



IAPD Report

Ernesto A. Chavez Jr.

CRD# 4315877

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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

Ernesto A. Chavez Jr. (CRD# 4315877)

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 **08/13/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	EMERSON EQUITY LLC	CRD# 130032	03/01/2022
IA	EMERSON EQUITY LLC	CRD# 130032	03/03/2022

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **3** 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	WESTERN INTERNATIONAL SECURITIES	39262	Nogales, AZ	10/19/2015 - 03/01/2022
B	WESTERN INTERNATIONAL SECURITIES, INC.	39262	Nogales, AZ	09/29/2015 - 03/01/2022
IA	J P TURNER & COMPANY CAPITAL MANAGEMENT, LLC	124446	NOGALES, AZ	10/08/2014 - 09/29/2015

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
Termination	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 **3** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **EMERSON EQUITY LLC**
Main Address: 155 BOVET ROAD, SUITE 725
SAN MATEO, CA 94402
Firm ID#: 130032

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	03/01/2022
B	Arizona	Agent	Approved	03/03/2022
IA	Arizona	Investment Adviser Representative	Approved	03/03/2022
B	California	Agent	Approved	03/02/2022
B	New Mexico	Agent	Approved	03/01/2022

Branch Office Locations

EMERSON EQUITY LLC
545 N. Grand Ave
Suite 5
Nogales, AZ 85621



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, 2 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	10/01/2018
B General Securities Representative Examination (S7)	Series 7	01/29/2001

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	09/08/2014
B Uniform Securities Agent State Law Examination (S63)	Series 63	02/01/2001



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	10/19/2015 - 03/01/2022	WESTERN INTERNATIONAL SECURITIES	CRD# 39262	Nogales, AZ
B	09/29/2015 - 03/01/2022	WESTERN INTERNATIONAL SECURITIES, INC.	CRD# 39262	Nogales, AZ
IA	10/08/2014 - 09/29/2015	J P TURNER & COMPANY CAPITAL MANAGEMENT, LLC	CRD# 124446	NOGALES, AZ
B	08/30/2010 - 09/29/2015	J.P. TURNER & COMPANY, L.L.C.	CRD# 43177	NOGALES, AZ
B	03/22/2010 - 04/21/2010	UNITED PLANNERS' FINANCIAL SERVICES OF AMERICA A LIMITED PARTNER	CRD# 20804	SCOTTSDALE, AZ
B	02/28/2001 - 03/01/2010	EDWARD JONES	CRD# 250	NOGALES, AZ

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
02/2022 - Present	EMERSON EQUITY, LLC	REGISTERED REPRESENTATIVE	Y	SAN MATEO, CA, United States
01/2022 - Present	LIDEN Financial, LLC	Managing Member	Y	Nogales, AZ, United States
04/2001 - Present	Ernesto Chavez	Independent Insurance Agent	Y	Nogales, AZ, United States
09/2015 - 02/2022	Western International Securities, Inc.	Registered Representative	Y	Pasadena, CA, 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)ERNESTO A. CHAVEZ, CPA-NOT INVESTMENT RELATED; 525 N. GRAND AVENUE, STE 5 NOGALES, AZ 85621; CPA-PREPAREE INDIVIDUAL AND BUSINESS INCOME TAX RETURNS. ASSIST CLIENTS WITH RECONCILIATION OF THEIR INTERNAL ACCOUNTING SYSTEMS/ESTATE PLANNING ISSUES; NO HOURS DURING SECURITIES TRADING HOURS; 04/96
- 2)CAGE REAL ESTATE. LLC- INVESTMENT RELATED; 1461 N. INDUSTRIAL PARK DRIVE, NOGALES, AZ 85621;



Registration & Employment History



OTHER BUSINESS ACTIVITIES

MANAGING MEMBER (1 OF 4 MEMBERS); RENTAL OF COMMERCIAL (WAREHOUSE) PROPERTY; BOOKKEEPING ASSOCIATED WITH THE RENTAL ACTIVITY. ACTIVITY IS MINIMAL WITH ONE RENT DEPOSIT PER MONTH AND ADMINISTRATIVE; NO HOURS DURING SECURITIES WORKING HOURS; 2/2014

