User Guidance

www.adviserinfo.sec.gov

IAPD Report

KEVIN CLINTON LOYD JR

CRD# 4447419

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

KEVIN CLINTON LOYD JR (CRD# 4447419)

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 **01/13/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	06/20/2023
IA	LPL FINANCIAL LLC	CRD# 6413	07/19/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **14** 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	CETERA ADVISORS LLC	10299	TOWN AND COUNTRY, MO	09/08/2022 - 06/22/2023
IA	CETERA INVESTMENT ADVISERS LLC	105644	TOWN AND COUNTRY, MO	11/12/2020 - 06/22/2023
IA	LPL FINANCIAL LLC	6413	Town and Country, MO	06/20/2023 - 06/21/2023

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
Customer Dispute	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 **14** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **LPL FINANCIAL LLC**

Main Address: 1055 LPL WAY
FORT MILL, SC 29715

Firm ID#: 6413

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	06/20/2023
B	FINRA	Invest. Co and Variable Contracts	Approved	06/20/2023
B	Arkansas	Agent	Approved	11/02/2023
B	Colorado	Agent	Approved	07/20/2023
B	Florida	Agent	Approved	06/20/2023
B	Illinois	Agent	Approved	08/08/2023
B	Indiana	Agent	Approved	06/20/2023
B	Iowa	Agent	Approved	01/03/2025
B	Michigan	Agent	Approved	12/17/2025
B	Missouri	Agent	Approved	07/19/2023
IA	Missouri	Investment Adviser Representative	Approved	07/19/2023
B	Ohio	Agent	Approved	07/11/2025
B	Rhode Island	Agent	Approved	06/20/2023

Qualifications

	Regulator	Registration	Status	Date
B	South Carolina	Agent	Approved	06/20/2023
B	Tennessee	Agent	Approved	08/30/2023
B	Texas	Agent	Approved	06/20/2024
IA	Texas	Investment Adviser Representative	Restricted Approval	09/16/2024
B	Wisconsin	Agent	Approved	08/28/2023

Branch Office Locations

LPL FINANCIAL LLC
14500 S. OUTER 40, STE 200
TOWN AND COUNTRY, MO 63017

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

Principal/Supervisory Exams

	Exam	Category	Date
	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	04/14/2008
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/23/2002

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	04/21/2006
B	Uniform Securities Agent State Law Examination (S63)	Series 63	07/06/2002

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
B	09/08/2022 - 06/22/2023	CETERA ADVISORS LLC	CRD# 10299	TOWN AND COUNTRY,
IA	11/12/2020 - 06/22/2023	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	TOWN AND COUNTRY,
IA	06/20/2023 - 06/21/2023	LPL FINANCIAL LLC	CRD# 6413	Town and Country, MO
B	12/16/2013 - 09/08/2022	FIRST ALLIED SECURITIES, INC.	CRD# 32444	TOWN AND COUNTRY,
IA	12/19/2013 - 11/12/2020	FIRST ALLIED ADVISORY SERVICES, INC.	CRD# 137888	TOWN AND COUNTRY,
IA	06/10/2013 - 01/24/2014	BARBER FINANCIAL GROUP	CRD# 152043	LENEXA, KS
IA	10/30/2007 - 12/17/2013	NATIONAL PLANNING CORPORATION ("NPC OF AMERICA" IN FL & NY)	CRD# 29604	FLORISSANT, MO
B	10/29/2007 - 12/17/2013	NATIONAL PLANNING CORPORATION	CRD# 29604	FLORISSANT, MO
IA	05/01/2006 - 10/30/2007	AMERICAN GENERAL SECURITIES INCORPORATED	CRD# 13626	ST. ALBANS, MO
B	10/01/2002 - 10/30/2007	AMERICAN GENERAL SECURITIES INCORPORATED	CRD# 13626	ST. ALBANS, MO
B	04/11/2002 - 10/01/2002	FRANKLIN FINANCIAL SERVICES CORPORATION	CRD# 5435	HOUSTON, TX

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
06/2023 - Present	LPL Financial LLC	REGISTERED REPRESENTATIVE	Y	TOWN AND COUNTRY, MO, United States
09/2022 - 06/2023	CETERA ADVISORS LLC	REGISTERED REPRESENTATIVE	Y	TOWN AND COUNTRY, MO, United States

Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
11/2020 - 06/2023	FIRST ALLIED ADVISORY SERVICES	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
12/2013 - 09/2022	FIRST ALLIED SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	SAN DIEGO, CA, United States
12/2013 - 11/2020	FIRST ALLIED ADVISORY SERVICES, INC.	INVESTMENT ADVISOR REPRESENTATIVE	Y	CHESTERFIELD, MO, 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) 06/14/2023 - LEGACY WEALTH ADVISORS. INC. - DBA for LPL Business (entity for LPL business) - Inv Rel - At Reported Business Location(s) - Start: 07/2008 - 160 Hr/Mth

