IAPD Report

MATTHEW EDWARD HERMAN

CRD# 4686382

Section Title	Page(s)

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

MATTHEW EDWARD HERMAN (CRD# 4686382)

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 **04/23/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	INTEGRITY ALLIANCE, LLC.	CRD# 139627	03/02/2026
IA	INTEGRITY ALLIANCE, LLC	CRD# 139627	03/04/2026

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **13** 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	LINCOLN INVESTMENT	519	Dover, NH	03/06/2019 - 02/24/2026
IA	CAPITAL ANALYSTS	162200	Dover, NH	02/14/2019 - 02/24/2026
IA	LINCOLN INVESTMENT	519	Dover, NH	02/14/2019 - 02/24/2026

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
Criminal	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 **13** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **INTEGRITY ALLIANCE, LLC**

Main Address: 4135 NW URBANDALE DR
URBANDALE, IA 50322

Firm ID#: 139627

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	03/02/2026
B	Connecticut	Agent	Approved	03/06/2026
IA	Florida	Investment Adviser Representative	Approved	05/28/2026
B	Indiana	Agent	Approved	03/04/2026
B	Louisiana	Agent	Approved	03/04/2026
B	Maine	Agent	Approved	03/04/2026
IA	Maine	Investment Adviser Representative	Approved	03/04/2026
B	Massachusetts	Agent	Approved	04/15/2026
IA	Massachusetts	Investment Adviser Representative	Approved	04/16/2026
B	New Hampshire	Agent	Approved	03/04/2026
IA	New Hampshire	Investment Adviser Representative	Approved	03/04/2026
B	New York	Agent	Approved	03/04/2026
B	North Carolina	Agent	Approved	03/05/2026

Qualifications

	Regulator	Registration	Status	Date
B	Rhode Island	Agent	Approved	03/04/2026
B	South Carolina	Agent	Approved	03/04/2026
B	Vermont	Agent	Approved	03/06/2026
IA	Vermont	Investment Adviser Representative	Approved	03/06/2026
B	Virginia	Agent	Approved	03/04/2026

Branch Office Locations

INTEGRITY ALLIANCE, LLC
259 NH-108
Somersworth, NH 03878

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 1 state securities law exam.

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	09/16/2003

State Securities Law Exams

	Exam	Category	Date
IA B	Uniform Combined State Law Examination (S66)	Series 66	08/20/2003

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	03/06/2019 - 02/24/2026	LINCOLN INVESTMENT	CRD# 519	Dover, NH
IA	02/14/2019 - 02/24/2026	CAPITAL ANALYSTS	CRD# 162200	Dover, NH
IA	02/14/2019 - 02/24/2026	LINCOLN INVESTMENT	CRD# 519	Dover, NH
IA	01/25/2019 - 02/15/2019	REGAL INVESTMENT ADVISORS LLC	CRD# 125004	Dover, NH
B	01/24/2019 - 02/15/2019	REGULUS ADVISORS, LLC	CRD# 150631	KENTWOOD, MI
IA	02/18/2016 - 01/28/2019	QUESTAR ASSET MANAGEMENT, INC.	CRD# 133358	DOVER, NH
B	02/17/2016 - 01/25/2019	QUESTAR CAPITAL CORPORATION	CRD# 43100	DOVER, NH
IA	03/07/2010 - 03/10/2016	INVESTMENT ADVISORS	CRD# 15708	SCARBOROUGH, ME
B	12/01/2010 - 03/09/2016	PROEQUITIES, INC.	CRD# 15708	SCARBOROUGH, ME
B	10/31/2005 - 05/28/2010	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	SCARBOROUGH, ME
IA	10/31/2005 - 05/28/2010	UVEST FINANCIAL SERVICES GROUP, INC.	CRD# 13787	SCARBOROUGH, ME
IA	12/10/2003 - 10/04/2005	PRUDENTIAL FINANCIAL PLANNING SERVICES	CRD# 5685	PORTSMOUTH, NH
B	09/17/2003 - 10/04/2005	PRUCO SECURITIES, LLC.	CRD# 5685	NEWARK, NJ