3)JEM REAL ESTATE LLC- INVESTMENT RELATED; 869 N. GRAND AVENUE, NOGALES, AZ 85621; MANAGING MEMBER (1 OTHER MEMBER); COMMERCIAL PROPERTY RENTAL; COLLECTION OF MONTHLY RENTS AND CONTRACTING SUB-CONTRACTORS NEEDED FOR REPAIR AND/OR MAINTENANCE. NO HOURS DURING SECURITIES TRADING HOURS; 01/2019

4)ERNESTO A. CHAVEZ- INVESTMENT RELATED; 545 N. GRAND AVENUE, STE 5 NOGALES, AZ 85621; INSURANCE SALES OF FIXED INSURANCE PRODUCTS SUCH AS TERM AND INDEXED LIFE INSURANCE POLICIES; AGENT SALES OF FIXED INSURANCE PRODUCTS; NO HOURS DURING SECURITIES TRADING HOURS; 8/2010

5) LIDEN FINANCIAL,(DBA)-NOT INVESTMENT RELATED; 545 N GRAND AVENUE, STE 5 NOGALES, AZ 85621- MARKETING VEHICLE THROUGH WHICH INVESTMENT RELATED BUSINESS IS DONE WITH EMERSON EQUITY LLC-6.5 HOURS A DAY DURING SECURITIES TRADING HOURS; 01/2022



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
Termination	1

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:	Firm
Employing firm when activities occurred which led to the complaint:	WESTERN INTERNATIONAL SECURITIES, INC.
Allegations:	Breach of Fiduciary Duty, Negligent Misrepresentation and Breach of Contract in connection with the sale of securities.
Product Type:	Debt-Corporate
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	The complaint did not list a specific damage amount, indicating less than \$50,000.
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 #:	23-02384
Filing date of arbitration/CFTC reparation or civil litigation:	08/30/2023



Customer Complaint Information

Date Complaint Received: 09/05/2023

Complaint Pending? No

Status: Settled

Status Date: 05/31/2024

Settlement Amount: \$14,500.00

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: WESTERN INTERNATIONAL SECURITIES, INC.

Allegations: Breach of Fiduciary Duty, Negligent Misrepresentation and Breach of Contract in connection with the sale of securities.

Product Type: Debt-Corporate

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Complaint did not list a specific damage amount, indicating less than \$50,000.00

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 #: 23-02384

Filing date of arbitration/CFTC reparation or civil litigation: 08/30/2023

Customer Complaint Information

Date Complaint Received: 09/22/2023

Complaint Pending? No

Status: Settled

Status Date: 05/31/2024

Settlement Amount: \$14,500.00

Individual Contribution Amount: \$0.00

Disclosure 2 of 3

Reporting Source: Firm



Employing firm when activities occurred which led to the complaint: Western International Securities, Inc.

Allegations: Unsuitable Recommendations; Misrepresentations

Product Type: Debt-Corporate

Alleged Damages: \$210,000.00

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 #: 22-02276

Filing date of arbitration/CFTC reparation or civil litigation: 10/06/2022

Customer Complaint Information

Date Complaint Received: 10/21/2022

Complaint Pending? No

Status: Settled

Status Date: 09/27/2023

Settlement Amount: \$56,947.93

Individual Contribution Amount: \$0.00

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: WESTERN INTERNATIONAL SECURITIES, INC.

Allegations: Unsuitable recommendations, Misrepresentations

Product Type: Debt-Corporate

Alleged Damages: \$210,000.00

Is this an oral complaint? No

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA

Docket/Case #: 22-02276



Filing date of arbitration/CFTC reparation or civil litigation: 10/06/2022

Customer Complaint Information

Date Complaint Received: 10/27/2022

Complaint Pending? No

Status: Settled

Status Date: 09/27/2023

Settlement Amount: \$56,947.93

Individual Contribution Amount: \$0.00

Broker Statement
The allegations against me are false. At all times, I acted within the bounds of SEC, FINRA, state securities laws and regulations. I intend to vigorously defend myself against these claims.

