



## IAPD Report

# LESTER BARON

CRD# 5665479

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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

### LESTER BARON (CRD# 5665479)

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 **07/07/2026**.

### CURRENT EMPLOYERS

|           | Firm                                 | CRD#       | Registered Since |
|-----------|--------------------------------------|------------|------------------|
| <b>B</b>  | TRANSAMERICA FINANCIAL ADVISORS, LLC | CRD# 16164 | 02/19/2020       |
| <b>IA</b> | TRANSAMERICA FINANCIAL ADVISORS, LLC | CRD# 16164 | 02/19/2020       |

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **27** 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>IA</b> | TRANSAMERICA FINANCIAL ADVISORS, INC. | 16164  | RANCHO CUCAMONGA, CA | 08/06/2014 - 12/31/2019 |
| <b>B</b>  | TRANSAMERICA FINANCIAL ADVISORS, INC  | 16164  | RANCHO CUCAMONGA, CA | 01/06/2012 - 12/31/2019 |
| <b>B</b>  | WORLD GROUP SECURITIES, INC.          | 114473 | AGOURA HILLS, CA     | 12/10/2009 - 01/06/2012 |

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

### Employment 1 of 1

Firm Name: **TRANSAMERICA FINANCIAL ADVISORS, LLC**

Main Address: TWO LIBERTY PLACE  
50 SOUTH 16TH STREET, SUITE 3700  
PHILADELPHIA, PA 19102

Firm ID#: 16164

|           | Regulator  | Registration                      | Status   | Date       |
|-----------|------------|-----------------------------------|----------|------------|
| <b>B</b>  | FINRA      | Invest. Co and Variable Contracts | Approved | 02/19/2020 |
| <b>B</b>  | Arizona    | Agent                             | Approved | 01/20/2021 |
| <b>B</b>  | Arkansas   | Agent                             | Approved | 11/23/2020 |
| <b>IA</b> | California | Investment Adviser Representative | Approved | 02/19/2020 |
| <b>B</b>  | California | Agent                             | Approved | 02/20/2020 |
| <b>B</b>  | Colorado   | Agent                             | Approved | 07/13/2021 |
| <b>B</b>  | Florida    | Agent                             | Approved | 04/27/2021 |
| <b>B</b>  | Georgia    | Agent                             | Approved | 04/29/2021 |
| <b>B</b>  | Hawaii     | Agent                             | Approved | 04/20/2021 |
| <b>B</b>  | Illinois   | Agent                             | Approved | 05/12/2021 |
| <b>B</b>  | Louisiana  | Agent                             | Approved | 01/28/2022 |
| <b>B</b>  | Maine      | Agent                             | Approved | 03/17/2025 |
| <b>B</b>  | Maryland   | Agent                             | Approved | 09/19/2025 |



## Qualifications

|    | Regulator      | Registration                      | Status              | Date       |
|----|----------------|-----------------------------------|---------------------|------------|
| B  | Massachusetts  | Agent                             | Approved            | 01/12/2021 |
| B  | Michigan       | Agent                             | Approved            | 09/09/2022 |
| B  | Minnesota      | Agent                             | Approved            | 11/27/2023 |
| B  | Missouri       | Agent                             | Approved            | 12/14/2023 |
| B  | Montana        | Agent                             | Approved            | 12/05/2023 |
| B  | Nevada         | Agent                             | Approved            | 07/29/2020 |
| B  | New Hampshire  | Agent                             | Approved            | 03/05/2025 |
| B  | New Jersey     | Agent                             | Approved            | 05/08/2020 |
| IA | New Jersey     | Investment Adviser Representative | Approved            | 05/08/2020 |
| B  | New Mexico     | Agent                             | Approved            | 11/18/2022 |
| B  | North Carolina | Agent                             | Approved            | 05/22/2020 |
| B  | Ohio           | Agent                             | Approved            | 04/19/2021 |
| B  | Oklahoma       | Agent                             | Approved            | 07/03/2023 |
| B  | Oregon         | Agent                             | Approved            | 05/11/2023 |
| B  | Texas          | Agent                             | Approved            | 04/06/2020 |
| IA | Texas          | Investment Adviser Representative | Restricted Approval | 04/06/2020 |
| B  | Washington     | Agent                             | Approved            | 08/24/2021 |
| B  | Wyoming        | Agent                             | Approved            | 02/07/2023 |



## Qualifications

### Branch Office Locations

#### **TRANSAMERICA FINANCIAL ADVISORS, LLC**

11830 Sebastian Way  
STE 104  
Rancho Cucamonga, CA 91730



## 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 |
|------|----------|------|
|------|----------|------|

No information reported.

#### General Industry/Product Exams

| Exam                                                                                    | Category | Date       |
|-----------------------------------------------------------------------------------------|----------|------------|
| <b>B</b> Securities Industry Essentials Examination (SIE)                               | SIE      | 10/01/2018 |
| <b>B</b> Investment Company Products/Variable Contracts Representative Examination (S6) | Series 6 | 12/08/2009 |

#### State Securities Law Exams

| Exam                                                          | Category  | Date       |
|---------------------------------------------------------------|-----------|------------|
| <b>IA</b> Uniform Investment Adviser Law Examination (S65)    | Series 65 | 08/01/2014 |
| <b>B</b> Uniform Securities Agent State Law Examination (S63) | Series 63 | 01/18/2010 |



### PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



## 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 | 08/06/2014 - 12/31/2019 | TRANSAMERICA FINANCIAL ADVISORS, INC. | CRD# 16164  | RANCHO CUCAMONGA |
| B  | 01/06/2012 - 12/31/2019 | TRANSAMERICA FINANCIAL ADVISORS, INC  | CRD# 16164  | RANCHO CUCAMONGA |
| B  | 12/10/2009 - 01/06/2012 | WORLD GROUP SECURITIES, INC.          | CRD# 114473 | AGOURA HILLS, CA |

