



IAPD Report

SHOUMYA BRATA SAHA

CRD# 5409945

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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

SHOUMYA BRATA SAHA (CRD# 5409945)

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 **01/16/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	ASSET ALLOCATION STRATEGIES, LLC	CRD# 152339	01/02/2024
B	GLP INVESTMENT SERVICES, LLC	CRD# 25450	10/23/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **2** 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	ASSET ALLOCATION STRATEGIES, LLC	152339	WALLED LAKE, MI	03/23/2015 - 02/04/2022
B	GLP INVESTMENT SERVICES, LLC	25450	FARMINGTON, MI	09/07/2007 - 02/04/2022

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
Termination	1
Judgment/Lien	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 2 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **GLP INVESTMENT SERVICES, LLC**
Main Address: 33335 GRAND RIVER
FARMINGTON, MI 48336
Firm ID#: 25450

Regulator	Registration	Status	Date
B FINRA	Invest. Co and Variable Contracts	Approved	10/23/2025
B Texas	Agent	Approved	10/29/2025

Branch Office Locations

33335 GRAND RIVER
FARMINGTON, MI 48336

Employment 2 of 2

Firm Name: **ASSET ALLOCATION STRATEGIES, LLC**
Main Address: 33335 GRAND RIVER
FARMINGTON, MI 48336
Firm ID#: 152339

Regulator	Registration	Status	Date
IA Michigan	Investment Adviser Representative	Approved	01/02/2024
IA Texas	Investment Adviser Representative	Restricted Approval	03/05/2024

Branch Office Locations

ASSET ALLOCATION STRATEGIES, LLC
33335 GRAND RIVER
FARMINGTON, MI 48336



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	10/01/2018
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/06/2007

State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	01/09/2015
Uniform Securities Agent State Law Examination (S63)	Series 63	09/24/2007

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	03/23/2015 - 02/04/2022	ASSET ALLOCATION STRATEGIES, LLC	CRD# 152339	WALLED LAKE, MI
B	09/07/2007 - 02/04/2022	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
10/2025 - Present	GLP INVESTMENT SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	FARMINGTON, MI, United States
12/2023 - Present	ASSET ALLOCATION STRATEGIES, LLC	INVESTMENT ADVISOR	Y	FARMINGTON, MI, United States
07/2023 - Present	GLP AND ASSOCIATES INC	INSURANCE AGENT	Y	FARMINGTON, MI, United States
02/2022 - 06/2023	Unemployed	Unemployed	N	FARMINGTON HILLS, MI, United States
08/2007 - 02/2022	GLP INVESTMENT SERVICES LLC	REGISTERED REP	Y	FARMINGTON HILLS, MI, United States
03/2015 - 01/2022	Asset Allocation Strategies	IAR	Y	FARMINGTON HILLS, MI, United States
06/2006 - 01/2022	GLP AND ASSOCIATES INC	INSURANCE AGENT	N	FARMINGTON HILLS, 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) GLP & ASSOCIATES | INVESTMENT RELATED | FARMINGTON, MI | NATURE: LIFE INSURANCE/ANNUITY SALES | POSITION: INSURANCE AGENT | START DATE: 07/2023 | APX 40 HRS/MO., ALL DURING TRADING HOURS | DUTIES: LIFE INSURANCE AND FIXED/INDEX ANNUITY SALES AND SERVICING INSURANCE CLIENTS.
- (2) SHO'S CONSULTING, INC.; INVESTMENT RELATED; TROY, MI; DBA PASS-THROUGH FOR FIXED INSURANCE AND ANNUITY SALES; OWNER; START DATE: 2008; APX. 1-5 HRS./MO (DURING TRADING HOURS)
- (3) ASSET ALLOCATION STRATEGIES, LLC | INVESTMENT RELATED | LOCATION: FARMINGTON, MI | NATURE: INVESTMENT ADVISOR | POSITION: IAR | START DATE: 12/2023 | APX 120 HRS/MO., 100 HRS DURING TRADING HOURS | DUTIES: SOLICIT, SERVICE, ACTIVELY MANAGE ADVISORY ACCOUNTS/CLIENTS.



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
Termination	1
Judgment/Lien	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 1

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: GLP INVESTMENT SERVICES, LLC

Allegations: On March 18th, 2022, the Firm received a copy of a written complaint which was submitted by a client to the state of Michigan with regard to Mr. Saha and another RR of the Firm. The CCO had a phone call with the client to discuss her concerns and to ensure they were promptly resolved. The client was upset because paperwork to set up a new account had not been submitted to the Firm timely and therefore her payroll remittances had not begun. The client and CCO also discussed the forms, the suitability and discussed what her expected outcome was at that time. The CCO was able to further answer/clarify the clients concerns as noted in the complaint. The client advised the CCO she was working with a Representative from Equitable and that she wanted the NLG policy "free-looked" and the proceeds sent to a new Equitable variable annuity with the new representative.

