



IAPD Report

JASON KEITH NORTON

CRD# 4776196

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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

JASON KEITH NORTON (CRD# 4776196)

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 **05/23/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	LPL FINANCIAL LLC	CRD# 6413	07/20/2011
IA	INDEPENDENT ADVISOR ALLIANCE, LLC	CRD# 168267	09/24/2018

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **9** 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	INDEPENDENT FINANCIAL PARTNERS	125112	Carrollton, GA	07/22/2011 - 09/26/2018
IA	LPL FINANCIAL LLC	6413	VILLA RICA, GA	06/26/2015 - 01/28/2016
IA	WADDELL & REED, INC.	866	VILLA RICA, GA	07/08/2004 - 08/01/2011

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

Employment 1 of 2

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	07/20/2011
B Alabama	Agent	Approved	07/20/2011
B Arkansas	Agent	Approved	02/05/2025
B Florida	Agent	Approved	07/20/2011
B Georgia	Agent	Approved	07/20/2011
B Massachusetts	Agent	Approved	01/07/2014
B North Carolina	Agent	Approved	03/25/2025
B South Carolina	Agent	Approved	01/04/2021
B Tennessee	Agent	Approved	01/06/2016
B Texas	Agent	Approved	01/08/2013

Branch Office Locations

LPL FINANCIAL LLC
108 CORPORATE DR
CARROLLTON, GA 30117

Employment 2 of 2

Firm Name: **INDEPENDENT ADVISOR ALLIANCE, LLC**



Qualifications

Main Address: 11215 N. COMMUNITY HOUSE RD.
STE. 775
CHARLOTTE, NC 28277

Firm ID#: 168267

	Regulator	Registration	Status	Date
IA	Alabama	Investment Adviser Representative	Approved	09/24/2018
IA	Florida	Investment Adviser Representative	Approved	10/02/2018
IA	Georgia	Investment Adviser Representative	Approved	09/25/2018
IA	South Carolina	Investment Adviser Representative	Approved	01/06/2021
IA	Texas	Investment Adviser Representative	Restricted Approval	10/01/2018

Branch Office Locations

INDEPENDENT ADVISOR ALLIANCE, LLC
108 Corporate Drive
Carrollton, GA 30117



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
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
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General Securities Representative Examination (S7)	Series 7	06/23/2004
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State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	07/07/2004
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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
IA	07/22/2011 - 09/26/2018	INDEPENDENT FINANCIAL PARTNERS	CRD# 125112	Carrollton, GA
IA	06/26/2015 - 01/28/2016	LPL FINANCIAL LLC	CRD# 6413	VILLA RICA, GA
IA	07/08/2004 - 08/01/2011	WADDELL & REED, INC.	CRD# 866	VILLA RICA, GA
B	06/24/2004 - 08/01/2011	WADDELL & REED, INC.	CRD# 866	VILLA RICA, GA

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
09/2018 - Present	Independent Advisor Alliance, LLC	Investment Advisor Representative	Y	Carrollton, GA, United States
07/2011 - Present	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	CARROLLTON, GA, United States
08/2005 - Present	NORTON FINANCIAL INC	PRESIDENT	N	DOUGLASVILLE, GA, United States
04/2012 - 09/2018	INDEPENDENT FINANCIAL PARTNERS	INVESTMENT ADVISER REPRESENTATIVE	Y	CARROLLTON, GA, 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) 12/26/2012: NORTON FINANCIAL, INC. - INVESTMENT RELATED - AT REPORTED BUSINESS LOCATION(S) - DBA FOR LPL BUSINESS (ENTITY FOR LPL BUSINESS).

(2) 7/12/2013: NORTON FINANCIAL, INC. - INVESTMENT RELATED - AT REPORTED BUSINESS LOCATION(S) - NON-VARIABLE INSURANCE - 5% OF TIME SPENT - VARIOUS INSURANCE VENDORS INCLUDING BANNER LIFE, GENWORTH, PROTECTIVE, NATIONWIDE, AND OTHERS.

(3) 3/10/2014: CRUMP INSURANCE SERVICES - INVESTMENT RELATED - AT REPORTED BUSINESS LOCATION(S) - NON-VARIABLE INSURANCE - TIME SPENT 3% - INSURANCE THROUGH CRUMP INSURANCE SERVICES.

