



IAPD Report

ARIEL AMIHUD TAVOR

CRD# 5359877

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4 - 5
Disclosure Information	6

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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

ARIEL AMIHUD TAVOR (CRD# 5359877)

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 **07/11/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	LIONS FINANCIAL ADVISORY	CRD# 309032	03/10/2021

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	HORNOR, TOWNSEND & KENT, INC.	4031	NEW YORK, NY	04/15/2016 - 04/11/2017
B	NYLIFE SECURITIES LLC	5167	NEW YORK, NY	02/25/2010 - 05/11/2016
B	SIGNATOR INVESTORS, INC.	468	GREAT NECK, NY	02/24/2009 - 01/12/2010

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
Termination	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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **LIONS FINANCIAL ADVISORY**
Main Address: 45 ROCKEFELLER PLAZA
20TH FLOOR
NEW YORK, NY 10036
Firm ID#: 309032

Regulator	Registration	Status	Date
IA New York	Investment Adviser Representative	Approved	03/10/2021

Branch Office Locations

LIONS FINANCIAL ADVISORY
45 ROCKEFELLER PLAZA
20TH FLOOR
NEW YORK, NY 10036



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 2 state securities law exams.

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	04/11/2017
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/23/2009

State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	01/04/2021
Uniform Securities Agent State Law Examination (S63)	Series 63	11/11/2008

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	04/15/2016 - 04/11/2017	HORNOR, TOWNSEND & KENT, INC.	CRD# 4031	NEW YORK, NY
B	02/25/2010 - 05/11/2016	NYLIFE SECURITIES LLC	CRD# 5167	NEW YORK, NY
B	02/24/2009 - 01/12/2010	SIGNATOR INVESTORS, INC.	CRD# 468	GREAT NECK, NY

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
04/2017 - Present	Lions Financial	President	Y	New York, NY, United States
05/2015 - Present	LIONS ASSURANCE FINANCIAL, LLC	OWNER	Y	NEW YORK, NY, United States
04/2016 - 04/2017	HORNOR TOWNSEND & KENT INC	REGISTERED REPRESENTATIVE	Y	HORSHAM, PA, United States
04/2016 - 04/2017	Penn Mutual	Financial Advisor	Y	New York, NY, 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) CONSULTING | INVESTMENT RELATED - NO | DBA NAME: HASMO CONSULTING | POSITION HELD: OFFICER | ADDRESS: 144-22 76TH ROAD, FLUSHING, NY 11367 | START DT: 1/1/2013 | NATURE OF ACTIVITY: RETAIL SALES | APPROX HRS PER MTH: 26-40 HRS | APPROX TRADING HRS PER MTH: 10-25 HRS | DESCRIPTION OF DUTIES: 50% OWNERSHIP OF TECHNOLOGY & MARKETING CONSULTING.
- 2) YOUNG ISRAEL OF QUEENS VALLEY | INVESTMENT RELATED: NO | DBA NAME: | POSITION HELD: BOARD MEMBER/TREASURER| ADDRESS: 141-55 77th AVE FLUSHING NY 11367 | START DATE: 2012-09-01 | NATURE OF ACTIVITY: CHARITY/RELIGIOUS/FOUNDATION- | APPROX HRS PER MTH: LESS THAN 10 | APPROX TRADING HRS PER MTH: LESS THAN 10 HOURS | DESCRIPTION OF DUTIES: COORDINATE MEETINGS.
- 3) CORPORATE DIRECTOR & BOARD MEMBER FRENCHWAY TRAVEL | INVESTMENT RELATED: NO | DBA NAME: | POSITION HELD: PROPRIETOR/OWNER- | ADDRESS: 11 WEST 25 STREET NEW YORK NY 10010 | START DATE: 2012-09-01 | NATURE OF ACTIVITY: RETAIL SALES- | APPROX HRS PER MTH: LESS THAN 10 HOURS | APPROX TRADING HRS PER MTH: LESS THAN 10 HOURS | DESCRIPTION OF DUTIES: TRAVEL CONSULTANT.
- 4) TAVOR ASSET MANAGEMENT TRUST; IS THE BUSINESS INVESTMENT RELATED: YES; LOCATION OF THE BUSINESS: 144-40 69TH AVENUE FLUSHING NY 11367; DESCRIPTION OF THE BUSINESS: MR. TAVOR'S PARENTS FAMILY TRUST.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

MR. TAVOR SUPPORTS THE INVESTMENT OPERATIONS. THE TYPE OF INVESTMENTS INCLUDE - LIMITED PARTNERSHIP INVESTMENTS IN VENTURE CAPITAL, PRIVATE EQUITY, AND REIT'S; POSITION TITLE: TRUSTEE; RESPONSIBILITIES DUTIES: MANAGEMENT OF INVESTMENTS -; START DATE WITH BUSINESS: 2010-11-30; HOURS DEVOTED TO BUSINESS DURING TRADING HOURS: 20; HOURS DEVOTED TO BUSINESS OUTSIDE TRADING HOURS: 30; PERCENTAGE OF TOTAL YEARLY COMPENSATION EXPECTED TO BE DERIVED FROM THE BUSINESS: 25;

5) LIONS CAPITAL; IS THE BUSINESS INVESTMENT RELATED: YES; LOCATION OF THE BUSINESS:45 ROCKEFELLER PLAZA 20TH FLOOR NEW YORK NY 10020; DESCRIPTION OF THE BUSINESS: LIONS FINANCIAL IS AN INDEPENDENT BUSINESS ADVISORY FIRM SPECIALIZING IN DELIVERING COMPREHENSIVE STRATEGIC CONSULTING, RISK MANAGEMENT, AND CAPITAL SOLUTIONS; POSITION TITLE: MANAGING DIRECTOR; RESPONSIBILITIES DUTIES: ARIEL TAVOR LEADS STRATEGY, CLIENT ADVISORY, CAPITAL MANAGEMENT, AND CONSULTING, START DATE WITH BUSINESS: 2016-01-06; HOURS DEVOTED TO BUSINESS DURING TRADING HOURS: 50; HOURS DEVOTED TO BUSINESS OUTSIDE TRADING HOURS: 150; PERCENTAGE OF TOTAL YEARLY COMPENSATION EXPECTED TO BE DERIVED FROM THE BUSINESS: 20,WEBSITE ADDRESS OF THE ORGANISATION: <https://lions.finan>



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
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Termination	1
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Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm

Firm Name: HORNOR, TOWNSEND, & KENT, INC

Termination Type: Discharged

Termination Date: 03/29/2017

Allegations: Failure to properly disclose outside business activities in violation of firm policy and providing statements in response to the firms internal review that were inconsistent with our findings. Also, several hours after being notified that his contract was terminated, he trespassed upon company property using another person's ID and security badge and removed company property.

Product Type: No Product

Reporting Source: Individual

Firm Name: HORNOR, TOWNSEND, & KENT, INC

Termination Type: Discharged

Termination Date: 03/29/2017

Allegations: Failure to properly disclose outside business activities in violation of firm policy and providing statements in response to the firms internal review that were inconsistent with our findings. Also, several hours after being notified that his contract was terminated, he trespassed upon company property using another person's ID and security badge and removed company property.

Product Type: No Product



End of Report

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