### 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                                           |
|-------------------|--------------------------------------------|------------------------------|--------------------|-------------------------------------------------------------|
| 09/2025 - Present | Heartland Institute of Financial Education | Certified Financial Educator | N                  | Greenwood Village, CA, United States                        |
| 12/2024 - Present | Inheritguard, LLC                          | None/NA                      | Y                  | Sheridan, WY, United States                                 |
| 11/2024 - Present | Black Excellence Leadership Council        | Council Member               | Y                  | 6400 C Street SW, Cedar Rapids, IA 52499, IA, United States |
| 11/2024 - Present | Dominica Livestock Cooperative             | Public Relations Officer     | Y                  | Roseau, Commonwealth of Dominica, West I, CA, United States |
| 07/2023 - Present | Destin Driven, LLC                         | Sole Member                  | Y                  | Laramie, WY, United States                                  |
| 02/2020 - Present | TRANSAMERICA FINANCIAL ADVISORS, INC       | Registered Representative    | Y                  | Ontario, CA, United States                                  |
| 01/2016 - Present | WealthWave                                 | EMD                          | Y                  | Ontario, CA, United States                                  |
| 09/2011 - Present | BARON'S ENTERPRISES INTERNATIONAL, INC.    | OWNER                        | Y                  | MISSION HILLS, CA, United States                            |
| 04/2009 - Present | WORLD FINANCIAL GROUP, INC.                | ASSOC.                       | Y                  | Ontario, CA, United States                                  |
| 01/2012 - 12/2019 | TRANSAMERICA FINANCIAL ADVISORS, INC       | REGISTERED REP.              | Y                  | RANCHO CUCAMONGA, CA, United States                         |





## Registration & Employment History



### 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.

Sales of insurance products and non-insurance products, part-time or full-time, for companies affiliated with Transamerica Financial Advisors, Inc

Wealthwave | 01/2016 | Ontario, CA | WFGIA Co-Brand Company | Marketing | yes investment related.

Destin Driven, LLC | 0 hrs during trading | 911 S. 4th Street, Laramie, WY 82070 | Sole Member | Not investment related | Pass-Through Entity for referral fees from Attorneys, Accountants, and Consultants | Approved with limitations.

Inheritguard, LLC | 0 hrs during trading | 30 N. Gould Street, Sheridan WY 82801 | not investment related | position is not applicable | Providing bundled professional services with Emphasis on Estate Planning Services.

BARONS ENTERPRISES INTERNATIONAL, INC. \ POSITION: CEO NATURE: Owner INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 0 START DATE: 09/13/2011  
ADDRESS: 3602 Inland Empire Blvd, C-160, Ontario CA 91764, \ DESCRIPTION: Pass-Through entity to help run our WFG / TFA Business

BLACK EXCELLENCE LEADERSHIP COUNCIL  
POSITION: Council Member NATURE: Leadership INVESTMENT RELATED: No NUMBER OF HOURS: 4 SECURITIES TRADING HOURS: 0 START DATE: 11/15/2024  
ADDRESS: 6400 C Street SW, 6400 C Street SW, Cedar Rapids, IA 52499 IA 52499, United States  
DESCRIPTION: Mentor members and help run events and meetings.

DOMINICA LIVESTOCK COOPERATIVE  
POSITION: Public Relations Officer NATURE: Livestock INVESTMENT RELATED: No NUMBER OF HOURS: 8 SECURITIES TRADING HOURS: 0 START DATE: 11/01/2024  
ADDRESS: 27 Hilsborough Street, Country of Dominica, Roseau, Commonwealth of Dominica, West Indies CA 00000, United States  
DESCRIPTION: The Dominica Livestock Cooperative (DLC) is dedicated to transforming the livestock industry in Dominica through collaboration, innovation, and excellence. Our mission is to enhance profitability, streamline production, and establish domestic standards for meat and value-added products.

HEARTLAND INSTITUTE OF FINANCIAL EDUCATION  
POSITION: Certified Financial Educator NATURE: Financial Education INVESTMENT RELATED: Yes NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 0 START DATE: 09/24/2025  
ADDRESS: 8301 E. Prentice Ave, Suite 312, Greenwood Village CA 80111, United States  
DESCRIPTION: I promote and provide financial education courses to businesses and employer groups as a Heartland CFEd.



## 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

|                                                                            |                                                                                                                                                       |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Reporting Source:</b>                                                   | Individual                                                                                                                                            |
| <b>Employing firm when activities occurred which led to the complaint:</b> | Transamerica Financial Advisors                                                                                                                       |
| <b>Allegations:</b>                                                        | Client alleges that rep did not ask her about her risk tolerance and placed her funds in a product that is subject to market volatility and is risky. |
| <b>Product Type:</b>                                                       | Annuity-Variable                                                                                                                                      |
| <b>Alleged Damages:</b>                                                    | \$14,607.98                                                                                                                                           |
| <b>Is this an oral complaint?</b>                                          | No                                                                                                                                                    |
| <b>Is this a written complaint?</b>                                        | Yes                                                                                                                                                   |
| <b>Is this an arbitration/CFTC reparation or civil litigation?</b>         | No                                                                                                                                                    |

### Customer Complaint Information

|                                 |            |
|---------------------------------|------------|
| <b>Date Complaint Received:</b> | 04/27/2017 |
| <b>Complaint Pending?</b>       | No         |
| <b>Status:</b>                  | Denied     |
| <b>Status Date:</b>             | 08/03/2017 |
| <b>Settlement Amount:</b>       |            |

**Individual Contribution Amount:**



## End of Report

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