Saha's client interaction began in June 2021 and after a couple virtual meetings, calls and emails between the client and Saha, they had to meet again on November 1, 2021, to resign and date the forms (as they were from June 21). Mr. Saha submitted the forms to the firm on December 23rd, 2021, and on December 27, 2021, the Firm's principal requested that Mr. Saha obtain updated paperwork signed by the client (due to stale date). Mr. Saha phoned the client to let her know that another RR would reach out to her after the holidays to complete this requirement, to which the client was agreeable. Mr. Saha was not able to meet with the client given a restriction on his activity due to an internal review. Another RR, who had established the original account for this client, was asked to call and



complete the requirements to submit the business to the firm. On January 28th, 2022, the client emailed Mr. Saha to set up time to update her forms. Unfortunately, Mr. Saha no longer had access to that email given the suspension. Our review of Mr. Saha's email noted the client email and, on or about January 28th, requested the second RR contact the client. The RR left the client a voice mail on February 1, 2022, and she left him a message the next day. The RR did reach back out to the client a few days later, however, by then, the client was very frustrated with the time lapse since contact was promised and she filed the complaint with the state of MI. The complaint cites lack of disclosure on surrender charges, an email with only signature pages being sent to her and lack of disclosure on the new products surrender charges and by the fact that her payroll deferrals had not yet been restarted.

The CCO reviewed all email and paperwork that was completed and sent to the client post a virtual meeting in which Mr. Saha conducted a screen share to review the forms and product information. Mr. Saha sent the client an email with two attachments, the first with the fully completed application and disclosures and a second attachment that called out the required signature pages - an excerpt from the first attachment. These documents did detail the surrender charge to exit the existing product for the new (@\$540). The forms also included the surrender charge schedule and disclosures with regard to the new insurance product. These recommendations appeared to be in line with the client's best interest, risk tolerance and time horizon.

The CCO also interviewed Mr. Saha and requested his written response to the complaint. The firm nor the reps have received a request to respond from the state of MI as of the date of this filing (4.18.22). The firm worked with the client and NLG to process a free-look of the fixed indexed annuity contract and has confirmed that NLG forwarded the proceeds to Equitable. The CCO has been in communication with the client and has confirmed the satisfactory resolution of this issue.

Product Type: Annuity-Fixed

Alleged Damages: \$0.00

Alleged Damages Amount Explanation (if amount not exact): There was no specific alleged damage amount. The client requested that her fixed indexed annuity be free-looked and the proceeds sent to a new Equitable annuity account.

The product issuer reviewed the client complaint and honored the request as there was no delivery receipt signed by the client. The charge back of commission to the agent/RR was \$2285.39. No further actions were requested by the client.

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: 03/18/2022

Complaint Pending? No

Status: Closed/No Action

Status Date: 09/14/2022

Settlement Amount:

**Individual Contribution
Amount:**

Firm Statement While speaking with the client she stated that the lack of timely outreach by the



either RR, in January 2022, led to her filing of the complaint.
on 9.14.2022, DIFS stated they would not take action against Mr. Saha's insurance
producer license at this time.



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: GLP INVESTMENT SERVICES, LLC
Termination Type: Discharged
Termination Date: 01/05/2022

Allegations: The Firm made the decision to terminate Mr. Saha after we discovered an email to clients (husband and wife) with largely incomplete forms for them to complete, sign and return to him. While he did let the client know he would send them a copy once fully completed, the Firm cited this as a violation of its' policies and procedures. This, in conjunction with the LOC issued to Mr. Saha on July 27, 2021, led to the Firm's decision to terminate Mr. Saha.

Product Type: No Product

Reporting Source: Individual
Firm Name: ASSET ALLOCATION STRATEGIES, LLC
Termination Type: Discharged
Termination Date: 01/04/2022

Allegations: Mr. Saha was terminated due to violations of the firm's policies and procedures related to proper completion of new account applications and untimely submission of various required documentation.

Product Type: No Product

Broker Statement Client new account form. There was no regulatory action against him.



Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 2

Reporting Source: Individual
Judgment/Lien Holder: Internal Revenue Service
Judgment/Lien Amount: \$59,029.99
Judgment/Lien Type: Tax
Date Filed with Court: 06/25/2025
Date Individual Learned: 07/03/2025
Type of Court: Filed with the Michigan Department of State Uniform Commercial Code Unit, Lansing MI
Name of Court: Register of Deeds Oakland County
Location of Court: Pontiac, MI
Judgment/Lien Outstanding? Yes
Broker Statement Applicant will be establishing a payment plan.

Disclosure 2 of 2

Reporting Source: Individual
Judgment/Lien Holder: Internal Revenue Service
Judgment/Lien Amount: \$123,338.09
Judgment/Lien Type: Tax
Date Filed with Court: 04/10/2025
Date Individual Learned: 04/20/2025
Type of Court: Filed with the Michigan Department of State Uniform Commercial Code Unit, Lansing MI
Name of Court: Register of Deeds Oakland County
Location of Court: Pontiac, MI
Judgment/Lien Outstanding? Yes



End of Report

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