



IAPD Report

HOWARD JAY RUBIN

CRD# 5836057

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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

HOWARD JAY RUBIN (CRD# 5836057)

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 **07/09/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA ADVISORS LLC	CRD# 10299	01/27/2023
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	03/21/2024

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **12** 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 ADVISORS LLC	10299	Idyllwild, CA	01/27/2023 - 03/21/2024
IA	ONEAMERICA SECURITIES, INC.	4173	Idyllwild, CA	06/29/2022 - 02/16/2023
B	ONEAMERICA SECURITIES, INC.	4173	INDIANAPOLIS, IN	06/28/2022 - 02/16/2023

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

Employment 1 of 2

Firm Name: **CETERA ADVISORS LLC**
Main Address: 5299 DTC BLVD #800
GREENWOOD VILLAGE, CO 80111
Firm ID#: 10299

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	01/27/2023
B FINRA	Invest. Co and Variable Contracts	Approved	01/27/2023
B Alabama	Agent	Approved	01/27/2023
B Arizona	Agent	Approved	01/27/2023
B California	Agent	Approved	01/27/2023
B Florida	Agent	Approved	01/27/2023
B Maine	Agent	Approved	01/27/2023
B Nevada	Agent	Approved	01/27/2023
B New Jersey	Agent	Approved	01/27/2023
B New York	Agent	Approved	07/09/2025
B Oregon	Agent	Approved	01/27/2023
B Tennessee	Agent	Approved	07/14/2023
B Texas	Agent	Approved	01/27/2023



Qualifications

Regulator	Registration	Status	Date
B Washington	Agent	Approved	02/17/2023

Branch Office Locations

CETERA ADVISORS LLC
RANCHO MIRAGE, CA

Employment 2 of 2

Firm Name: **CETERA INVESTMENT ADVISERS LLC**
 Main Address: 1450 AMERICAN LANE
 6TH FLOOR, SUITE 650
 SCHAUMBURG, IL 60173-2096
 Firm ID#: 105644

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	03/21/2024
IA Texas	Investment Adviser Representative	Approved	03/21/2024

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC
RANCHO MIRAGE, CA



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
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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
General Securities Representative Examination (S7)	Series 7	06/06/2012
Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	09/02/2010

State Securities Law Exams

Exam	Category	Date
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Uniform Investment Adviser Law Examination (S65)	Series 65	10/07/2011
Uniform Securities Agent State Law Examination (S63)	Series 63	09/14/2010

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:

	Registration Dates	Firm Name	ID#	Branch Location
IA	01/27/2023 - 03/21/2024	CETERA ADVISORS LLC	CRD# 10299	Idyllwild, CA
IA	06/29/2022 - 02/16/2023	ONEAMERICA SECURITIES, INC.	CRD# 4173	Idyllwild, CA
B	06/28/2022 - 02/16/2023	ONEAMERICA SECURITIES, INC.	CRD# 4173	INDIANAPOLIS, IN
B	03/25/2017 - 06/30/2022	MML INVESTORS SERVICES, LLC	CRD# 10409	Brea, CA
IA	03/25/2017 - 06/30/2022	MML INVESTORS SERVICES, LLC	CRD# 10409	Brea, CA
IA	04/25/2012 - 03/25/2017	MSI FINANCIAL SERVICES, INC.	CRD# 14251	MURRIETA, CA
B	09/06/2010 - 03/25/2017	MSI FINANCIAL SERVICES, INC.	CRD# 14251	MURRIETA, 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
03/2024 - Present	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States
07/2023 - Present	Transitions Financial Planning	Owner/Financial Professional	Y	Idyllwild, CA, United States
01/2023 - Present	CETERA ADVISORS LLC	REGISTERED REPRESENTATIVE	Y	ST CLOUD, MN, United States
01/2023 - Present	TRANSITIONS LIFE PLANNING	OWNER	N	IDYLLWILD, CA, United States
03/1971 - Present	HOWARD JAY MAGICIAN	MAGICIAN	N	IDYLLWILD, CA, United States
06/2022 - 01/2023	OneAmerica Securities	Registered Rep	Y	Idyllwild, CA, United States
12/2021 - 01/2023	American United Life	Agent	Y	Idyllwild, CA, United States
03/2017 - 06/2022	MML INVESTORS SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Brea, CA, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
03/2017 - 06/2022	Massachusetts Mutual Life Insurance Company	Agent	Y	Brea, CA, United States
03/1986 - 06/2022	SELF-EMPLOYED	SELF-EMLOYED	N	HOME BASED, CA, United States
07/2016 - 03/2017	MSI Financial Services	Financial services representative	Y	Murrieta, CA, United States
08/2010 - 07/2016	METLIFE SECURITIES	FSR	Y	MURRIETA, 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.

