



## IAPD Report

# Keanelyn Waldriff

CRD# 7112427

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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

### Keanelyn Waldriff (CRD# 7112427)

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 **11/06/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	EMPOWER FINANCIAL SERVICES, INC.	CRD# 13109	07/09/2025
<b>IA</b>	EMPOWER ADVISORY GROUP, LLC	CRD# 112058	11/06/2025

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **45** 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>B</b>	LPL FINANCIAL LLC	6413	TEMPE, AZ	02/21/2025 - 06/20/2025
<b>B</b>	VANGUARD MARKETING CORPORATION	7452	SCOTTSDALE, AZ	12/20/2021 - 09/04/2024

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
Financial	2



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

### Employment 1 of 2

Firm Name: **EMPOWER FINANCIAL SERVICES, INC.**  
Main Address: 8515 E ORCHARD ROAD  
GREENWOOD VILLAGE, CO 80111  
Firm ID#: 13109

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Representative	Approved	07/09/2025
<b>B</b>	FINRA	Operations Professional	Approved	11/06/2025
<b>B</b>	Alabama	Agent	Approved	07/11/2025
<b>B</b>	Alaska	Agent	Approved	07/15/2025
<b>B</b>	Arizona	Agent	Approved	07/10/2025
<b>B</b>	Arkansas	Agent	Approved	07/21/2025
<b>B</b>	California	Agent	Approved	07/09/2025
<b>B</b>	Connecticut	Agent	Approved	07/16/2025
<b>B</b>	Delaware	Agent	Approved	07/11/2025
<b>B</b>	Georgia	Agent	Approved	07/10/2025
<b>B</b>	Hawaii	Agent	Approved	07/10/2025
<b>B</b>	Idaho	Agent	Approved	07/09/2025
<b>B</b>	Illinois	Agent	Approved	07/16/2025



### Qualifications

Regulator	Registration	Status	Date
B Indiana	Agent	Approved	07/10/2025
B Iowa	Agent	Approved	07/18/2025
B Kansas	Agent	Approved	07/11/2025
B Kentucky	Agent	Approved	07/14/2025
B Maine	Agent	Approved	07/14/2025
B Massachusetts	Agent	Approved	07/09/2025
B Michigan	Agent	Approved	07/14/2025
B Minnesota	Agent	Approved	07/11/2025
B Mississippi	Agent	Approved	07/14/2025
B Missouri	Agent	Approved	07/10/2025
B Montana	Agent	Approved	07/22/2025
B Nebraska	Agent	Approved	07/14/2025
B Nevada	Agent	Approved	07/11/2025
B New Hampshire	Agent	Approved	07/14/2025
B New Jersey	Agent	Approved	07/09/2025
B New Mexico	Agent	Approved	07/11/2025
B New York	Agent	Approved	07/11/2025
B North Carolina	Agent	Approved	07/14/2025
B North Dakota	Agent	Approved	07/16/2025



### Qualifications

Regulator	Registration	Status	Date
<b>B</b> Oklahoma	Agent	Approved	07/14/2025
<b>B</b> Oregon	Agent	Approved	07/12/2025
<b>B</b> Pennsylvania	Agent	Approved	07/10/2025
<b>B</b> Rhode Island	Agent	Approved	07/16/2025
<b>B</b> South Carolina	Agent	Approved	07/14/2025
<b>B</b> South Dakota	Agent	Approved	07/11/2025
<b>B</b> Tennessee	Agent	Approved	07/10/2025
<b>B</b> Texas	Agent	Approved	07/10/2025
<b>B</b> Utah	Agent	Approved	07/09/2025
<b>B</b> Vermont	Agent	Approved	07/11/2025
<b>B</b> Virginia	Agent	Approved	07/14/2025
<b>B</b> Washington	Agent	Approved	07/10/2025
<b>B</b> West Virginia	Agent	Approved	07/14/2025
<b>B</b> Wisconsin	Agent	Approved	07/09/2025
<b>B</b> Wyoming	Agent	Approved	07/10/2025

#### Branch Office Locations

**BENEFITSCORP EQUITIES, INC.**  
Arizona City, AZ

#### Employment 2 of 2

Firm Name: **EMPOWER ADVISORY GROUP, LLC**  
Main Address: 8515 EAST ORCHARD RD 4T2



