



IAPD Report

AARON PIERCE SEVIGNY

CRD# 4314368

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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

AARON PIERCE SEVIGNY (CRD# 4314368)

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 **09/10/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	08/21/2006
IA	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	08/25/2006

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **34** 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	FINANCIAL ADVISORY CONSULTANTS, LLC	122629	NAPLES, FL	06/06/2006 - 08/22/2006
B	TRIAD ADVISORS, INC.	25803	NAPLES, FL	08/02/2004 - 08/21/2006
B	MONY SECURITIES CORPORATION	4386	NEW YORK, NY	10/22/2003 - 08/16/2004

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	3



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

Employment 1 of 1

Firm Name: **UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER**
Main Address: 7333 EAST DOUBLETREE RANCH RD, SUITE 120
SCOTTSDALE, AZ 85258
Firm ID#: 20804

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	08/21/2006
B FINRA	General Securities Principal	Approved	10/12/2006
B FINRA	Registered Options Principal	Approved	06/25/2007
B Alabama	Agent	Approved	01/02/2024
B Arizona	Agent	Approved	07/20/2010
B California	Agent	Approved	10/03/2008
B Colorado	Agent	Approved	01/02/2019
B Connecticut	Agent	Approved	07/20/2010
B Delaware	Agent	Approved	06/07/2007
B Florida	Agent	Approved	08/21/2006
IA Florida	Investment Adviser Representative	Approved	08/25/2006
B Georgia	Agent	Approved	07/20/2010
B Idaho	Agent	Approved	07/20/2010



Qualifications

Regulator	Registration	Status	Date
B Illinois	Agent	Approved	02/12/2007
B Indiana	Agent	Approved	05/07/2008
B Kentucky	Agent	Approved	06/07/2007
B Maine	Agent	Approved	06/07/2007
B Maryland	Agent	Approved	02/04/2014
B Massachusetts	Agent	Approved	09/07/2006
B Michigan	Agent	Approved	04/11/2007
B Minnesota	Agent	Approved	02/26/2013
B Missouri	Agent	Approved	11/30/2012
B Nevada	Agent	Approved	02/07/2012
B New Hampshire	Agent	Approved	06/07/2007
B New Jersey	Agent	Approved	06/07/2007
B New York	Agent	Approved	01/23/2007
B North Carolina	Agent	Approved	06/08/2007
B Ohio	Agent	Approved	03/27/2007
B Pennsylvania	Agent	Approved	06/27/2007
B Rhode Island	Agent	Approved	07/20/2010
B South Carolina	Agent	Approved	09/21/2016
B South Dakota	Agent	Approved	01/02/2019



Qualifications

Regulator	Registration	Status	Date
B Tennessee	Agent	Approved	09/12/2024
B Texas	Agent	Approved	03/28/2022
B Virginia	Agent	Approved	04/04/2008
B West Virginia	Agent	Approved	01/02/2013
B Wisconsin	Agent	Approved	04/07/2008
B Wyoming	Agent	Approved	09/25/2015

Branch Office Locations

**UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A
LIMITED PARTNER**
3511 Bonita Bay Blvd
STE 2
Bonita Springs, FL 34134



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

Principal/Supervisory Exams

Exam	Category	Date
 Registered Options Principal Examination (S4)	Series 4	06/22/2007
 General Securities Principal Examination (S24)	Series 24	10/11/2006

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	10/21/2003

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	01/10/2005

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	06/06/2006 - 08/22/2006	FINANCIAL ADVISORY CONSULTANTS, LLC	CRD# 122629	NAPLES, FL
B	08/02/2004 - 08/21/2006	TRIAD ADVISORS, INC.	CRD# 25803	NAPLES, FL
B	10/22/2003 - 08/16/2004	MONY SECURITIES CORPORATION	CRD# 4386	NEW YORK, 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
09/2016 - Present	Tenarenta, LLC	Owner	N	Estero, FL, United States
04/2012 - Present	TENARON, LLC	OWNER	N	BONITA SPRINGS, FL, United States
08/2006 - Present	ACADIA WEALTH MANAGEMENT, LLC	OWNER	Y	ESTERO, FL, United States
08/2006 - Present	Acadia Wealth Management, LLC	Owner	N	Estero, FL, United States
08/2006 - Present	UNITED PLANNERS' FINANCIAL SERVICES	REG REP	Y	SCOTTSDALE, AZ, 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.) ACADIA WEALTH MANAGEMENT LLC - PRESIDENT & CEO - DBA NAME FOR MARKETING PURPOSES ONLY - BONITA SPRINGS, FL - SINCE 08/2006 - INVESTMENT RELATED
- 2.) TENARON, LLC - OWNER - REAL ESTATE SALES/RENTAL PROPERTIES/PROPERTY MANAGEMENT - BONITA SPRINGS FL - SINCE 04/2012 - INVESTMENT RELATED
- 3.) GULFSHORE PLAYHOUSE - FINANCE COMMITTEE MEMBER - REGIONAL PROFESSIONAL THEATER, OVERSEE THE DAY-TO-DAY INCOME AND EXPENDITURES REQUIRED TO OPERATE THIS NON-PROFIT ORGANIZATION - NAPLES, FL - SINCE 10/2015 - NOT INVESTMENT RELATED
- 4.) TENARENTA, LLC - OWNER - BOAT RENTAL - ESTERO, FL - SINCE 09/2016 - INVESTMENT RELATED



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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
Allegations:	Unsuitability, common law fraud, breach of contract, breach of fiduciary duty, negligence, aiding and abetting fraud and violation of Florida Securities Act.
Product Type:	Other: Alternative Investments
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Firm believes that alleged unspecified amount may exceed \$5,000.00.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	21-01802
Filing date of arbitration/CFTC reparation or civil litigation:	07/14/2021

Customer Complaint Information



Date Complaint Received: 07/23/2021
Complaint Pending? No
Status: Settled
Status Date: 01/25/2022
Settlement Amount: \$102,600.00
Individual Contribution Amount: \$0.00

Disclosure 2 of 3

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER
Allegations: Claimant alleges breach of fiduciary duty, breach of contract negligence and negligent supervision.
Product Type: Other: Alternative Investment
Alleged Damages: \$499,999.00
Is this an oral complaint? No
Is this a written complaint? Yes
Is this an arbitration/CFTC reparation or civil litigation? Yes
Arbitration/Reparation forum or court name and location: FINRA
Docket/Case #: 21-01047
Filing date of arbitration/CFTC reparation or civil litigation: 04/21/2021

Customer Complaint Information

Date Complaint Received: 05/05/2021
Complaint Pending? No
Status: Settled
Status Date: 09/07/2022
Settlement Amount: \$49,500.00
Individual Contribution Amount: \$0.00

Disclosure 3 of 3

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: United Planners Financial Services of America
Allegations: Claimant alleges breach of fiduciary duty, failure to supervise and unsuitability.



Product Type:	Other: Alternative Investments
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Claimant does not specify a damage amount and firm determined amount would not be less than \$5,000.00.
Arbitration Information	
Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	21-00216
Date Notice/Process Served:	01/28/2021
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	10/13/2022
Monetary Compensation Amount:	\$25,000.00
Individual Contribution Amount:	\$25,000.00



End of Report

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