



IAPD Report

SHELLEY JO ECHEVERRIA

CRD# 4002979

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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

SHELLEY JO ECHEVERRIA (CRD# 4002979)

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 **06/04/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PARK AVENUE SECURITIES LLC	CRD# 46173	11/23/2020
IA	PARK AVENUE SECURITIES LLC	CRD# 46173	11/27/2020
IA	PARK AVENUE INVESTMENT ADVISORY, LLC	CRD# 310203	06/02/2023

QUALIFICATIONS

This representative is currently registered in **1** 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
B	LPL FINANCIAL LLC	6413	PHOENIX, AZ	08/09/2017 - 11/04/2020
IA	THE WEALTH CONSULTING GROUP	173194	Phoenix, AZ	08/10/2017 - 10/29/2020
B	USAA FINANCIAL ADVISORS, INC.	129035	PHOENIX, AZ	02/02/2017 - 06/08/2017

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
Judgment/Lien	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 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **PARK AVENUE INVESTMENT ADVISORY, LLC**
Main Address: 10 HUDSON YARDS
NEW YORK, NY 10001
Firm ID#: 310203

	Regulator	Registration	Status	Date
IA	Arizona	Investment Adviser Representative	Approved	06/02/2023

Branch Office Locations

PARK AVENUE INVESTMENT ADVISORY, LLC
7047 E. Greenway Parkway
Suite 460
Scottsdale, AZ 85254

Employment 2 of 2

Firm Name: **PARK AVENUE SECURITIES LLC**
Main Address: 10 HUDSON YARDS
NEW YORK, NY 10001
Firm ID#: 46173

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	11/23/2020
B	FINRA	General Securities Representative	Approved	11/23/2020
B	Arizona	Agent	Approved	11/23/2020
IA	Arizona	Investment Adviser Representative	Approved	11/27/2020

Branch Office Locations

PARK AVENUE SECURITIES LLC
9336 E RAINTREE DRIVE



Qualifications

SUITE 110
SCOTTSDALE, AZ 85260

PARK AVENUE SECURITIES LLC
Pheonix, AZ



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, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

	Exam	Category	Date
B	General Securities Principal Examination (S24)	Series 24	10/05/2013

General Industry/Product Exams

	Exam	Category	Date
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	01/23/2001

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	04/29/2005
B	Uniform Securities Agent State Law Examination (S63)	Series 63	02/06/2001



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
B	08/09/2017 - 11/04/2020	LPL FINANCIAL LLC	CRD# 6413	PHOENIX, AZ
IA	08/10/2017 - 10/29/2020	THE WEALTH CONSULTING GROUP	CRD# 173194	Phoenix, AZ
B	02/02/2017 - 06/08/2017	USAA FINANCIAL ADVISORS, INC.	CRD# 129035	PHOENIX, AZ
B	02/02/2017 - 06/08/2017	USAA INVESTMENT MANAGEMENT COMPANY	CRD# 5475	Phoenix, AZ
IA	02/02/2017 - 06/08/2017	USAA INVESTMENT MANAGEMENT COMPANY	CRD# 5475	Phoenix, AZ
IA	08/13/2013 - 12/12/2016	MSI FINANCIAL SERVICES, INC.	CRD# 14251	Phoenix, AZ
B	02/02/2012 - 12/12/2016	MSI FINANCIAL SERVICES, INC.	CRD# 14251	SPRINGFIELD, MA
B	02/02/2012 - 07/05/2016	METLIFE INVESTORS DISTRIBUTION COMPANY	CRD# 107622	NEW YORK CITY, NY
B	02/02/2012 - 01/02/2015	NEW ENGLAND SECURITIES	CRD# 615	NEW YORK, NY
B	02/02/2012 - 09/05/2013	WALNUT STREET SECURITIES, INC.	CRD# 15840	EL SEGUNDO, CA
B	07/19/2005 - 09/05/2013	TOWER SQUARE SECURITIES, INC.	CRD# 833	EL SEGUNDO, CA
IA	07/19/2005 - 09/05/2013	TOWER SQUARE SECURITIES, INC.	CRD# 833	PHOENIX, AZ
IA	05/03/2005 - 06/14/2005	STRATEGIC ADVISERS, INC.	CRD# 104555	WEST HARTFORD, CT
B	01/24/2001 - 06/14/2005	FIDELITY BROKERAGE SERVICES LLC	CRD# 7784	SMITHFIELD, RI

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
06/2024 - Present	GUARDIAN LIFE INSURANCE COMPANY	AGENT	Y	Phoenix, AZ, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
06/2024 - Present	PARK AVENUE SECURITIES	REGISTERED REPRESENTATIVE	Y	Pheonix, AZ, United States
05/2022 - Present	PARK AVENUE INVESTMENT ADVISORY	INVESTMENT ADVISER REPRESENTATIVE	Y	SCOTTSDALE, AZ, United States
11/2020 - Present	Park Avenue Securities	ACO	Y	Scottsdale, AZ, United States
11/2020 - Present	Westpac Wealth Partners LLC	ACO	Y	Scottsdale, AZ, United States
08/2017 - 10/2020	LPL Financial	Registered Representative	Y	Phoenix, AZ, United States
08/2017 - 10/2020	WCG WEALTH ADVISORS, LLC	Registered Investment Advisor/CHIEF COMPLIANCE OFFICER	Y	PHOENIX, AZ, United States
04/2017 - 08/2017	Unemployed	Unemployed	N	Phoenix, AZ, United States
01/2017 - 04/2017	UNITED SERVICES AUTOMOBILE ASSOCIATION	CONTRACTOR/CONSULTANT	N	PHOENIX, AZ, United States
01/2017 - 04/2017	USAA FINANCIAL ADVISORS, INC	REGISTERED REP	Y	PHOENIX, AZ, United States
01/2017 - 04/2017	USAA INVESTMENT MANAGEMENT COMPANY	CONTRACTOR/CONSULTANT	Y	PHOENIX, AZ, United States
04/2004 - 12/2016	MSI FINANCIAL SVCS/TOWER SQUARE SECURITIES INC.	REGISTERED REPRESENTATIVE	Y	HARTFORD, CT, 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) Real Estate license in state of AZ,
Start date: 11/21/2006,
Address: 355 S. Germann Gilbert, AZ,
10 total hours per moth; 0 during securities trading hours,
Investment related,
More than 10% annual compensation,



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
Judgment/Lien	1

Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	JP Morgan Chase Bank, N.A.
Judgment/Lien Amount:	\$33,431.40
Judgment/Lien Type:	Civil
Date Filed with Court:	11/08/2024
Date Individual Learned:	05/14/2025
Type of Court:	State Court
Name of Court:	Maricopa County Superior Court
Location of Court:	Phoenix, AZ
Docket/Case #:	CV2024014366
Judgment/Lien Outstanding?	Yes



End of Report

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