



IAPD Report

MATTHEW DAVID HEINZ

CRD# 4826258

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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

MATTHEW DAVID HEINZ (CRD# 4826258)

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 **03/17/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	KESTRA INVESTMENT SERVICES, LLC	CRD# 42046	01/09/2013
IA	KESTRA ADVISORY SERVICES, LLC	CRD# 283330	04/22/2016

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **6** 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	NFP ADVISOR SERVICES, LLC	42046	AUSTIN, TX	01/10/2013 - 09/22/2016
IA	VSR ADVISORY SERVICES	14503	BATON ROUGE, LA	03/14/2005 - 01/09/2013
B	VSR FINANCIAL SERVICES, INC.	14503	BATON ROUGE, LA	12/16/2004 - 01/09/2013

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

Employment 1 of 2

Firm Name: **KESTRA INVESTMENT SERVICES, LLC**
Main Address: 5707 SOUTHWEST PARKWAY
BUILDING 2, SUITE 400
AUSTIN, TX 78735
Firm ID#: 42046

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	01/09/2013
B Florida	Agent	Approved	01/10/2022
B Louisiana	Agent	Approved	01/09/2013
B Maine	Agent	Approved	08/16/2023
B Mississippi	Agent	Approved	05/21/2020
B Oklahoma	Agent	Approved	07/15/2020
B Texas	Agent	Approved	11/14/2019

Branch Office Locations

NFP ADVISOR SERVICES, LLC
6421 Perkins Rd.
Building C, Suite B
Baton Rouge, LA 70808

Employment 2 of 2

Firm Name: **KESTRA ADVISORY SERVICES, LLC**
Main Address: 5707 SOUTHWEST PARKWAY
BUILDING 2, SUITE 400
AUSTIN, TX 78735
Firm ID#: 283330



Qualifications

Regulator	Registration	Status	Date
IA Louisiana	Investment Adviser Representative	Approved	04/22/2016
IA Texas	Investment Adviser Representative	Restricted Approval	07/27/2023

Branch Office Locations

KESTRA ADVISORY SERVICES, LLC

6421 Perkins Rd.
Building C, Suite B
BATON ROUGE, LA 70808



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	12/15/2004
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State Securities Law Exams

Exam	Category	Date
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Uniform Combined State Law Examination (S66)	Series 66	07/11/2019
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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	01/10/2013 - 09/22/2016	NFP ADVISOR SERVICES, LLC	CRD# 42046	AUSTIN, TX
IA	03/14/2005 - 01/09/2013	VSR ADVISORY SERVICES	CRD# 14503	BATON ROUGE, LA
B	12/16/2004 - 01/09/2013	VSR FINANCIAL SERVICES, INC.	CRD# 14503	BATON ROUGE, LA

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
04/2016 - Present	KESTRA ADVISORY SERVICES, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	BATON ROUGE, LA, United States
01/2013 - Present	KESTRA INVESTMENT SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	BATON ROUGE, LA, United States
10/2004 - Present	EA FINANCIAL GROUP, LLC	REPRESENTATIVE	Y	BATON ROUGE, LA, 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.

Name: ATLANTIC LENDING CO. INV REL: No ADDR: 4626 CONCORD AVENUE BATON ROUGE LA 70808 NOB: Mortgage Related Position: Owner Start Date: 8/1/2005 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: Take loan apps, help in the processing of the loan as needed and see that the loan gets closed in a timely manner.

Name: MCWA INV REL: No ADDR: 1012 S. Acadian Thwy Suite 10 Baton Rouge LA 70806 NOB: Community/Charitable/Civic Position: Member Start Date: 2/1/2007 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: Meet qtrly with the board of directors, help raise awareness of the organization in our community and meet with the two committees I serve on when necessary.

Name: Centura Advisors, LLC INV REL: Yes ADDR: 6421 Perkins Road, Bldg A Ste 1A Baton Rouge LA 70808 NOB: RR Activities through Kestra Investment Services, LLC using a DBA name Position: Financial Advisor Start Date: 8/1/2004 Hours per month: 100%+ (More than 160 hours) Hours per month during trading hours: 91% - 100% (127 - 140 hours) Duties: Review portfolios/financial plans with existing clients, develop relationships with new clients, make trades when necessary.

