



IAPD Report

ADAM DAVID HERZING

CRD# 5448024

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	6
Disclosure Information	7



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

ADAM DAVID HERZING (CRD# 5448024)

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 **08/21/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	NYLIFE SECURITIES LLC	CRD# 5167	12/17/2007
IA	EAGLE STRATEGIES LLC	CRD# 110826	01/04/2010

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **31** 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
No information reported.			

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

Employment 1 of 2

Firm Name: **NYLIFE SECURITIES LLC**

Main Address: 51 MADISON AVE.
ROOM 713
NEW YORK, NY 10010

Firm ID#: 5167

Regulator	Registration	Status	Date
 FINRA	Invest. Co and Variable Contracts	Approved	12/17/2007
 FINRA	General Securities Representative	Approved	07/16/2012
 Alabama	Agent	Approved	08/13/2024
 Alaska	Agent	Approved	08/15/2025
 Arizona	Agent	Approved	02/23/2012
 Arkansas	Agent	Approved	12/16/2019
 California	Agent	Approved	12/19/2007
 Colorado	Agent	Approved	05/09/2022
 Connecticut	Agent	Approved	05/06/2022
 Florida	Agent	Approved	07/29/2016
 Georgia	Agent	Approved	08/20/2025
 Idaho	Agent	Approved	01/25/2012
 Illinois	Agent	Approved	10/28/2024



Qualifications

Regulator	Registration	Status	Date
B Indiana	Agent	Approved	01/13/2017
B Maine	Agent	Approved	10/11/2022
B Maryland	Agent	Approved	04/22/2024
B Michigan	Agent	Approved	08/01/2019
B Minnesota	Agent	Approved	01/18/2024
B Mississippi	Agent	Approved	05/31/2023
B Montana	Agent	Approved	05/06/2022
B Nevada	Agent	Approved	01/18/2012
B New Jersey	Agent	Approved	02/23/2024
B New York	Agent	Approved	07/28/2016
B North Carolina	Agent	Approved	01/13/2015
B Ohio	Agent	Approved	04/04/2019
B Oklahoma	Agent	Approved	02/14/2023
B Oregon	Agent	Approved	03/06/2012
B South Dakota	Agent	Approved	08/10/2022
B Texas	Agent	Approved	01/11/2017
B Utah	Agent	Approved	02/15/2012
B Virginia	Agent	Approved	05/25/2023
B Washington	Agent	Approved	10/15/2014



Qualifications

Regulator	Registration	Status	Date
B Wisconsin	Agent	Approved	01/20/2021

Branch Office Locations

26501 RANCHO PKWY SOUTH
SUITE 102
LAKE FOREST, CA 92630

Employment 2 of 2

Firm Name: **EAGLE STRATEGIES LLC**

Main Address: 51 MADISON AVENUE
12TH FLOOR
NEW YORK, NY 10010

Firm ID#: 110826

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	01/04/2010
IA Texas	Investment Adviser Representative	Restricted Approval	01/17/2017

Branch Office Locations

EAGLE STRATEGIES LLC

26501 RANCHO PARKWAY SOUTH
SUITE 102
LAKE FOREST, CA 92630



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, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	07/14/2012
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	12/14/2007

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	12/12/2009
B Uniform Securities Agent State Law Examination (S63)	Series 63	12/18/2007

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

No information reported.

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
12/2009 - Present	EAGLE STRATEGIES LL	ADVISOR	Y	LAGUNA HILLS, CA, United States
12/2007 - Present	NYLIFE SECURITIES, LLC	REGISTERED REPRESENTATIVE	Y	IRVINE, CA, United States
11/2007 - Present	NEW YORK LIFE INSURANCE COMPANY	AGENT	N	IRVINE, CA, 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.

[Insurance Brokering; Appointed with outside carriers for the purpose of brokering non-registered insurance products; Start Date: 02/2010; Role/Title: Insurance Broker; Investment related]

[CryptoCurrency; 23041 Avenida de la Carlota #350, Laguna Hills CA 92653; Start Date 01/2018; Role/Title: Investor; Investment Related; 2 hours per month; 0 hours per month during securities trading hours]

[NYLARC Holding Company, Inc.; Reinsuring life insurance that I write with New York Life; 51 Madison Ave., New York, NY, 10010; Start Date 06/2018; Role/Title: Shareholder; Investment Related; 1 hours per month; 1 hours per month during securities trading hours]

[Mackamlie Holdings; I purchased my Commercial office building that my financial planning practice rents.; 26501 Ranch Parkway South, Lake Forest, Ca; Start Date 04/2019; Role/Title: Owner; Not Investment Related; 1 hours per month; 1 hours per month during securities trading hours]

[Foothill Office HOA; I am on the board of the HOA for my office building.; 26501 Rancho Parkway South, Suite 102, Lake Forest CA 92630; Start Date 10/2019; Role/Title: Board Member; Investment Related; 10 hours per month; 10 hours per month during securities trading hours]



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
Criminal	1
Customer Dispute	1

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
Organization Name (if charge(s) were brought against an organization over which individual exercised control):	N/A
Court Details:	SAN LUIS OBISPO, CA SAN LUIS OBISPO COUNTY 1050 MONTEREY ST, ROOM 210 SAN LUIS OBISPO, CA 93433 CASE# M285938
Charge Date:	07/08/1999
Charge Details:	1. 1 COUNT 2. MISDEMEANOR 3. NOLO PETTY THEFT 4. N/A
Felony?	No
Current Status:	Final
Status Date:	01/31/2006
Disposition Details:	A. DISMISSED B. 01/31/06 C. FINE, PROBATION D. 1 YEAR PROBATION E. 8/31/1999 F. \$370 G. 1/19/2000



Broker Statement

RECEIVED A TICKET FOR SHOPLIFTING AT GROCERY STORE. CASE HAS
SINCE BEEN DISMISSED PURSUANT TO PC 1203.4



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:	NYLIFE SECURITIES LLC
Allegations:	Customer alleges that she was promised the funds from the sale of her stock would be secure and not at risk. Customer has requested the reversal of a variable annuity purchased on 12/30/2021.
Product Type:	Annuity-Variable Equity Listed (Common & Preferred Stock)
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	While the customer has not alleged a specific amount, the Firm has made a good faith determination that damages would exceed \$5,000.00
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:	11/02/2022
Complaint Pending?	No
Status:	Settled
Status Date:	05/10/2023
Settlement Amount:	\$14,114.87
Individual Contribution Amount:	\$0.00
Broker Statement	After careful review of the matter, the company found no evidence to support the customer's claims. Rather the evidence supported that Mr. Herzing made recommendations in the best interest of the customer based on the facts and circumstances presented. The Company settled this matter in the interest of good customer relations.



End of Report

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