



IAPD Report

KEVIN JAY LARSON

CRD# 4683570

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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 JAY LARSON (CRD# 4683570)

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	CETERA WEALTH SERVICES, LLC	CRD# 13572	04/11/2018
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	06/29/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **17** 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	CETERA ADVISOR NETWORKS LLC	13572	EL SEGUNDO, CA	04/11/2018 - 06/29/2023
IA	SECURITIES AMERICA ADVISORS, INC.	110518	MIDVALE, UT	06/19/2015 - 04/12/2018
B	SECURITIES AMERICA, INC.	10205	MIDVALE, UT	06/19/2015 - 04/12/2018

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



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

Employment 1 of 2

Firm Name: **CETERA WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	04/11/2018
B	FINRA	Investment Co./Variable Contracts Prin	Approved	04/11/2018
B	FINRA	General Securities Representative	Approved	08/29/2019
B	Alabama	Agent	Approved	12/08/2021
B	Alaska	Agent	Approved	03/07/2025
B	California	Agent	Approved	03/03/2022
B	Colorado	Agent	Approved	04/11/2018
B	Florida	Agent	Approved	05/16/2019
B	Georgia	Agent	Approved	08/14/2024
B	Idaho	Agent	Approved	04/11/2018
B	Maryland	Agent	Approved	11/08/2021
B	Nevada	Agent	Approved	01/04/2024
B	New Jersey	Agent	Approved	09/05/2019



Qualifications

Regulator	Registration	Status	Date
B Ohio	Agent	Approved	05/15/2026
B Oregon	Agent	Approved	10/08/2021
B Texas	Agent	Approved	03/02/2026
B Utah	Agent	Approved	04/11/2018
B Washington	Agent	Approved	03/12/2026
B Wisconsin	Agent	Approved	09/04/2025
B Wyoming	Agent	Approved	01/04/2024

Branch Office Locations

CETERA ADVISOR NETWORKS LLC
 38 W 13775 S, STE 300
 DRAPER, UT 84020

CETERA ADVISOR NETWORKS LLC
 10692 S STATE
 SANDY, UT 84091

CETERA ADVISOR NETWORKS LLC
 6189 S REDWOOD RD
 TAYLORSVILLE, UT 84123

CETERA ADVISOR NETWORKS LLC
 1145 S 800 E #110
 Orem, UT 84097

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
 Main Address: 1450 AMERICAN LANE
 6TH FLOOR, SUITE 650
 SCHAUMBURG, IL 60173-2096
 Firm ID#: 105644

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Approved	03/02/2026
IA Utah	Investment Adviser Representative	Approved	06/29/2023

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
 38 W 13775 S, STE 300
 DRAPER, UT 84020

CETERA INVESTMENT ADVISERS LLC
 6189 S REDWOOD RD
 TAYLORSVILLE, UT 84123



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 1 principal/supervisory exam, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	05/24/2011

General Industry/Product Exams

Exam	Category	Date
General Securities Representative Examination (S7TO)	Series 7TO	08/29/2019
Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	07/12/2003

State Securities Law Exams

Exam	Category	Date
Uniform Investment Adviser Law Examination (S65)	Series 65	05/20/2009
Uniform Securities Agent State Law Examination (S63)	Series 63	07/18/2003

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported 1 professional designation(s).

Certified Financial Planner

This representative holds or did hold 1 professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	04/11/2018 - 06/29/2023	CETERA ADVISOR NETWORKS LLC	CRD# 13572	EL SEGUNDO, CA
IA	06/19/2015 - 04/12/2018	SECURITIES AMERICA ADVISORS, INC.	CRD# 110518	MIDVALE, UT
B	06/19/2015 - 04/12/2018	SECURITIES AMERICA, INC.	CRD# 10205	MIDVALE, UT
IA	02/23/2011 - 06/29/2015	LPL FINANCIAL LLC	CRD# 6413	SANDY, UT
B	02/22/2011 - 06/29/2015	LPL FINANCIAL LLC	CRD# 6413	SANDY, UT
IA	07/12/2010 - 03/07/2011	MML INVESTORS SERVICES, LLC	CRD# 10409	SANDY, UT
B	07/15/2003 - 03/07/2011	MML INVESTORS SERVICES, LLC	CRD# 10409	SANDY, 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
06/2023 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
04/2018 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	EL SEGUNDO, CA, United States
06/2015 - 04/2018	SECURITIES AMERICA ADVISORS, INC.	INVESTMENT ADVISER REPRESENTATIVE	Y	MIDVALE, UT, United States
06/2015 - 04/2018	SECURITIES AMERICA INC	REGISTERED REPRESENTATIVE	Y	MIDVALE, 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. NAME OF OTHER BUSINESS: FIXED INSURANCE WITH VARIOUS COMPANIES