Disclosure 3 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: Western International Securities, Inc.

Allegations: Breach of Contract

Product Type: Debt-Corporate

Alleged Damages: \$50,000.00

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 22-02062

Date Notice/Process Served: 09/14/2022

Arbitration Pending? Yes

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: WESTERN INTERNATIONAL SECURITIES, INC.

Allegations: Breach of Contract, Violation of Securities Statutes, Breach of Fiduciary Duty, Claims under common law, Vicarious Liability

Product Type: Debt-Corporate

Alleged Damages: \$100,000.00

Arbitration Information



Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):

FINRA

Docket/Case #:

22-02062

Date Notice/Process Served:

10/17/2022

Arbitration Pending?

Yes

Broker Statement

The Allegations against me are false. At all times, I acted within the bounds of SEC, FINRA , state securities laws and regulations. I intend to vigorously defend myself against these claims.



Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Firm Name: EDWARD JONES

Termination Type: Permitted to Resign

Termination Date: 02/02/2010

Allegations: CHAVEZ WAS PERMITTED TO RESIGN DURING THE COURSE OF A COMPLIANCE INVESTIGATION INTO CONCERNS ABOUT HIS KNOWLEDGE OF ACTIVITY TAKING PLACE IN CLIENT ACCOUNTS.

Product Type: Other: MISCELLANEOUS

Firm Statement THE FIRM'S INVESTIGATION CONCLUDED THAT CHAVEZ DID NOT HAVE SUFFICIENT KNOWLEDGE OF THE ACTIVITIES OCCURRING IN AT LEAST ONE CLIENT ACCOUNT AND THAT HE FAILED TO ADEQUATELY MONITOR THE ACTIVITIES TAKING PLACE IN HIS BRANCH OFFICE.

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Reporting Source: Individual

Firm Name: EDWARD JONES

Termination Type: Permitted to Resign

Termination Date: 02/02/2010

Allegations: THE ALLEGATION IS THAT I WAS PERMITTED TO RESIGN DURING THE COURSE OF A COMPLIANCE INVESTIGATION INTO CONCERNS ABOUT MY KNOWLEDGE OF ACTIVITY TAKING PLACE IN CLIENT ACCOUNTS.

Product Type: Other: MONEY MARKET WIRE TRANSFERS

Broker Statement THE CIRCUMSTANCES LEADING TO THE TERMINATION OR PERMISSION TO RESIGN INVOLVED A SINGLE CLIENT ACCOUNT. THE CLIENT WAS ACCUSED AND ARRESTED ON CRIMINAL CHARGES BY THE ARIZONA ATTORNEY GENERAL AND IS NOW PENDING TRIAL. EDWARD JONES FEELS THAT I SHOULD HAVE BEEN MORE KNOWLEDGEABLE ABOUT THE TRANSACTIONS TAKING PLACE ON THIS CLIENT'S ACCOUNT, EVEN THOUGH EDWARD JONES KNEW ALL THAT I KNEW AND THERE WAS NO MORE TO KNOW. EDWARD JONES TAKES NO RESPONSIBILITY FOR THESE TRANSACTIONS, ALTHOUGH ITS COMPLIANCE, ANTI-MONEY LAUNDERING TEAM AND CASH RECEIPTS DEPARTMENTS APPROVED ALL OF THE TRANSACTIONS TAKING PLACE ON THAT CLIENT'S ACCOUNT. EDWARD JONES WAS RESPONSIBLE FOR AND CONTROLLED ALL COMPLIANCE IN MY OFFICE. AT ALL TIMES, I FOLLOWED EDWARD JONES' COMPLIANCE POLICIES AND AT ALL TIMES, EDWARD JONES NEVER HAD AN ISSUE WITH MY OFFICE.



End of Report

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