



IAPD Report

JOEL MICHAEL VANDERHOOF

CRD# 4152196

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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

JOEL MICHAEL VANDERHOOF (CRD# 4152196)

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 **05/14/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	TRADINGBLOCK	CRD# 128605	01/02/2025
IA	EQUITY ARMOR INVESTMENTS	CRD# 156327	04/17/2025
B	DIGITAL OFFERING LLC	CRD# 166401	07/18/2025

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **37** 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	CAMBRIA CAPITAL LLC	133760	SALT LAKE CITY, UT	04/01/2009 - 12/31/2024
B	CAMBRIA CAPITAL, LLC	133760	SALT LAKE CITY, UT	03/27/2006 - 12/31/2024
IA	CAMBRIA INVESTMENT MANAGEMENT, INC	141600	MANHATTAN BEACH, CA	03/26/2009 - 08/14/2010

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 **37** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 3

Firm Name: **DIGITAL OFFERING LLC**
Main Address: 1461 GLENNEYRE STREET
SUITE D
LAGUNA BEACH, CA 92651
Firm ID#: 166401

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	07/18/2025
B FINRA	Investment Banking Representative	Approved	07/18/2025
B NYSE American LLC	General Securities Representative	Approved	09/02/2025
B Nasdaq Stock Market	General Securities Representative	Approved	07/18/2025
B New York Stock Exchange	General Securities Representative	Approved	09/02/2025
B California	Agent	Approved	07/24/2025
B Florida	Agent	Approved	08/12/2025
B New Jersey	Agent	Approved	08/12/2025
B New York	Agent	Approved	08/17/2025
B Utah	Agent	Approved	08/12/2025

Branch Office Locations

Holladay, UT

Employment 2 of 3

Firm Name: **EQUITY ARMOR INVESTMENTS**



Qualifications

Main Address: 318 WEST ADAMS STREET
10TH FLOOR
CHICAGO, IL 60606

Firm ID#: 156327

Regulator	Registration	Status	Date
IA Illinois	Investment Adviser Representative	Approved	05/20/2025
IA Utah	Investment Adviser Representative	Approved	04/17/2025

Branch Office Locations

EQUITY ARMOR INVESTMENTS

Holladay, UT

Employment 3 of 3

Firm Name: **TRADINGBLOCK**
Main Address: 311 S. WACKER DR., STE 1775
CHICAGO, IL 60606
Firm ID#: 128605

Regulator	Registration	Status	Date
B FINRA	General Securities Principal	Approved	01/02/2025
B FINRA	General Securities Representative	Approved	01/02/2025
B FINRA	Investment Banking Principal	Approved	01/02/2025
B FINRA	Investment Banking Representative	Approved	01/02/2025
B FINRA	Operations Professional	Approved	01/02/2025
B FINRA	Registered Options Principal	Approved	01/02/2025
B FINRA	Securities Trader	Approved	01/02/2025
B FINRA	Securities Trader Principal	Approved	01/02/2025
B Alabama	Agent	Approved	01/06/2025



Qualifications

Regulator	Registration	Status	Date
B Alaska	Agent	Approved	01/02/2025
B Arizona	Agent	Approved	01/02/2025
B California	Agent	Approved	01/02/2025
B Colorado	Agent	Approved	01/02/2025
B Connecticut	Agent	Approved	01/02/2025
B Florida	Agent	Approved	01/02/2025
B Georgia	Agent	Approved	01/02/2025
B Idaho	Agent	Approved	01/13/2025
B Illinois	Agent	Approved	01/02/2025
B Indiana	Agent	Approved	01/08/2025
B Iowa	Agent	Approved	01/03/2025
B Kentucky	Agent	Approved	01/02/2025
B Louisiana	Agent	Approved	01/02/2025
B Maine	Agent	Approved	01/02/2025
B Maryland	Agent	Approved	01/02/2025
B Massachusetts	Agent	Approved	01/03/2025
B Michigan	Agent	Approved	01/02/2025
B Minnesota	Agent	Approved	01/03/2025
B Mississippi	Agent	Approved	01/02/2025