Registration & Employment History

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
02/2026 - Present	Integrity Alliance, LLC	Registered Representative/Investment Adviser Representative	Y	Dover, NH, United States
09/2015 - Present	Gateway Retirement Solution	Managing Partner	Y	Dover, NH, United States
03/2019 - 02/2026	Lincoln Investment	Registered Representative / Investment Adviser Representative	Y	Dover, NH, United States
02/2019 - 02/2026	Capital Analysts	Investment Adviser Representative	Y	Dover, NH, United States
01/2019 - 02/2019	Regal Investment Advisors, LLC	Investment Advisor	Y	Kentwood, MI, United States
01/2019 - 02/2019	Regulus Advisors, LLC	Registered Representative	Y	Kentwood, MI, United States
02/2016 - 01/2019	QUESTAR ASSET MANAGEMENT	INVESTMENT ADVISER REPRESENTATIVE	Y	MINNEAPOLIS, MN, United States
02/2016 - 01/2019	QUESTAR CAPITAL CORPORATION	REGISTERED REPRESENTATIVE	Y	MINNEAPOLIS, MN, 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.

LABELLE HERMAN REAL ESTATE HOLDINGS, LLC
POSITION: Owner NATURE: Real Estate INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 09/01/2018
ADDRESS: 642 Central Ave, Dover NH 03820, United States
DESCRIPTION: Own the building that Gateway Retirement Solutions is located in.

GATEWAY RETIREMENT SOLUTIONS, GATEWAY PROPERTY & CASUALTY
POSITION: Owner NATURE: Insurance, P & C, Real Estate Holding Company INVESTMENT RELATED: Yes NUMBER OF HOURS: 80 SECURITIES TRADING HOURS: 80 START DATE: 03/15/2018
ADDRESS: 642 Central Ave, Dover NH 03820, United States
DESCRIPTION: Manage all aspects of insurance, co-own P & C

AMERICAN SENIOR BENEFITS
POSITION: they are the insurance FMO for gateway retirement solutions NATURE: Insurance fmo INVESTMENT RELATED: No NUMBER OF HOURS: 20 SECURITIES TRADING HOURS: 20 START DATE: 08/01/2015

Registration & Employment History

OTHER BUSINESS ACTIVITIES

ADDRESS: 642 Central Avenue, Dover NH 03820, United States
DESCRIPTION: Oversee insurance agents

SEACOAST SERVICES GROUP
POSITION: 20% Owner NATURE: Boat Service and Storage INVESTMENT RELATED: No NUMBER OF HOURS: 20 SECURITIES TRADING HOURS: 1 START DATE: 08/01/2024
ADDRESS: 32 ME-236, Kittery ME 03904, United States
DESCRIPTION: 20% owner of the business. Do not work at location. 1 meeting per month with other owners to discuss financials.

MWSG HOLDINGS, LLC
POSITION: 20% Owner NATURE: Real Estate Holding INVESTMENT RELATED: No NUMBER OF HOURS: 2 SECURITIES TRADING HOURS: 2 START DATE: 08/01/2024
ADDRESS: 32 ME-236 Kittery, ME 03904, United States
DESCRIPTION: RE Holding company for Marine business. Seacoast Services Group operating as Island Marine Service

29 Association Drive, LLC; Investment Related- No; 642 Central Avenue Dover, NH 03820; LLC owns commercial property to lease; Owner; Start date 06/25/2025; 1 hour per month; 1 hour per month during trading hours; LLC owns a commercial property to rent for revenue.

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
Criminal	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:	Individual
Regulatory Action Initiated By:	MAINE STATE INSURANCE DEPT
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
Date Initiated:	10/25/2010
Docket/Case Number:	INS-08-212
Employing firm when activity occurred which led to the regulatory action:	BANKERS LIFE & CASUALTY/UVEST FINANCIAL
Product Type:	Annuity-Fixed
Allegations:	THAT I DID NOT FULLY EXPLAIN THE 30 DAY FREE LOOK PROVISION FOR A FIXED ANNUITY.
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:	10/25/2010

Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s) Suspension
Sanction 1 of 1	
Sanction Type:	Suspension
Capacities Affected:	NONE - WAS NOT REGISTERED AT THE TIME
Duration:	TWO WEEKS - (14) CALENDAR DAYS
Start Date:	10/25/2010
End Date:	11/08/2010
Monetary Sanction 1 of 1	
Monetary Related Sanction:	Civil and Administrative Penalty(ies)/Fine(s)
Total Amount:	$1,500.00
Portion Levied against individual:	$1,500.00
Payment Plan:	
Is Payment Plan Current:	Yes
Date Paid by individual:	
Was any portion of penalty waived?	No
Amount Waived:	

