IAPD Report

MEL ROBERT HERTZ

CRD# 707875

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

MEL ROBERT HERTZ (CRD# 707875)

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 **12/19/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	THE STRATEGIC FINANCIAL ALLIANCE	CRD# 126514	10/31/2003
B	THE STRATEGIC FINANCIAL ALLIANCE, INC.	CRD# 126514	10/31/2003

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **9** 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	IFG NETWORK SECURITIES, INC.	19948	ATLANTA, GA	05/04/1992 - 11/18/2003
IA	IFG ADVISORY SERVICES INC	105316	HONOLULU, HI	01/02/1992 - 11/18/2003
B	DERAND/PENNINGTON/BASS, INC.	4679	HONOLULU, HI	12/02/1988 - 05/20/1992

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
Investigation	1
Customer Dispute	3
Bond	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 **9** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **THE STRATEGIC FINANCIAL ALLIANCE**

Main Address: 2200 CENTURY PARKWAY
SUITE 500
ATLANTA, GA 30345

Firm ID#: 126514

	Regulator	Registration	Status	Date
B	FINRA	Direct Participation Programs Principal	Approved	10/31/2003
B	FINRA	General Securities Principal	Approved	10/31/2003
B	FINRA	General Securities Representative	Approved	10/31/2003
B	FINRA	Investment Co./Variable Contracts Prin	Approved	10/31/2003
B	FINRA	Municipal Securities Principal	Approved	10/31/2003
B	FINRA	Municipal Securities Representative	Approved	12/01/2003
B	Arizona	Agent	Approved	01/23/2004
B	California	Agent	Approved	10/31/2003
IA	Hawaii	Investment Adviser Representative	Approved	10/31/2003
B	Hawaii	Agent	Approved	12/04/2003
B	Michigan	Agent	Approved	10/31/2003
B	Nevada	Agent	Approved	01/10/2008
B	New Mexico	Agent	Approved	01/02/2004

Qualifications

	Regulator	Registration	Status	Date
B	North Carolina	Agent	Approved	01/08/2004
B	Oregon	Agent	Approved	06/21/2011
B	Washington	Agent	Approved	10/31/2003

Branch Office Locations

THE STRATEGIC FINANCIAL ALLIANCE
Kailua, HI

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 4 principal/supervisory exams, 4 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

	Exam	Category	Date
B	Municipal Securities Principal Examination (S53)	Series 53	02/01/1985
B	General Securities Principal Examination (S24)	Series 24	01/05/1985
B	Direct Participation Programs Principal Examination (S39)	Series 39	10/02/1982
B	Investment Company Products/Variable Contracts Principal Examination (S26)	Series 26	10/02/1982

General Industry/Product Exams

	Exam	Category	Date
B	Municipal Securities Representative Examination (S52TO)	Series 52TO	09/25/2025
B	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	09/15/1984
B	Registered Representative Examination (S1)	Series 1	04/18/1980

State Securities Law Exams

	Exam	Category	Date
B	Uniform Securities Agent State Law Examination (S63)	Series 63	04/21/1987

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
B	05/04/1992 - 11/18/2003	IFG NETWORK SECURITIES, INC.	CRD# 19948	ATLANTA, GA
IA	01/02/1992 - 11/18/2003	IFG ADVISORY SERVICES INC	CRD# 105316	HONOLULU, HI
B	12/02/1988 - 05/20/1992	DERAND/PENNINGTON/BASS, INC.	CRD# 4679	
B	02/23/1982 - 12/20/1988	E. A. BUCK CO., INC.	CRD# 8587	
B	01/31/1982 - 02/25/1982	R & E INVESTMENTS	CRD# 10176	
B	04/30/1980 - 10/06/1981	S & E INVESTMENTS	CRD# 7694	

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
10/2003 - Present	THE STRATEGIC FINANCIAL ALLIANCE, INC.	REGISTERED REPRESENTATIVE	Y	ATLANTA, GA, United States
05/1999 - 05/2023	The Retirement Coach	DBA	Y	Honolulu, HI, 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.

No information reported.

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	3
Investigation	1
Bond	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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	The Strategic Financial Alliance, Inc.
Allegations:	Client alleges that representative made unsuitable recommendations and that the risks associated with products were not fully explained. Client also alleges representative failed to properly monitor third party managed account. Period: 04/2013 - 04/2018
Product Type:	Real Estate Security Other: Third Party Managed Account
Alleged Damages:	$133,000.00
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:	04/02/2018
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	04/27/2020

Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	In addition to damages, attorney's letter demands disgorgement of commissions and repurchase of non-traded holdings. Our books and records indicate that while certain investments incurred losses, overall the portfolio has a significant profit for the time period. SFA's attorney responded to the Client's attorney, with explanation as to why Client has no basis to maintain a claim of damages. The Client's attorney has not contested SFA's response. This matter is now closed with no further action.