Qualifications

Regulator	Registration	Status	Date
B Missouri	Agent	Approved	01/02/2025
B Nebraska	Agent	Approved	01/02/2025
B Nevada	Agent	Approved	01/02/2025
B New Hampshire	Agent	Approved	01/02/2025
B New Jersey	Agent	Approved	01/02/2025
B New York	Agent	Approved	01/02/2025
B North Carolina	Agent	Approved	01/02/2025
B Ohio	Agent	Approved	01/02/2025
B Oklahoma	Agent	Approved	01/06/2025
B Oregon	Agent	Approved	01/11/2025
B Pennsylvania	Agent	Approved	01/02/2025
B Rhode Island	Agent	Approved	01/09/2025
B Texas	Agent	Approved	01/02/2025
B Utah	Agent	Approved	01/03/2025
B Virginia	Agent	Approved	01/02/2025
B Washington	Agent	Approved	01/03/2025
B Wisconsin	Agent	Approved	01/02/2025

Branch Office Locations

MONEYBLOCK
Holladay, UT



Qualifications

MONEYBLOCK

311 South Wacker
Suite 1775
Chicago, IL 60606





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 2 principal/supervisory exams, 7 general industry/product exams, and 2 state securities law exams.




Principal/Supervisory Exams

Exam	Category	Date
 Registered Options Principal Examination (S4)	Series 4	03/13/2012
 General Securities Principal Examination (S24)	Series 24	02/02/2005

General Industry/Product Exams

Exam	Category	Date
 Securities Trader Exam (S57TO)	Series 57TO	01/02/2023
 Operations Professional Examination (S99TO)	Series 99TO	01/02/2023
 Investment Banking Registered Representative Examination (S79TO)	Series 79TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 National Commodity Futures Examination (S3)	Series 3	01/29/2013
 Limited Representative-Equity Trader Exam (S55)	Series 55	12/23/2002
 General Securities Representative Examination (S7)	Series 7	04/13/2000

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	07/28/2005
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/29/2000



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	04/01/2009 - 12/31/2024	CAMBRIA CAPITAL LLC	CRD# 133760	SALT LAKE CITY, UT
B	03/27/2006 - 12/31/2024	CAMBRIA CAPITAL, LLC	CRD# 133760	SALT LAKE CITY, UT
IA	03/26/2009 - 08/14/2010	CAMBRIA INVESTMENT MANAGEMENT, INC	CRD# 141600	MANHATTAN BEACH, C
IA	11/16/2006 - 12/31/2008	CAMBRIA INVESTMENT MANAGEMENT, INC	CRD# 141600	SALT LAKE CITY, UT
B	04/14/2000 - 03/24/2006	ALPINE SECURITIES CORPORATION	CRD# 14952	SALT LAKE CITY, UT

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
04/2026 - Present	Theris, Inc.	Consultant	N	New York, NY, United States
01/2026 - Present	Nant Global Finance Inc	Head of Business Development	Y	Woodbury, NY, United States
07/2025 - Present	Digital Offering LLC	VP Investment Banking	Y	Laguna Beach, CA, United States
01/2025 - Present	TradingBlock	President - Investment Banking	Y	Salt Lake City, UT, United States
06/2018 - Present	Cambria Holdings, Inc.	President	N	Salt Lake City, UT, United States
02/2013 - Present	OPTIONIQ	ASSOCIATED PERSON	Y	SALT LAKE CITY, UT, United States
03/2006 - Present	CAMBRIA CAPITAL, LLC	VICE PRESIDENT	Y	SALT LAKE CITY, UT, United States