Name: Kestra Advisory Services, LLC INV REL: Yes ADDR: 5707 Southwest Parkway Building 2, Suite 400 Austin TX 78735



Registration & Employment History



OTHER BUSINESS ACTIVITIES

NOB: Investment Advisory services through Kestra Advisory Services, LLC Position: IAR Start Date: 4/4/2016 Hours per month: Up to 100% (0 to 160 hours) Hours per month during trading hours: Up to 100% (0 to 160 hours) Duties: Investment advisory services

Name: Matt Heinz, Inc. INV REL: Yes ADDR: 6421 Perkins Road, Bldg. A, Ste. 1A Baton Rouge LA 70808 NOB: RR Activities through Kestra Investment Services, LLC using a DBA name Position: President Start Date: 12/11/2009 Hours per month: 81% - 90% (129 - 144 hours) Hours per month during trading hours: 91% - 100% (127 - 140 hours) Duties: meet with clients and help manage their assets by seeking the best investment vehicles for their situation, make trades when necessary and communicate with the clients to evaluate the progress we're making.

Name: The Chapel INV REL: No ADDR: 3355 Dalrymple Drive Baton Rouge LA 70802 NOB: Board Position (Board of Directors, Board of Trustees, etc.) Position: Deacon and member of the CARE Team. Start Date: 4/3/2017 Hours per month: 0% - 10% (0 - 16 hours) Hours per month during trading hours: 0% - 10% (0 - 14 hours) Duties: As a Deacon I help serve the church before, during and after services by unlocking the facility, setting up the church for services, greet the members and guests and clean up. Help set-up and take down for special events that are help at the church.

Name: LOUISIANA SPORTS HALL OF FAME POSITION: Board member/Treasurer NATURE: Board position (Board of Directors, Board of Trustees, etc.) INV REL: No NUMBER OF HOURS: 8 SECURITIES TRADING HOURS: 7 START DATE: 01/01/2020 ADDRESS: 500 Front Street, Natchitoches LA 71457 DESC: Serve as a member of the board of directors, raise awareness of the organization and volunteer for fundraising activities (golf tournament, gala, etc.), look over financials with the CEO/President a few times each year.

Name: M STEPHEN MAY, CPA POSITION: Referral Rep NATURE: Tax Credits INVESTMENT RELATED: No NUMBER OF HOURS: 5 SECURITIES TRADING HOURS: 3 START DATE: 10/15/2023 ADDRESS: 8280 YMCA Plaza, Suite B, Building 6, Baton Rouge LA 70810, United States DESCRIPTION: Connect with business owners to see if they are interested in looking into tax incentives from the federal government and if they are I will refer them to experts in this field through relationships established with M Stephen May, CPA.



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:	VSR FINANCIAL SERVICES, INC
Allegations:	CLIENT ALLEDGED REP SOLD UNSUITABLE INVESTMENTS AND BREACH OF FIDUCIARY DUTIES.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	\$310,000.00
Alleged Damages Amount Explanation (if amount not exact):	AFTER EXAMINING CLIENTS HOLDINGS, VSR INFERED A DEMAND IN EXCESS OF \$310,000.00.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	10-01587
Filing date of arbitration/CFTC reparation or civil litigation:	04/02/2010

Customer Complaint Information



Date Complaint Received: 04/19/2010
Complaint Pending? No
Status: Evolved into Arbitration/CFTC reparation (the individual is a named party)
Status Date: 05/13/2010

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.): FINRA

Docket/Case #: 10-01587

Date Notice/Process Served: 04/19/2010

Arbitration Pending? No

Disposition: Settled

Disposition Date: 04/21/2011

Monetary Compensation Amount: \$100,000.00

Individual Contribution Amount: \$5,000.00

Broker Statement

I AM AN ASSOCIATE TO THE TWO REPS ON THIS CLIENTS ACCOUNT. I DID NOT MAKE ANY INVESTMENT RECOMMENDATIONS OR DECISIONS ON THIS ACCOUNT.
CORRECTION TO FILING, THIS STARTED AS AN ARBITRATION IT DID NOT EVOLVE INTO AN ARBITRATION. DUE TO AN INCORRECT FILING, SECTIONS 7-11 WERE COMPLETED. SECTIONS 12-16 HAVE BEEN UPDATED WITH INFORMATION TO REFLECT REP WAS NAMED.



End of Report

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