



IAPD Report

BRENDAN KEVIN HAYES

CRD# 3197327

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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

BRENDAN KEVIN HAYES (CRD# 3197327)

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 **01/22/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	ARMSTRONG ADVISORY GROUP INC.	CRD# 318662	05/03/2022

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **3** 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	SECURITIES AMERICA ADVISORS, INC.	110518	Needham, MA	03/27/2009 - 06/01/2022
B	SECURITIES AMERICA, INC.	10205	NEEDHAM, MA	09/10/2007 - 06/01/2022
B	MMC SECURITIES CORP.	103846	NEW YORK, NY	04/01/2005 - 09/19/2005

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

Employment 1 of 1

Firm Name: **ARMSTRONG ADVISORY GROUP INC.**
Main Address: 144 GOULD STREET
SUITE 210
NEEDHAM, MA 02494
Firm ID#: 318662

Regulator	Registration	Status	Date
IA Maine	Investment Adviser Representative	Approved	06/25/2024
IA Massachusetts	Investment Adviser Representative	Approved	05/03/2022
IA Texas	Investment Adviser Representative	Restricted Approval	08/05/2022

Branch Office Locations

ARMSTRONG ADVISORY GROUP INC.
144 GOULD STREET
SUITE 210
NEEDHAM, MA 02494



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 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	09/24/2004
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	01/28/2000

State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	04/24/2008
Uniform Securities Agent State Law Examination (S63)	Series 63	11/09/2001

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	03/27/2009 - 06/01/2022	SECURITIES AMERICA ADVISORS, INC.	CRD# 110518	Needham, MA
B	09/10/2007 - 06/01/2022	SECURITIES AMERICA, INC.	CRD# 10205	NEEDHAM, MA
B	04/01/2005 - 09/19/2005	MMC SECURITIES CORP.	CRD# 103846	NEW YORK, NY
B	01/31/2000 - 04/01/2005	PUTNAM RETAIL MANAGEMENT LIMITED PARTNERSHIP	CRD# 7325	BOSTON, MA

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
05/2022 - Present	Armstrong Advisory Group, Inc.	Managing Partner, Financial Advisor	Y	Needham, MA, United States
03/2009 - 05/2022	SECURITIES AMERICA ADVISORS, INC.	Investment Advisor Representative	Y	LAVISTA, NE, United States
08/2007 - 05/2022	SECURITIES AMERICA, INC.	REGISTERED REPRESENTATIVE	Y	NEEDHAM, MA, 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) **INSURANCE SALES:** Mr. Hayes is a licensed insurance agent/producer. Business is conducted at 144 Gould St, Ste 210, Needham MA 02494, United States. Start date: 06/2007. Prior to 06/01/2022: Investment Related. All types of insurance products have been sold inclusive of those that require securities registration. Effective 06/01/2022: Investment related. Sales of Insurance Products that do not require securities licensing only. Number of hours: ~5 hours per month.

(2) **THE FINANCIAL EXCHANGE:** Mr. Hayes is a Radio Host. As such, Mr. Hayes is co-hosting the radio program "The Financial Exchange". Activity is conducted at 144 Gould St, Ste 210, Needham MA 02494, United States. Investment related: As a co-host of the financial show, Mr. Hayes expresses his views and provides contemporaneous comments related to the general market, economic developments as well as certain educational information. Start date: 05/2015. Mr. Hayes dedicates 12 hours a month to this activity.

(3) RENTAL PROPERTIES OWNERSHIP

Mr. Hayes through the family Trust owns and participates in a long-term rental activities for certain residential properties. There is no physical location for such activity. Start date: 05/2022. Personal investment related. No dedicated hours.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

(4) PODCAST: "DUMB QUESTIONS FOR SMART MONEY"

Mr. Hayes is a Podcast Host. As such, Mr. Hayes is co-hosting the podcast program "Dumb Questions for Smart Money". Activity is conducted at 144 Gould St, Ste 210, Needham MA 02494, United States. Investment related: As a co-host of the financial podcast, Mr. Hayes expresses his views and provides contemporaneous comments related to the general market, economic developments as well as certain educational information. Start date: 11/2021. Mr. Hayes dedicates 2 hours a month to this activity.

(5) Mr. Hayes is a Podcast Co-Host. As such, Mr. Hayes is co-hosting the podcast program produced by AAG "Make it Make Cents". Activity is conducted at 144 Gould St, Ste 210, Needham MA 02494, United States. Investment related: As a co-host of this online podcast Mr. Hayes expresses his views and provides comments related to different financial topics. The podcast is produced with the intention of providing certain educational information to the public. Mr. Hayes dedicates 10 hours a month to this activity. Start Date 12/2025



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:	SECURITIES AMERICA, INC.
Allegations:	CLIENT SENT AN E-MAIL ON DECEMBER 23, 2011 TO REPRESENTATIVE MAKING ALLEGATIONS OF POOR PERFORMANCE.
Product Type:	Mutual Fund Real Estate Security
Alleged Damages:	\$5,000.00
Alleged Damages Amount Explanation (if amount not exact):	CLIENT DID NOT MAKE SPECIFIC CLAIMS FOR DAMAGES, BUT FIRM CANNOT MAKE A GOOD FAITH DETERMINATION THAT ANY LOSSES WOULD BE LESS THAN \$5000.00
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:	12/23/2011
Complaint Pending?	No
Status:	Denied
Status Date:	01/20/2012



Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE CLIENT HAS EXPRESSED HIS DISSATISFACTION WITH THE PERFORMANCE OF HIS ACCOUNT DURING A SHORT WINDOW OF TIME THE TOTAL TIME THE CLIENT HAD BEEN WORKING WITH ME WAS 14 MONTHS. DURING THE TIMEFRAME THE ACCOUNT HAD GROWN BY APPROXIMATELY 9%. DUE TO A MARKET CORRECTION THE ACCOUNT LOST THE ASSOCIATED GAINS, BUT NOT THE PRINCIPAL. THE S&P 500 INDEX CORRECTION WAS APPROXIMATELY 14%. THE CLIENT'S TIME HORIZON WAS GREATER THAN 10 YEARS. DUE TO HIS STATED TIME HORIZON AND RISK TOLERANCE I FEEL THE ALLOCATION OF THE PORTFOLIO WAS APPROPRIATE. ACTION WAS TAKEN TO MITIGATE LOSSES DURING THE TIMEFRAME IN QUESTION. CLIENT FELT CONFIDENT ENOUGH IN THE FUTURE PROSPECTS OF THE PORTFOLIO TO CONTINUE TO RETAIN ME AS HIS ADVISOR.



End of Report

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