



IAPD Report

KEITH FETZER

CRD# 5825422

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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

KEITH FETZER (CRD# 5825422)

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 **11/25/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	INTEGRITY ALLIANCE, LLC	CRD# 139627	11/04/2025
B	INTEGRITY ALLIANCE, LLC.	CRD# 139627	11/04/2025

QUALIFICATIONS

This representative is currently registered in **1** 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
IA	CETERA INVESTMENT ADVISERS LLC	105644	JOHNSTOWN, PA	09/05/2025 - 10/27/2025
B	CETERA WEALTH SERVICES, LLC	13572	Johnstown, PA	09/05/2025 - 10/27/2025
IA	AVANTAX ADVISORY SERVICES	104556	Johnstown, PA	11/08/2012 - 09/05/2025

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?

No



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 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **INTEGRITY ALLIANCE, LLC**
Main Address: 4135 NW URBANDALE DR
URBANDALE, IA 50322
Firm ID#: 139627

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	11/04/2025
B	Pennsylvania	Agent	Approved	11/04/2025
IA	Pennsylvania	Investment Adviser Representative	Approved	11/04/2025

Branch Office Locations

INTEGRITY ALLIANCE, LLC
999 Eisenhower Blvd
STE D2-6
Johnstown, PA 15904



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
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	08/11/2012

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	10/27/2012
B Uniform Securities Agent State Law Examination (S63)	Series 63	08/25/2012



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	09/05/2025 - 10/27/2025	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	JOHNSTOWN, PA
B	09/05/2025 - 10/27/2025	CETERA WEALTH SERVICES, LLC	CRD# 13572	Johnstown, PA
IA	11/08/2012 - 09/05/2025	AVANTAX ADVISORY SERVICES	CRD# 104556	Johnstown, PA
B	08/13/2012 - 09/05/2025	AVANTAX INVESTMENT SERVICES, INC.	CRD# 13686	Johnstown, PA

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	Integrity Alliance, LLC	RR/IAR	Y	Johnstown, PA, United States
10/2025 - Present	Perspective Insurance Group	Producer	Y	Johnstown, PA, United States
10/2017 - Present	Keith W Fetzer CPA	Tax Preparation/Accounting	N	Johnstown, PA, United States
08/2017 - Present	Century 21 All Service, Inc.	Real Estate Sales	Y	Johnstown, PA, United States
11/2016 - Present	Aflac	Insurance Sales Agent	Y	Johnstown, PA, United States
11/2016 - Present	Rupp and Fiore Insurance Management	Insurance Sales Agent	Y	North Huntingdon, PA, United States
07/2003 - Present	KJ Fetz Properties Inc	Real Estate/Mortgage	Y	Johnstown, PA, United States
10/2002 - Present	MUSSER FORESTS, INC.	CPA	N	INDIANA, PA, United States
09/2025 - 10/2025	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
09/2025 - 10/2025	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Johnstown, PA, United States
11/2012 - 09/2025	AVANTAX ADVISORY SERVICES	INVESTMENT ADVISER REPRESENTATIVE	Y	JOHNSTOWN, PA, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position REPRESENTATIVE	Investment Related	Employer Location
10/2012 - 09/2025	AVANTAX INSURANCE AGENCY INC	INSURANCE AGENT	Y	JOHNSTOWN, PA, United States
06/2012 - 09/2025	AVANTAX INVESTMENT SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	JOHNSTOWN, PA, United States
06/2018 - 12/2020	Howard Hanna Heritage Real Est	Agent	N	Johnstown, PA, United States
08/2017 - 06/2018	Remax Real Estate Agent	Real Estate Sales Associate	N	Indiana, IN, 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. Aflac; investment-related; 622 Demuth St. Rear, Johnstown, PA 15904; Insurance Agent; Insurance Sales Agent; 11/15/2016; 5 hours per month; 5 hours during securities trading hours; Referring sales to agents
2. CENTURY 21 ALL SERVICES INC; investment-related; 212 Bloomfield St., Johnstown, PA 15904; Real Estate Sales; Realtor; 08/01/2017; 1 hour per month; 0 hours during securities trading hours; Real Estate Agent
3. Keith W Fetzer CPA DBA Fetzer Financial; not investment-related; 622 Demuth St. Rear, Johnstown, PA 15904; Tax preparation/accounting; Owner; 10/01/2017; 20 hours per month; 20 hours during securities trading hours; Income taxes
4. KJ Fetz Properties Inc.; investment-related; 212 Oak Eden Dr., Johnstown, PA, 15904; Lessors of residential and commercial real estate; President; 07/01/2003; 10 hours per month; 2 hours during securities trading hours; Rental properties & Airbnbs
5. Musser Forests Inc.; not investment-related; 1880 Route 119 Hwy N, Indiana, PA, 15701; Accounting services; Business manager; 10/13/2002; 32 hours per month; 32 hours during securities trading hours; Tax returns, banking, write up, purchasing, accounts receivable, accounts payable, budgeting, human resources
6. Perspective Insurance Group; investment-related; 999 Eisenhower Blvd, STE D2-6; Johnstown, PA, 15904; Life, Fixed annuities, and property/casualty; Producer; 09/08/2025; 5 hours per month; 2 hours during securities trading hours; Write property and casualty policies
7. Rupp and Flore Insurance Management; investment-related; 12875 U.S. Route 30, Irwin, PA, 15642; Property and Casualty insurance; Producer; 11/01/2016; 25 hours per month; 25 hours during securities trading hours; Auto, home, and commercial insurance sales
8. Perspective Wealth Planning; investment-related; 999 Eisenhower Blvd, Suite D2-6, Johnstown, PA, 15904; DBA for securities business; Relationship Manager; 11/04/2025; 10 hours per month; 10 hours during securities trading hours; Referring advisor



End of Report

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