(4) 5/10/2015: NO BUSINESS NAME - NOT INVESTMENT RELATED - AT REPORTED BUSINESS LOCATION(S) - OTHER-NOTARY - STARTED 08/03/2012 - 1 HOUR PER MONTH - NOTARY PUBLIC.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

- (5) 9/27/2018 - Independent Advisor Alliance - Investment Related - At Reported Business Location(s) - Registered Investment Advisor Hybrid - Started 08/10/2018 - 100 Hours Per Month/20 Hours During Securities Trading - I provide investment advisory services through Independent Advisor Alliance, an independent investment advisor firm. I started this business activity on 9/27/2018. I expect to spend approximately 100 hours/month on this activity. Please see the advisory firms Form ADV for more information about its address, the nature of its business, its owners, and its services at <http://www.adviserinfo.sec.gov/IAPD>. The firm is separate from and independent of LPL Financial.
- (6) 10/19/2018 - LTCI Partners - Investment Related - At Reported Business Location(s) - Non-Variable Insurance - Agent - Started 10/02/2018 - 0 Hours Per Month - LTC.
- (7) 1/2/2019 - Norton Financial, Inc. - At Reported Business Location(s) - DBA for LPL Business (entity for LPL business) - Start Date: 09/25/2018 - 160 Hours Per Month/6 Hours During Securities Trading.
- (8) 1/8/2019 - Independent Advisor Alliance - DBA: (Hybrid) Norton Financial, Inc. - Investment Related - At Reported Business Location(s) - Registered Investment Advisor DBA - Start Date: 08/22/2018 - 100 Hours Per Month/6 Hours During Securities Trading - I provide investment advisory services through Independent Advisor Alliance, an independent investment advisor firm. I started this business activity on 1/8/2019. I expect to spend approximately 100 hours/month on this activity. Please see the advisory firms Form ADV for more information about its address, the nature of its business, its owners, and its services at <http://www.adviserinfo.sec.gov/IAPD>. The firm is separate from and independent of LPL Financial.
- (9) 09/15/2022 - Norton Classic Properties, LLC- Investment Related - Real Estate Rental - Start Date: 12/12/2016 - 12 Hours Per Month/0 Hours During Securities 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
Customer Dispute	2

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:	LPL FINANCIAL LLC
Allegations:	The client states his advisor did not inform him that a Real Estate Investment Trust (REIT) investment may reduce dividends, end share repurchases, and undergo repricing. The client requested his original investment plus 8% dividends. Activity period - 01/12/2015 - 08/12/2024
Product Type:	Real Estate Security
Alleged Damages:	\$81,957.00
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:	08/12/2024
Complaint Pending?	No
Status:	Denied
Status Date:	08/26/2024

Settlement Amount:

Individual Contribution Amount:



Broker Statement The advisor denies guaranteeing dividends, liquidity, or performance. After favorable returns on an initial REIT purchase, the client inquired about and purchased the investment subject to this complaint. Before each purchase, the client attested that he understood that there were no guarantees regarding dividends, liquidity, or performance for each product. The client's accrued dividends and current investment value are GREATER than his purchase price; thus, he has not realized ANY losses on the investment. LPL and the advisor deny the client's claim as it is baseless and without merit.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: LPL FINANCIAL LLC

Allegations: Customer alleges that investments made in 2014 were unsuitable for the customer's investment objectives and risk tolerance.

Product Type: Real Estate Security

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): Cannot be determined but over \$5,000.00

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 #: 24-01460

Filing date of arbitration/CFTC reparation or civil litigation: 07/02/2024

Customer Complaint Information

Date Complaint Received: 07/02/2024

Complaint Pending? No

Status: Settled

Status Date: 05/06/2025

Settlement Amount: \$19,000.00

Individual Contribution Amount: \$0.00

Broker Statement I was not named as a Respondent in this arbitration, and I believe I committed no wrongdoing. As I do with all customers, I believe I provided excellent, tailored service to the customer. I believe the broker-dealer would have prevailed in the arbitration on the merits, but chose to settle for a nominal sum which was well under the cost of an arbitration hearing. I stand by my recommendations and the service I provided to the customer. I made no monetary contribution to the



settlement.



End of Report

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