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
If charge(s) were brought against an organization over which individual exercised control:	
Organization Name:	
Investment Related Business:	No
Position:	
Formal Charges were brought in:	State Court
Name of Court:	New Hampshire
Location of Court:	8th District Division Jaffrey
Docket/Case #:	448-2002-CR-00738
Charge Date:	02/22/2002
Charge(s) 1 of 1	
Formal Charge(s)/Description:	Manufacture, Sale and Possession of False ID
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	guilty
Disposition of charge:	Found not guilty
Current Status:	Final
Status Date:	04/16/2002
Disposition Date:	04/16/2002
Sentence/Penalty:	Fine $600 04/16/2002
Broker Statement	The event occurred on March 11, 2002 while attending Franklin Pierce College. I was out to dinner with friends at a Chinese restaurant. I presented a false ID to obtain an alcoholic beverage when I was 20 years old. I was young and in school and made a decision that I regret to this day. The mistake that I made 18 years ago does not reflect the man that I am today.

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:	Individual
Employing firm when activities occurred which led to the complaint:	Questar Capital Corporation
Allegations:	Complaint filed alleging replacement of a variable annuity for $52,000 invested in Allianz 365i on 6/7/2017 was unsuitable and the client had no recollection of signing any paperwork for the purchase.
Product Type:	Annuity-Fixed Annuity-Variable
Alleged Damages:	$52,000.00
Alleged Damages Amount Explanation (if amount not exact):	The client is seeking a refund of all premium deposited.
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:	10/04/2018
Complaint Pending?	No
Status:	Denied
Status Date:	11/01/2018
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	I met with the client on two separate occasions and spoke over the phone after the two meetings. The client was not satisfied with the VA performance which was allocated to the fixed account. She did not want to take market risk for potentially greater return. I recommended a fixed index annuity that provides no market risk but still has potential for greater returns than the fixed account for the VA. All features were discussed and acknowledged including surrender period. No concerns were expressed over the surrender period. The Firm has denied the claim as having no merit and I deny any wrongdoing.

Disclosure 2 of 2

Reporting Source:	Individual

Employing firm when activities occurred which led to the complaint:	PROEQUITIES INC
Allegations:	ATTORNEY REPRESENTING THE CUSTOMER CLAIMS THAT MR HERMAN LIQUIDATED SECURITIES IN ORDER TO SELL THE CUSTOMER A FIXED INSURANCE POLICY THAT WAS AN UNSUITABLE INVESTMENT FOR A PERSON WHO IS UNMARRIED WITH NO CHILDREN.
Product Type:	Annuity-Fixed
Alleged Damages:	$350,000.00
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:	01/14/2013
Complaint Pending?	No
Status:	Denied
Status Date:	01/16/2013
Settlement Amount:	$0.00
Individual Contribution Amount:	$0.00
Broker Statement	THE COMPLAINANT IS A 65 YEAR OLD WITH 100% OF HIS $1.3 MILLION IN ASSETS INVESTED IN EQUITIES. HE WAS CONCERNED ABOUT MARKET RISK AND AFTER ANALYZING HIS SITUATION, I RECOMMENDED INVESTMENT OPTIONS AIMED AT DIVERSIFYING HIS PORTFOLIO AND REDUCING HIS RISK. HE CHOSE TO LIQUIDATE APPROXIMATELY 30% OF HIS EQUITIES AND PURCHASE AN EQUITY INDEXED ANNUITY, WHICH PROTECTS PRINCIPAL FROM MARKET RISK, IS TAX-DEFERRED AND OFFERS 10% PENALTY-FREE ACCESS PER YEAR. COMPLAINANT'S NEIGHBOR THEREAFTER ALLEGEDLY EXTORTED $250,000 FROM COMPLAINANT AND COMPLAINANT GOT THE FUNDS BY WITHDRAWING FROM HIS EIA, WHICH RESULTED IN A PENALTY. COMPLAINANT NOW ALLEGES THE ANNUITY WAS UNSUITABLE AND I SHOULD SOMEHOW HAVE STOPPED HIS NEIGHBOR'S EXTORTION. STATE SECURITIES REGULATORS REVIEWED THIS CASE AND HAVE TAKEN NO ACTION AGAINST ME. MY RECOMMENDATIONS WERE APPROPRIATE AND I DENY ANY WRONGDOING IN THIS MATTER.

End of Report

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