



IAPD Report

RITA ATLANTA FORD

CRD# 4156096

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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

RITA ATLANTA FORD (CRD# 4156096)

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 **01/31/2024**.

CURRENT EMPLOYERS

| Firm | CRD# | Registered Since |
|--|-------------|------------------|
| IA FORD FINANCIAL ADVISORS, LIMITED | CRD# 147314 | 10/20/2008 |

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 AMERIPRISE FINANCIAL SERVICES, INC. | 6363 | BALTIMORE, MD | 05/09/2000 - 01/18/2008 |

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 |
| Judgment/Lien | 2 |



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: **FORD FINANCIAL ADVISORS, LIMITED**
Main Address: PITTSBURGH, PA
Firm ID#: 147314

| Regulator | Registration | Status | Date |
|------------------------|-----------------------------------|----------|------------|
| IA Pennsylvania | Investment Adviser Representative | Approved | 10/20/2008 |

Branch Office Locations

FORD FINANCIAL ADVISORS, LIMITED
PITTSBURGH, PA



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, 0 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

| Exam | Category | Date |
|------|----------|------|
|------|----------|------|

No information reported.

General Industry/Product Exams

| Exam | Category | Date |
|------|----------|------|
|------|----------|------|

No information reported.

State Securities Law Exams

| Exam | Category | Date |
|------|----------|------|
|------|----------|------|

| | | | |
|--------------------|--|-----------|------------|
| IA B | Uniform Combined State Law Examination (S66) | Series 66 | 05/03/2000 |
|--------------------|--|-----------|------------|

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 | 05/09/2000 - 01/18/2008 | AMERIPRISE FINANCIAL SERVICES, INC. | CRD# 6363 | BALTIMORE, MD |

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 |
|-------------------|-------------------------------|-----------------------------|--------------------|-------------------------------|
| 09/2023 - Present | Pittsburgh Public Schools | Substitute Teacher | N | Pittsburgh, PA, United States |
| 05/2008 - Present | FORD FINANCIAL ADVISORS, LTD. | FINANCIAL ADVISOR | Y | PITTSBURGH, PA, United States |
| 04/2008 - Present | RITA A. FORD | INDEPENDENT INSURANCE AGENT | N | PITTSBURGH, PA, United States |
| 05/2008 - 06/2016 | FORD BUSINESS MANAGEMENT, LLC | SOLE PROPRIETOR | N | PITTSBURGH, PA, 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.

I AM LICENSED AS AN INSURANCE AGENT FOR LIFE AND HEALTH INSURANCES AND OWN FORD FINANCIAL ADVISORS, LIMITED, WHICH IS AN INSURANCE AGENCY, ALSO FOR LIFE AND HEALTH INSURANCES. PRODUCTS SOLD INCLUDE LIFE, HEALTH, DISABILITY, LONG-TERM CARE AND MEDICAID INSURANCES.

I AM THE SOLE PROPRIETOR OF THE BUSINESS;IT WAS ESTABLISHED ON MAY 6, 2008. CURRENTLY, I SPEND APPROXIMATELY 8 HOURS/MONTH WORKING IN INSURANCE. OF THESE HOURS, APPROXIMATELY EIGHT ARE DURING SECURITIES TRADING HOURS. I AM RESPONSIBLE FOR ALL DUTIES RELATED TO THIS BUSINESS.

Also, I am employed by:

Pittsburgh Public Schools - not investment related

341 S. Bellefield Avenue, Pittsburgh, PA 15213

Public Education for the City of Pittsburgh

Substitute Teacher - Day to Day and Building Substitute

My position is updated annually in June; most recently, I started working on 9/11/2023.

I work approximately 75 hours/month

I devote up to three hours a day during securities trading hours, between 9:30 AM and 12:30 PM, on days that I work.

I work as a Substitute Teacher for Teachers who are absent from work.



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 |
| Judgment/Lien | 2 |

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: AMERIPRISE FINANCIAL SERVICES,INC.

Allegations: THE CLIENT ALLEGED HER ADVISOR'S RECOMMENDATION TO PURCHASE A VARIABLE UNIVERSAL LIFE INSURANCE POLICY IN FEBRUARY OF 2007 WAS NOT UNSUITABLE FOR HER FIANCIAL GOALS,OBJECTIVES AND CIRCUMSTANCES.

Product Type: Insurance

Other Product Type(s): VARIABLE UNIVERSAL LIFE

Alleged Damages: \$13,500.00

Customer Complaint Information

Date Complaint Received: 06/02/2008

Complaint Pending? No

Status: Denied

Status Date: 07/25/2008

Settlement Amount:

Individual Contribution Amount:

Firm Statement THE FIRM FOUND THE LIFE INSURANCE POLICY FOR THE CLIENT WAS SUITABLE BASED ON HER STATED GOALS AND OBJECTIVES AT THE TIME IT



WAS PURCHASED.

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: AMERIPRISE FINANCIAL SERVICES, INC.
Allegations: CLIENT ALLEGED THAT MY RECOMMENDATION TO PUTCHASE A VARIABLE UNIVERSAL LIFE INSURNCE POLICY WAS NOT SUITABLE FOR HER FINANCIAL GOALS, OBJECTIVES AND CIRCUMSTANCES.
Product Type: Insurance
Alleged Damages: \$13,500.00

Customer Complaint Information

Date Complaint Received: 06/02/2008
Complaint Pending? No
Status: Denied
Status Date: 07/25/2008
Settlement Amount:
Individual Contribution Amount:



Judgment/Lien

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

Disclosure 1 of 2

Reporting Source: Individual
Judgment/Lien Holder: State of Maryland
Judgment/Lien Amount: \$3,175.17
Judgment/Lien Type: Tax
Date Filed with Court: 09/29/2011
Date Individual Learned: 11/26/2015
Type of Court: State Court
Name of Court: State of Maryland - Comptroller of Maryland
Location of Court: Revenue Administration Division, 110 Carroll Street, Annapolis, MD 21411
Judgment/Lien Outstanding? Yes
Broker Statement I recently learned that the taxes were due for 2005. I did not think I owed any additional taxes for that year and did not file. Lien included taxes, penalties and interest.

Disclosure 2 of 2

Reporting Source: Individual
Judgment/Lien Holder: ALLEGHENY COUNTY, PA
Judgment/Lien Amount: \$1,374.93
Judgment/Lien Type: Tax
Date Filed with Court: 07/01/1997
Court Details: ALLEGHENY COUNTY DISTRICT COURT, PITTSBURGH, PA
BLOCK/LOT # 175-G-230 00
Judgment/Lien Outstanding? Yes
Broker Statement ASSUMED THAT TAXES WERE IN ORDER, ALLEGHENY COUNTY DID A MASSIVE ACCOUNTING PROJECT AND ADVISED TAX PAYERS WHO WERE DELINQUENT. THE PROPERTY ON WHICH THE TAXES ARE DUE WAS BURNED AND CONDEMNED IN 10/1996. WAS PLACE OF RESIDENCE.



End of Report

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