

Filing date of arbitration/CFTC reparation or civil litigation: 12/20/2019

Customer Complaint Information

Date Complaint Received: 01/06/2020

Complaint Pending? No

Status: Settled

Status Date: 01/18/2021

Settlement Amount: \$71,070.00

Individual Contribution Amount: \$0.00

Firm Statement Broker denies all allegations and will vigorously defend.



End of Report

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