Disclosure 2 of 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	THE STRATEGIC FINANCIAL ALLIANCE, INC.
Allegations:	CLIENT ALLEGES THAT MR. HERTZ DID NOT EXPLAIN THE COSTS (INCLUDING HIS COMPENSATION) AND WITHDRAWAL PENALTIES ASSOCIATED WITH HER SECURITY BENEFIT 403B POLICY AND DID NOT INQUIRE INTO HER FINANCIAL SITUATION APPROPRIATELY. CLIENT CHOSE TO WITHDRAW THE FULL CONTRACT VALUE AT RETIREMENT BASED ON RECOMMENDATION OF NON-AFFILIATED FINANCIAL ADVISOR WHICH RESULTED IN A SURRENDER CHARGE. CLIENT WISHES FOR MR. HERTZ TO PAY FOR THE SURRENDER CHARGE.
Product Type:	Annuity-Variable
Alleged Damages:	$11,062.09
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:	05/03/2017
Complaint Pending?	No
Status:	Denied
Status Date:	05/24/2017
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	CLIENT COMPLETED A CLIENT ACCOUNT FORM UPDATING HER PROFILE AT THE TIME THE SECURITY BENEFIT ACCOUNT WAS OPENED. IN ADDITION TO THE ACCOUNT FORM SHE COMPLETED A VARIABLE ANNUITY DISCLOSURE FORM WHICH PROVIDED INFORMATION CONCERNING THE ANNUITY TRANSACTION, INCLUDING SPECIFICALLY THE COSTS AND SURRENDER FEE SCHEDULE ASSOCIATED WITH THE SECURITY BENEFIT ANNUITY. IN THIS FORM CLIENT REPRESENTS SHE RECEIVED THE VARIABLE ANNUITY PROSPECTUS WHICH ALSO EXPLAINS ASSOCIATED

COSTS. THE DECISION TO WITHDRAW THE FULL CONTRACT VALUE WAS MADE BASED ON GUIDANCE PROVIDED BY NON-AFFILIATED FINANCIAL ADVISOR WHICH TRIGGERED THE SURRENDER CHARGE. NO SURRENDER CHARGES WOULD HAVE BEEN INCURRED HAD THE CLIENT TAKEN THE ANNUAL PENALTY FREE WITHDRAWALS AS RECOMMENDED BY MR. HERTZ.

Disclosure 3 of 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	THE STRATEGIC FINANCIAL ALLIANCE, INC.
Allegations:	CLIENTS ALLEGE THAT THE INVESTMENTS WERE NOT SUITABLE BASED ON THEIR RISK TOLERANCE AND MATERIAL MISREPRESENTATIONS AND OMMISSIONS IN/FROM THE PRIVATE PLACEMENT MEMORANDUM.
Product Type:	Direct Investment-DPP & LP Interests Real Estate Security
Alleged Damages:	$0.00
Alleged Damages Amount Explanation (if amount not exact):	UNABLE TO DETERMINE AT THIS TIME
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA DISPUTE RESOLUTION ARBITRATION
Docket/Case #:	13-00855
Filing date of arbitration/CFTC reparation or civil litigation:	03/21/2013

Customer Complaint Information

Date Complaint Received:	04/15/2013
Complaint Pending?	No
Status:	Settled
Status Date:	08/07/2014
Settlement Amount:	$150,000.00
Individual Contribution Amount:	$0.00

Investigation

This disclosure event involves any ongoing formal investigation such as a grand jury investigation, a Securities and Exchange Commission investigation, a formal investigation by a self-regulatory organization (e.g., FINRA), or an action or procedure designated as an investigation by a state or other regulator. Subpoenas, preliminary or routine regulatory inquiries, and general requests by these regulatory bodies for information are not considered investigations and therefore are not required to be reported.

Disclosure 1 of 1

Reporting Source:	Individual
Initiated By:	State of Hawaii
Notice Date:	05/29/2018
Details:	Client submit complaint to State of Hawaii related to variable annuity, stating representative made unsuitable recommendations.
Is Investigation pending?	Yes
Broker Statement	THIS MATTER WAS PREVIOUSLY DISCLOSED ON THE U-4, WITH COPIES OF THE RESPONSE MADE TO THE CLIENT PROVIDED TO THE SEC, FINRA AND THE HAWAII INSURANCE COMMISSION. THE CLIENT COMPLETED A VARIABLE ANNUITY DISCLOSURE FORM WHICH PROVIDED INFORMATION CONCERNING THE ANNUITY TRANSACTION, INCLUDING SPECIFICALLY THE COSTS AND SURRENDER FEE SCHEDULE ASSOCIATED WITH THE ANNUITY. IN THIS FORM CLIENT REPRESENTS SHE RECEIVED THE VARIABLE ANNUITY PROSPECTUS WHICH ALSO EXPLAINS ASSOCIATED COSTS. THE DECISION TO WITHDRAW THE FULL CONTRACT VALUE WAS MADE BASED ON GUIDANCE PROVIDED BY NON-AFFILIATED FINANCIAL ADVISOR WHICH TRIGGERED THE SURRENDER CHARGE. NO SURRENDER CHARGES WOULD HAVE BEEN INCURRED HAD THE CLIENT TAKEN THE ANNUAL PENALTY FREE WITHDRAWALS AS RECOMMENDED BY MR. HERTZ.

Bond

This disclosure event involves a bond for the Investment Adviser Representative that has been denied, paid, or revoked by a bonding company.

Disclosure 1 of 1

Reporting Source:	Individual
Policy Holder:	DRUGGIST INSURANCE CO
Bonding Company Name:	DRUGGIST INSURANCE CO.
Disposition:	Payout
Disposition Date:	01/01/1984
Payout Details:	$4000; 01/01/1984
Broker Statement	N/A STATE INSURANCE COMMISSION WAS PAID AMOUNT DUE AFTER INSURER WENT INTO BANKRUPTCY. NOT PROVIDED

End of Report

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