2) 06/14/2023 - LEGACY TAX ADVISORS, LLC -Tax Prep/Accounting/CPA - Owner - Inv Rel - At Reported Business Location(s) - Start: 01/2023 -15 Hr/Mth

3) 06/14/2023 - LEGACY WEALTH ADVISORS, INC. - Non-Variable Insurance - Life, Long Term Care, Fixed Annuities - Inv Rel - At Reported Business Location(s) - Start: 01/2008 - 5 Hr/Mth

4) 08/28/2023 - B4 POSH Farms, LLC - Business Entity For Tax/Investment Purposes Only - Not Investment Related - Sullivan, MO - StarT Date 08/24/2023 - 1 Hour Per Month/ 0 Hours During Trading

5) 07/05/2024 - SHM COMICS, LLC - Business Owner - Not Investment Related - Home Based - Start Date 07/03/2024 - 10 Hours Per Month/ 0 Hours During Trading

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
Customer Dispute	2

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:	Missouri
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	07/18/2023
Docket/Case Number:	AP-23-11
URL for Regulatory Action:	https://www.sos.mo.gov/CMSImages/Securities/AP-23-11.pdf
Employing firm when activity occurred which led to the regulatory action:	Multiple firms during relevant period
Product Type:	No Product
Allegations:	Respondent allegedly failed to file a correcting amendment pertaining to his registration with the MO Securities Division, within 30 days of the specified event or occurrence, in violation of 15 CSR 30-51.160(3)(A).
Current Status:	Final
Resolution:	Consent
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:	07/18/2023

Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$4,500.00
Portion Levied against individual:	$4,500.00
Payment Plan:	N/A
Is Payment Plan Current:	Yes
Date Paid by individual:	07/18/2023
Was any portion of penalty waived?	No
Amount Waived:	
Regulator Statement	Respondent, his agents, employees and servants and all other persons participating in the above-described violation with knowledge of this order are permanently enjoined and restrained from violating 15 CSR 30-51.160(3)(A); Respondent shall pay $4500 to the Missouri Secretary of State Investor Education and Protection Fund, for violating 15 CSR 30-51.160(3)(A); Respondent, his agents, employees and servants, and all other subject to this order shall report any material change in writing to the Commissioner that differs from any disclosures made in the last prior application as required pursuant to 15 CSR 30-51.160(3)(A).

Reporting Source:	Individual
Regulatory Action Initiated By:	Missouri Securities Division of the Office of Secretary of State
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	07/18/2023
Docket/Case Number:	AP-23-11
Employing firm when activity occurred which led to the regulatory action:	National Planning Corporation, Barber Financial Group, First Allied Advisory Services, Inc. and First Allied Securities, Inc.
Product Type:	No Product
Allegations:	Without admitting or denying the allegations made, representative consented to an order finding that he failed to file a correcting amendment concerning his registration within thirty days following the specified event.
Current Status:	Final
Resolution:	Order
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:	07/18/2023
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$4,500.00
Portion Levied against individual:	$4,500.00
Payment Plan:	N/A
Is Payment Plan Current:	
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	

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 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	FIRST ALLIED SECURITIES, INC.
Allegations:	Claimant generally alleges suitability, misrepresentation, and breach of contract.
Product Type:	Real Estate Security
Alleged Damages:	$300,000.00
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 - St Louis, MO
Docket/Case #:	23-02297
Filing date of arbitration/CFTC reparation or civil litigation:	08/22/2023

Customer Complaint Information

Date Complaint Received:	08/22/2023
Complaint Pending?	No
Status:	Settled
Status Date:	07/08/2025
Settlement Amount:	$67,500.00
Individual Contribution Amount:	$0.00

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	FIRST ALLIED SECURITIES, INC.
Allegations:	Claimant generally alleges suitability, misrepresentation, and breach of contract.
Product Type:	Real Estate Security
Alleged Damages:	$300,000.00
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 - St Louis, MO
Docket/Case #:	23-02297
Filing date of arbitration/CFTC reparation or civil litigation:	08/22/2023

Customer Complaint Information

Date Complaint Received:	08/22/2023
Complaint Pending?	No
Status:	Settled
Status Date:	07/08/2025
Settlement Amount:	$67,500.00
Individual Contribution Amount:	$0.00

Disclosure 2 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	CETERA ADVISORS LLC
Allegations:	Client alleges unsuitable investment.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	$17,500.00
Alleged Damages Amount Explanation (if amount not exact):	Client requests original investment funds returned.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	11/16/2023
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	12/19/2025
Settlement Amount:	
Individual Contribution Amount:	

Firm Statement	I deny the allegations against me. The investment was suitable at the time of sale and the client was fully informed about the nature of the product.

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	CETERA ADVISORS LLC
Allegations:	Client alleges unsuitable investment.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	$17,500.00
Alleged Damages Amount Explanation (if amount not exact):	Client requests original investment funds returned.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	11/16/2023
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	12/19/2025
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	I deny the allegations against me. The investment was suitable at the time of sale and the client was fully informed about the nature of the product.

End of Report

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