## Qualifications

Firm ID#: GREENWOOD VILLAGE, CO 80111  
112058

Regulator	Registration	Status	Date
<b>IA</b> Arizona	Investment Adviser Representative	Approved	11/06/2025

### Branch Office Locations

**EMPOWER ADVISORY GROUP, LLC**  
Arizona City, AZ



## 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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 Operations Professional Examination (S99TO)	Series 99TO	02/21/2025
 General Securities Representative Examination (S7TO)	Series 7TO	12/20/2021
 Securities Industry Essentials Examination (SIE)	SIE	11/12/2021

#### State Securities Law Exams

Exam	Category	Date
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  Uniform Combined State Law Examination (S66)	Series 66	10/29/2025
 Uniform Securities Agent State Law Examination (S63)	Series 63	12/30/2021

### 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
B	02/21/2025 - 06/20/2025	LPL FINANCIAL LLC	CRD# 6413	TEMPE, AZ
B	12/20/2021 - 09/04/2024	VANGUARD MARKETING CORPORATION	CRD# 7452	SCOTTSDALE, AZ

#### 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	Empower Advisory Group, LLC	Investment Adviser	Y	Greenwood Village, CO, United States
06/2025 - Present	EMPOWER FINANCIAL SERVICES, INC	REGISTERED REP	Y	GREENWOOD VILLAGE, CO, United States
09/2023 - Present	Cubbi LLC	Owner	N	Arizona City, AZ, United States
01/2025 - 06/2025	LPL Financial LLC	Registered Representative / Home Office Employee	Y	Tempe, AZ, United States
10/2021 - 08/2024	The Vanguard Group, Inc.	Registered Person	Y	Scottsdale, AZ, United States
08/2019 - 10/2021	UNEMPLOYED	UNEMPLOYED	N	PRESCOTT VALLEY, AZ, United States
05/2017 - 05/2020	Embry-Riddle Aeronautical University	Student	N	Prescott, AZ, United States
06/2019 - 08/2019	EDWARD JONES	FINANCIAL ADVISOR INTERN	Y	PRESCOTT VALLEY, AZ, United States
07/2017 - 06/2019	UNEMPLOYED	UNEMPLOYED	N	PRESCOTT VALLEY, AZ, United States
08/2016 - 07/2017	UNEMPLOYED	UNEMPLOYED	N	FAIRFIELD, CA, United States
06/2016 - 08/2016	BEST BUY	ASSET PROTECTION	N	FAIRFIELD, CA, United States
05/2016 - 06/2016	U.S. FOREST SERVICE	WILDLAND FIREFIGHTER	N	HAYFORK, 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.

1) 01/10/2025- Cubbi LLC - Business Owner / Digital marketing service - non-inv. Related- Arizona City, AZ- start date 9/07/2023- 10hrs per mth/ 0 during trading



## 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
Financial	2

### Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

#### Disclosure 1 of 2

**Reporting Source:** Individual

**Action Type:** Compromise

**Action Date:** 02/17/2021

**Organization Investment-Related?**

**Type of Court:** MRS Associates of New Jersey

**Name of Court:**

**Location of Court:**

**Docket/Case #:**

**Action Pending?** No

**Disposition:** Satisfied/Released

**Disposition Date:** 02/17/2021

**If a compromise with creditor, provide:**

**Name of Creditor:** MRS Associates

**Original Amount Owed:** \$1,816.09

**Terms Reached with Creditor:** Settlement amount of \$910.00.  
Original amount owed: \$1,816.09

#### Disclosure 2 of 2

**Reporting Source:** Individual

**Action Type:** Compromise



**Action Date:** 02/17/2021

**Organization Investment-Related?**

**Action Pending?** No

**Disposition:** Satisfied/Released

**Disposition Date:** 02/17/2021

**If a compromise with creditor, provide:**

**Name of Creditor:** NAVY FEDERAL CREDIT UNION

**Original Amount Owed:** \$1,816.09

**Terms Reached with Creditor:** \$910.00 accepted as payment in full



## End of Report

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