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: FIXED INSURANCE

START DATE: 2/2018

APX NUMBER OF HOURS PER WEEK: 4

APX NUMBER OF HOURS DURING TRADING HOURS: 4

POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT

BRIEF DESCRIPTION OF DUTIES: LIFE, DISABILITY, ANNUITIES, AND LONG-TERM CARE

2. NAME OF OTHER BUSINESS: FINANCIAL NETWORK

INVESTMENT RELATED: YES

ADDRESS: SAME AS REGISTERED LOCATION

NATURE OF BUSINESS: DBA FOR FINANCIAL SERVICES

START DATE: 4/2018

APX NUMBER OF HOURS PER WEEK: 40

APX NUMBER OF HOURS DURING TRADING HOURS: 40

BRIEF DESCRIPTION OF DUTIES: REGISTERED REP

3. NAME OF OTHER BUSINESS: KEVIN LARSON, INC.

INVESTMENT RELATED: NO;

ADDRESS: 11650 S STATE STREET SUITE 103, DRAPER, UT 84020;

NATURE OF BUSINESS: S-CORP / PASS THROUGH ENTITY;

START DATE: 07/2008;

POSITION/TITLE/RELATIONSHIP: OWNER / PRESIDENT;

APX NUMBER OF HOURS PER WEEK: NONE;

APX NUMBER OF HOURS DURING TRADING HOURS: NONE;

BRIEF DESCRIPTION OF DUTIES: NONE, PASS THROUGH ENTITY FOR TAX AND PAYROLL PURPOSES;

4. NAME OF OTHER BUSINESS: TRANSWEST CREDIT UNION;

INVESTMENT RELATED: YES;

ADDRESS: SAME AS REGISTERED LOCATION;

NATURE OF BUSINESS: CREDIT UNION;

POSITION/TITLE/RELATIONSHIP: FINANCIAL CONSULTANT;

START DATE: 7/2020;

APX NUMBER OF HOURS PER WEEK: 40;

APX NUMBER OF HOURS DURING TRADING HOURS: 32.5;

BRIEF DESCRIPTION OF DUTIES: PROVIDING FINANCIAL SERVICES OF B/D ON CREDIT UNION PREMISES;

5. NAME OF OTHER BUSINESS: BLG INVESTMENTS;

INVESTMENT RELATED: NO;

ADDRESS: SAME AS REGISTERED LOCATION;

NATURE OF BUSINESS: REAL ESTATE;

START DATE: 4/2021;

POSITION/TITLE/RELATIONSHIP: OWNER;

APX NUMBER OF HOURS PER WEEK: 1;

APX NUMBER OF HOURS DURING TRADING HOURS: 1;

BRIEF DESCRIPTION OF DUTIES: RENTAL OF OFFICE SPACE;



Registration & Employment History



OTHER BUSINESS ACTIVITIES

NAME OF OTHER BUSINESS: Rental Property
INVESTMENT RELATED: NO
ADDRESS: 1045 S 1700 W Unit 110 and 122 Payson UT 84651
NATURE OF BUSINESS: Rental Property
START DATE: 03/01/2026
POSITION/TITLE/RELATIONSHIP: Owner
APX NUMBER OF HOURS PER WEEK: 1
APX NUMBER OF HOURS DURING TRADING HOURS: 1
BRIEF DESCRIPTION OF DUTIES: Renting out the Condos



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

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:	Individual
Employing firm when activities occurred which led to the complaint:	MML INVESTORS SERVICES, INC.
Allegations:	COMPLAINANT ALLEGES THAT THE PRODUCER ENCOURAGED HIM TO REPLACE HIS VARIABLE LIFE POLICY WITH A WHOLE LIFE POLICY IN 2007, RESULTING IN LOSSES OF PREMIUM AND POLICY VALUES.
Product Type:	Insurance
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	NO SPECIFIC DAMAGE AMOUNT ALLEGED.
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:	01/08/2010
Complaint Pending?	No
Status:	Denied
Status Date:	03/09/2010



Settlement Amount:

**Individual Contribution
Amount:**



End of Report

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