



IAPD Report

MARK ROBERT MERSMAN

CRD# 4702400

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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

MARK ROBERT MERSMAN (CRD# 4702400)

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 **03/16/2018**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	USA FINANCIAL SECURITIES LLC	CRD# 103857	09/09/2004
IA	USA FINANCIAL SECURITIES CORPORATION	CRD# 103857	03/27/2007

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
B	GLP INVESTMENT SERVICES, LLC	25450	FARMINGTON, MI	12/09/2003 - 09/07/2004

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?

No



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: **USA FINANCIAL SECURITIES CORPORATION**

Main Address: 6020 EAST FULTON STREET
ADA, MI 49301

Firm ID#: 103857

Regulator	Registration	Status	Date
 FINRA	Invest. Co and Variable Contracts	Approved	09/09/2004
 FINRA	General Securities Representative	Approved	07/06/2006
 FINRA	General Securities Principal	Approved	08/16/2011
 Colorado	Investment Adviser Representative	Approved	03/27/2007
 Michigan	Agent	Approved	09/09/2004
 Michigan	Investment Adviser Representative	Approved	12/04/2014
 Missouri	Agent	Approved	11/08/2010
 Missouri	Investment Adviser Representative	Approved	11/09/2010

Branch Office Locations

USA FINANCIAL SECURITIES CORPORATION
6020 E. FULTON STREET
ADA, MI 49301



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
 General Securities Principal Examination (S24)	Series 24	08/15/2011

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	07/05/2006
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/13/2003

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	01/08/2007
 Uniform Securities Agent State Law Examination (S63)	Series 63	11/18/2003

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
B 12/09/2003 - 09/07/2004	GLP INVESTMENT SERVICES, LLC	CRD# 25450	FARMINGTON, MI

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
09/2004 - Present	USA FINANCIAL SECURITIES CORPORATION	REGISTERED REPRESENTATIVE	Y	ADA, MI, United States
08/2004 - Present	USA FINANCIAL MARKETING CORPORATION	MARKETING MANAGER	Y	ADA, MI, 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)USA Financial affiliated entities (investment related) - USA Financial Securities is an affiliate by common ownership to four other public-facing entities: USA Financial Portformulas, an SEC-registered investment adviser; USA Financial Exchange, an SEC-registered investment adviser; USA Financial Insurance Services, an insurance field marketing organization ("FMO"); and, USA Financial Media, a multi-media firm specializing in the financial-services industry. All affiliates are owned by USA Financial Corporation. Mark sits on the board of directors for each of these entities, serving as the firms' Chief Marketing Officer. Mark spends a varying amount of time each week devoted to his CMO duties across all of the USA Financial affiliates: USA Financial Securities (employed since 2004), USA Financial Portformulas (CMO since its inception in 2007), USA Financial Exchange (CMO since its inception in 2016), USA Financial Insurance Services and USA Financial Media. All entities operate out of USA Financial's home office, located at 6020 East Fulton Street, Ada, MI 49301.

2)LLPH PROPERTIES- REAL ESTATE, NOT INVESTMENT RELATED. LOCATED AT 6375 BUENA VISTA CT, ROCKFORD, MI 49341.PURCHASE AND OVERSEE PROJECTS THAT ARE HIRED OUT TO OUTSIDE THIRD PARTIES FOR REHABILITATION. 1 HR/WEEK.

P.S. WEALTH MANAGEMENT - 6375 BUENA VISTA CT, ROCKFORD, MI 49341. ANNUITY, LIFE, AND LONG TERM CARE INSURANCE TO CLIENTS.

EA RESTAURANT ACQUISITIONS/SPEAK EZ LOUNGE, 600 N. MONROE GRAND RAPIDS MI, NON-INVESTMENT RELATED. SILENT PARTNERSHIP IN THE OWNER OF RESTAURANT, SIT ON THE BOARD AND PROVIDE CONSULTATIVE SERVICES ONLY AS NEEDED.



End of Report

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