Registration & Employment History

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) President and Director of Cambria Holdings, Inc. 6975 S Union Park Avenue, Suite 600, Cottonwood Heights, UT 84047. Business is a Holding Company that might be considered investment related based on its subsidiaries being investment related. Position began in June of 2018. Approximately 10 hours per month during market hours.
- 2) President and Director of Cambria Asset Management, Inc. 6975 S Union Park Avenue, Suite 600, Cottonwood Heights, UT 84047. Business is a Holding Company that might be considered investment related based on its subsidiaries being investment related. Position began in June of 2018. Approximately 10 hours per month during market hours.
- 3) Investment Adviser Representative at Equity Armor Investments (CRD 156327), Chicago, IL beginning in April 2025. Investment related business, paid fee-based compensation on client assets under management. Spend approximately 10 hours per month during trading hours.
- 4) President of Investment Banking at AOS, Inc dba TradingBlock and MyIPO. 311 S. Wacker Driver, Suite 1775, Chicago, IL 60606. Investment Related. Role began in January 2025. Approximately 30 hours per week with 20 hours during market hours.
- 5) Head of Business Development, Nant Global Finance Inc, 7600 Jericho Turnpike, Suite 304, Woodbury, NY 11797. Investment Related - Parent Company of Financial Service Entities. Role began January 2026. Approximately 2.5 hrs per week during market trading hours.
- 6) Peak Line Advisory LLC, Inc. Holladay, UT. Started April 15, 2026. Investment Related. Consulting and strategic advisory services. Will spend 2-4 hours per month (1-2 hours per month during market hours) devoted to this activity.



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:	Regulator
Regulatory Action Initiated By:	FINRA
Sanction(s) Sought:	
Date Initiated:	11/15/2007
Docket/Case Number:	2006005194501
Employing firm when activity occurred which led to the regulatory action:	ALPINE SECURITIES CORPORATION
Product Type:	
Allegations:	NASD RULES 2110, 3040 - JOEL VANDERHOOF ENGAGED IN PRIVATE SECURITIES TRANSACTIONS WITHOUT COMPENSATION; PROVIDED HIS MEMBER FIRM WITH ORAL NOTICE OF HIS PARTICIPATION IN THE TRANSACTIONS; BUT FAILED TO PROVIDE PRIOR WRITTEN NOTICE AS REQUIRED BY NASD RULE 3040.
Current Status:	Final
Resolution:	Acceptance, Waiver & Consent(AWC)
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:	11/15/2007



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

Regulator Statement WITHOUT ADMITTING OR DENYING THE FINDINGS, VANDERHOOF CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS FINED \$10,000 AND SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR 30 DAYS. THE SUSPENSION IN ANY CAPACITY IS IN EFFECT FROM DECEMBER 17, 2007 THROUGH JANUARY 15, 2008. FINES PAID ON NOVEMBER 28, 2007.

Reporting Source: Individual

Regulatory Action Initiated By: FINANCIAL INDUSTRY REGULATORY AUTHORITY

Sanction(s) Sought:

Other Sanction(s) Sought:

Date Initiated: 11/15/2007

Docket/Case Number: [2006005194501](#)

Employing firm when activity occurred which led to the regulatory action: ALPINE SECURITIES CORPORATION

Product Type: Other

Other Product Type(s): RESTRICTED SECURITIES

Allegations: NASD RULES 2110, 3040 - JOEL VANDERHOOF ENGAGED IN PRIVATE SECURITIES TRANSACTIONS WITHOUT COMPENSATION; PROVIDED HIS MEMBER FIRM WITH ORAL NOTICE OF HIS PARTICIPATION IN THE TRANSACTIONS; BUT FAILED TO PROVIDE PRIOR WRITTEN NOTICE AS REQUIRED BY NASD RULE 3040

Current Status: Final

Resolution: Acceptance, Waiver & Consent(AWC)

Resolution Date: 11/15/2007

Sanctions Ordered: Monetary/Fine \$10,000.00
Suspension

Other Sanctions Ordered:

Sanction Details: WITHOUT ADMITTING OR DENYING THE FINDINGS, VANDERHOOF CONSENTED TO THE DESCRIBED SANCTIONS AND TO THE ENTRY OF FINDINGS; THEREFORE, HE IS FINED \$10,000 AND SUSPENDED FROM ASSOCIATION WITH ANY FINRA MEMBER IN ANY CAPACITY FOR 30 DAYS. THE SUSPENSION IN ANY CAPACITY IS IN EFFECT FROM DECEMBER 17, 2007 THROUGH JANUARY 15, 2008



End of Report

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