



IAPD Report

KEVIN WILLIAM CASSIDY

CRD# 3208815

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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

KEVIN WILLIAM CASSIDY (CRD# 3208815)

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 **04/29/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	THE STRATEGIC FINANCIAL ALLIANCE, INC.	CRD# 126514	02/18/2020
IA	BAYRIDGE FINANCIAL GROUP, INC.	CRD# 296831	05/04/2022

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **9** 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	NATIONWIDE INVESTMENT ADVISORS, LLC	142373	COLUMBUS, OH	12/05/2006 - 02/19/2020
B	NATIONWIDE INVESTMENT SERVICES CORPORATION	7110	TROY, NY	05/08/2002 - 02/19/2020
IA	NATIONWIDE INVESTMENT SERVICES CORPORATION	7110	TROY, NY	08/09/2006 - 12/05/2006

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

Employment 1 of 2

Firm Name: **THE STRATEGIC FINANCIAL ALLIANCE**
Main Address: 2200 CENTURY PARKWAY
SUITE 500
ATLANTA, GA 30345
Firm ID#: 126514

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	02/18/2020
B Arizona	Agent	Approved	10/11/2022
B Connecticut	Agent	Approved	01/03/2023
B Florida	Agent	Approved	02/24/2020
B New Jersey	Agent	Approved	02/18/2020
B New York	Agent	Approved	02/18/2020
B North Carolina	Agent	Approved	03/08/2021
B Oregon	Agent	Approved	09/25/2020
B Pennsylvania	Agent	Approved	09/28/2022
B South Carolina	Agent	Approved	04/13/2022

Branch Office Locations

THE STRATEGIC FINANCIAL ALLIANCE
330 Sunrise Hwy
Suite 110
Rockville Centre, NY 11570

THE STRATEGIC FINANCIAL ALLIANCE
125 HALF MILE ROAD
Red Bank, NJ 07738



Qualifications

THE STRATEGIC FINANCIAL ALLIANCE

117 BEACH 116TH ST
STE 4
ROCKAWAY PARK, NY 11694

Employment 2 of 2

Firm Name: **BAYRIDGE FINANCIAL GROUP, INC.**
Main Address: 330 SUNRISE HWY #110
ROCKVILLE CENTRE, NY 11570
Firm ID#: 296831

Regulator	Registration	Status	Date
IA New Jersey	Investment Adviser Representative	Approved	05/04/2022

Branch Office Locations

BAYRIDGE FINANCIAL GROUP, INC.
330 SUNRISE HWY #110
ROCKVILLE CENTRE, NY 11570



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 Futures Managed Funds Examination (S31)	Series 31	04/25/2001
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B General Securities Representative Examination (S7)	Series 7	06/10/1999
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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	06/29/2006
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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	12/05/2006 - 02/19/2020	NATIONWIDE INVESTMENT ADVISORS, LLC	CRD# 142373	COLUMBUS, OH
B	05/08/2002 - 02/19/2020	NATIONWIDE INVESTMENT SERVICES CORPORATION	CRD# 7110	TROY, NY
IA	08/09/2006 - 12/05/2006	NATIONWIDE INVESTMENT SERVICES CORPORATION	CRD# 7110	TROY, NY
B	07/07/1999 - 04/30/2002	MORGAN STANLEY DW INC.	CRD# 7556	PURCHASE, NY

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
02/2022 - Present	Bay Ridge Financial Group	INVESTMENT ADVISER REPRESENTATIVE	Y	Brooklyn, NY, United States
02/2020 - Present	The Strategic Financial Alliance, Inc,	Registered Representative	Y	Atlanta, GA, United States
12/2006 - 02/2020	NATIONWIDE INVESTMENT ADVISORS, LLC	Mass Transfer	Y	COLUMBUS, OH, United States
04/2002 - 02/2020	NATIONWIDE INVESTMENT SERVICES CORPORATION	RETIREMENT SPECIALIST	Y	TIMONIUM, MD, 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- Name: Outside life insurance and fixed annuities

Position: Independent Contractor

Nature: Outside fixed annuities

Investment Related: Yes

Hours: 4Securities Trading Hours: 4

Start Date: 10/26/2023

Address: 330 Sunrise Hwy, ste 110, Rockville Centre NY 11570, United States

Description: Advisor

-2- Name: Gatsby Spirits LLC

Position: Partner



Registration & Employment History



OTHER BUSINESS ACTIVITIES

Nature: Liquor Company
Investment Related: No
Hours: 5 Securities Trading Hours: 0
Start Date: 03/13/2020
Address: 425 NE Lint Slough Rd., Waldport OR 97394, United States
Description: Receiving profits on the sales of liquor through a distributor.

3. TEG Wellness
Address: 400 W Main Street, Babylon, NY 11702
Independent Contractor
10 hours per month, 1 hour per securities trading hours
Wellness program that helps the employer and employees.



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:	MSDW
Allegations:	CLAIMANT ALLEGES THAT FROM ABOUT MARCH 2000 TO MARCH 2002, FINANCIAL ADVISOR MADE ALLEGEDLY UNSUITABLE INVESTMENTS RESULTING IN LOSSES IN CLAIMANT'S ACCOUNT.
Product Type:	Mutual Fund(s)
Alleged Damages:	\$10,000.00

Customer Complaint Information

Date Complaint Received:	
Complaint Pending?	No
Status:	Arbitration/Reparation
Status Date:	08/15/2006

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:	NASD DISPUTE RESOLUTION CASE NUMBER 06-03433
Date Notice/Process Served:	08/15/2006



Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	01/19/2007
Monetary Compensation Amount:	\$7,500.00
Individual Contribution Amount:	\$0.00
Firm Statement	MORGAN STANLEY FOUND NO LIABILITY ON THE PART OF MR. CASSIDY AND THAT THE FIRM DECIDED TO SETTLE THE MATTER TO AVOID THE COSTS OF LITIGATION.

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MORGAN STANLEY DEAN WITTER
Allegations:	CLAIMANT ALLEGES THAT FROM ABOUT MARCH 2000 TO MARCH 2002, FA MADE ALLEGEDLY BY UNSUITABLE INVESTMENTS RESULTING IN LOSSES IN CLAIMANT'S ACCOUNT.
Product Type:	Mutual Fund
Alleged Damages:	\$10,000.00
Alleged Damages Amount Explanation (if amount not exact):	MORGAN STANLEY FOUND NO LIABILITY ON THE PART OF MR. CASSIDY AND THAT THE FIRM DECIDED TO SETTLE THE MATTER TO AVOID THE COSTS OF LITIGATION
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:	04/04/2001
Complaint Pending?	No
Status:	Settled
Status Date:	08/15/2006
Settlement Amount:	\$7,500.00
Individual Contribution Amount:	\$0.00

Arbitration Information

Date Notice/Process Served:	08/14/2006
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	01/19/2007
Monetary Compensation Amount:	\$7,500.00



Individual Contribution Amount:

\$0.00

Broker Statement

MORGAN STANLEY FOUND NO LIABILITY ON THE PART OF MR. CASSIDY AND THAT THE FIRM DECIDED TO SETTLE THE MATTER TO AVOID THE COSTS OF LITIGATION.



End of Report

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