



IAPD Report

RAMONA HENDERSON PEARSON

CRD# 3216831

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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

RAMONA HENDERSON PEARSON (CRD# 3216831)

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 **03/27/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	ADVISORY ALPHA, LLC	CRD# 158282	09/15/2020

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	PLANNERS ALLIANCE	290575	Southfield, MI	10/05/2018 - 09/15/2020
IA	H.D. VEST ADVISORY SERVICES, INC	104556	Southfield, MI	12/03/2010 - 09/19/2018
B	HD VEST INVESTMENT SERVICES	13686	Southfield, MI	08/16/1999 - 09/19/2018

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
Regulatory Event	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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **ADVISORY ALPHA, LLC**

Main Address: 348 S WAVERLY RD
SUITE 100
HOLLAND, MI 49423

Firm ID#: 158282

	Regulator	Registration	Status	Date
IA	Michigan	Investment Adviser Representative	Approved	09/15/2020

Branch Office Locations

ADVISORY ALPHA, LLC
Southfield, MI

ADVISORY ALPHA, LLC
17515 W. 9 Mile rd.
Suite 1040-A
Southfield, MI 48075



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
B Securities Industry Essentials Examination (SIE)	SIE	09/19/2018
B General Securities Representative Examination (S7)	Series 7	05/25/2001
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	08/13/1999

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	11/23/2010
B Uniform Securities Agent State Law Examination (S63)	Series 63	07/29/1999



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	10/05/2018 - 09/15/2020	PLANNERS ALLIANCE	CRD# 290575	Southfield, MI
IA	12/03/2010 - 09/19/2018	H.D. VEST ADVISORY SERVICES, INC	CRD# 104556	Southfield, MI
B	08/16/1999 - 09/19/2018	HD VEST INVESTMENT SERVICES	CRD# 13686	Southfield, MI

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
09/2019 - Present	Advisory Alpha, LLC	Investment Adviser Representative	Y	Holland, MI, United States
10/2015 - Present	Healthy Wealthy Wise, LLC	Owner	Y	Southfield, MI, United States
11/2014 - Present	Business Office Consultants, LLC	Owner	N	Southfield, MI, United States
06/1999 - Present	The Pearson Group, LLC	Owner	N	DETROIT, MI, United States
03/1988 - Present	Ramona H Pearson CPA P.C	President	N	Huntington Woods, MI, United States
10/2018 - 09/2020	Planners Alliance LLC	Investment Advisor Representative	Y	Holland, MI, United States
03/2013 - 09/2018	HD VEST INSURANCE AGENCY	INSURANCE SALES AGENT	Y	IRVING, TX, United States
12/2010 - 09/2018	H.D. VEST ADVISORY SERVICES	ADVISORY REPRESENTATIVE	Y	DETROIT, MI, United States
04/1999 - 09/2018	H.D. VEST INVESTMENT SERVICES	REGISTERED REPRESENTATIVE	Y	DETROIT, MI, 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) Business Office Consultants, LLC; Not investment-related; 28074 Hickory Drive, Farmington Hills, MI 48331; Out-sources



Registration & Employment History



OTHER BUSINESS ACTIVITIES

CFO services; Principal; 11/2014; Approx. 40 hours/month; Approx. 40 hours/month during trading hours; Engage clients, create proposal, assign consultants, etc.

(2) The Pearson Group, LLC - DBA Healthy Wealthy Wise, LLC; Investment-related; 28074 Hickory Drive, Farmington Hills, MI 48331; Insurance products; Insurance agent; 10/1999; Approx. 40 hours/month; Approx. 40 hours/month during trading hours; Offer fixed annuities and insurance products, book writing, lectures, etc.

(3) Ramona Pearson; Investment-related; 28074 Hickory Drive, Farmington Hills, MI 48331; Insurance sales; Licensed insurance agent; 10/1999; Approx. 40 hours/month as Insurance agent with Healthy Wealthy Wise, LLC; Approx. 40 hours/month during trading hours as Insurance agent with Healthy Wealthy Wise, LLC; Sales of insurance products.

(4) Ramona H. Pearson, CPA, P.C.; Not investment-related; 28074 Hickory Drive, Farmington Hills, MI 48331; CPA firm; President; 03/1985; Approx. 40 hours/month; Approx. 40 hours/month during trading hours; Tax compliance services for individuals and corporations.

(5) Wedgewood Homeowners Association; Not investment-related; 28074 Hickory Drive, Farmington Hills, MI 48331; Homeowners Association; Board Member; Board Member; 05/2021; Approx. 2 hours/month; Approx. 0 hours/month during trading hours; Responsible for attending regular meetings and participating in association activities.



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
Regulatory Event	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Individual
Regulatory Action Initiated By:	MI DEPT OF LICENSING & REGULATORY AFFAIRS
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	07/26/2012
Docket/Case Number:	319307 & 319309
Employing firm when activity occurred which led to the regulatory action:	H.D. VEST INVESTMENT SERVICES
Product Type:	No Product
Allegations:	ALLEGED VIOLATION OF PROFESSIONAL STANDARDS OCCUPATIONAL CODE, MI PUBLIC ACT 299 OF 1980, SEC 339.734(1)(1), IN THE ISSUANCE OF A REPORT. AMENDED TO REFLECT VIOLATION OF AICPA CODE OF PROFESSIONAL CONDUCT, .01 RULES 201-D IN THAT RESPONDENT FAILED TO OBTAIN SUFFICIENT RELEVANT DATA TO AFFORD A REASONABLE BASIS FOR CONCLUSIONS OR RECOMMENDATIONS IN RELATION TO A PROFESSIONAL SERVICE PROVIDED.
Current Status:	Final
Resolution:	Stipulation and Consent
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No



Resolution Date: 08/25/2014

Sanctions Ordered: Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$6,000.00

Portion Levied against individual: \$6,000.00

Payment Plan: DUE IN 60 DAYS FROM STIPULATION DATE OF 08/21/2014

Is Payment Plan Current: Yes

Date Paid by individual:

Was any portion of penalty waived? No

Amount Waived:

Broker Statement

AN EXPERIENCED SECURITIES LICENSED ACCOUNTING MANAGER PREPARED AN INACCURATE PREPAID FUNERAL SALES FORM TO THE STATE OF MICHIGAN AND I SIGNED THE REPORT NOT KNOWING OF THE ERRORS IN HIS ASSERTATIONS IN THE REPORT. I ENGAGED AN AUDIT FIRM TO GET TO TRUTH. AN UNFORTUNATE CIRCUMSTANCE THAT DID NOT HAVE TO HAPPEN. NO MEMBER OF THE PUBLIC WAS INJURED IN ANY WAY.



End of Report

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