1.NAME OF OTHER BUSINESS: FIXED INSURANCE WITH VARIOUS COMPANIES,
 INVESTMENT RELATED: YES,
 ADDRESS: SAME AS REGISTERED LOCATION,
 NATURE OF BUSINESS: FIXED INSURANCE,
 START DATE: 08/2010
 APX NUMBER OF HOURS PER WEEK: 10,
 APX NUMBER OF HOURS DURING TRADING HOURS: 10,
 POSITION/TITLE/RELATIONSHIP: INSURANCE AGENT ,
 BRIEF DESCRIPTION OF DUTIES: SELLS LIFE, FIXED ANNUITIES AND LONG-TERM CARE:

2.NAME OF OTHER BUSINESS: ENSIGN FINANCIAL PARTNERS ,
 INVESTMENT RELATED: YES,
 ADDRESS: 111 EAST RIVULON BLVD, SUITE 103, GILBERT, AZ, 82595
 NATURE OF BUSINESS: FINANCIAL SERVICES,
 START DATE: 02/2022,
 POSITION/TITLE/RELATIONSHIP: FINANCIAL PROFESSIONAL,
 APX NUMBER OF HOURS PER WEEK: 30,
 APX NUMBER OF HOURS DURING TRADING HOURS: 30,
 BRIEF DESCRIPTION OF DUTIES: DBA FOR FINANCIAL SERVICES;

3.NAME OF OTHER BUSINESS: ENSIGN PARTNERS,
 INVESTMENT RELATED: YES,
 ADDRESS: SAME AS REGISTERED LOCATION,
 NATURE OF BUSINESS: INTEGRATED INSURANCE, TAX AND LEGAL STRATEGIES,
 START DATE: 02/2022,
 POSITION/TITLE/RELATIONSHIP: ASSOCIATE,
 APX NUMBER OF HOURS PER WEEK: 15,
 APX NUMBER OF HOURS DURING TRADING HOURS: 15,
 BRIEF DESCRIPTION OF DUTIES: ENRICHING OUR COMMUNITY THROUGH INTEGRATED ADVICE AND EXCEPTIONAL EXPERIENCES;

4. NAME OF OTHER BUSINESS: TRANSITIONS LIFE PLANNING,



Registration & Employment History



OTHER BUSINESS ACTIVITIES

INVESTMENT RELATED: NO,
ADDRESS: 55517 HOWLAND RD, #3700, IDYLLWILD, CA, 92549,
NATURE OF BUSINESS: LIFE COACHING,
START DATE: 02/2023,
POSITION/TITLE/RELATIONSHIP: OWNER,
APX NUMBER OF HOURS PER WEEK: 5, NOT DURING TRADING HOURS,
BRIEF DESCRIPTION OF DUTIES: COACHING PEOPLE AS THEY GO THROUGH LIFE'S MAJOR TRANSITIONS;

5. NAME OF OTHER BUSINESS: HOWARD JAY MAGICIAN,
INVESTMENT RELATED: NO,
ADDRESS: 55517 HOWLAND RD, #3700, IDYLLWILD, CA, 92549,
NATURE OF BUSINESS: ENTERTAINMENT,
START DATE: 03/1971,
POSITION/TITLE/RELATIONSHIP: MAGICIAN,
APX NUMBER OF HOURS PER WEEK: 1, NOT DURING TRADING HOURS,
BRIEF DESCRIPTION OF DUTIES: PERFORM MAGIC SHOWS FOR ENTERTAINMENT;

6. NAME OF OTHER BUSINESS: TRANSITIONS FINANCIAL PLANNING ;
INVESTMENT RELATED: YES;
ADDRESS: SAME AS REGISTERED LOCATION;
NATURE OF BUSINESS: FINANCIAL SERVICES;
START DATE 07/2023;;
POSITION/TITLE/RELATIONSHIP: OWNER/FINANCIAL PROFESSIONAL;
APX NUMBER OF HOURS PER WEEK: 40;
APX NUMBER OF HOURS DURING TRADING HOURS: 32.5;
BRIEF DESCRIPTION OF DUTIES: DBA FOR FINANCIAL SERVICES;

7. NAME OF OTHER BUSINESS: WINGS FOR WIDOWS;
INVESTMENT RELATED: NO;
ADDRESS: 27 CHANDRA LANE RANCHO MIRAGE, CA 92270;
NATURE OF BUSINESS: PROBONO FINANCIAL EDUCATION;
START DATE: 07/2024;
POSITION/TITLE/RELATIONSHIP: PRO BONO COACH;
APX NUMBER OF HOURS PER WEEK: 1;
APX NUMBER OF HOURS DURING TRADING HOURS: 1;
BRIEF DESCRIPTION OF DUTIES: ENTAILS MEETINGS WITH WIDOWS TO PROVIDE EDUCATION AND ASSESSMENT OF THEIR FINANCIAL WELLNESS;



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

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MetLife Securities
Allegations:	Customer alleged the advisor's advice to purchase the equity-indexed annuities in February 2015 was not appropriate. No specific compensatory damages were alleged.
Product Type:	Other: Equity-Indexed Annuity
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	It is believed the potential damages would exceed the reporting threshold.
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:	03/24/2016
Complaint Pending?	No
Status:	Denied
Status Date:	05/13/2016



Settlement Amount:

**Individual Contribution
Amount:**



End of Report

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