



IAPD Report

Terence Lee Reed

CRD# 723492

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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

Terence Lee Reed (CRD# 723492)

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 **01/30/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CETERA WEALTH SERVICES, LLC	CRD# 13572	09/05/2025
IA	CETERA INVESTMENT ADVISERS LLC	CRD# 105644	09/05/2025

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	AVANTAX ADVISORY SERVICES	104556	Livonia, MI	01/27/2020 - 09/05/2025
B	AVANTAX INVESTMENT SERVICES, INC.	13686	Livonia, MI	01/27/2020 - 09/05/2025
IA	SPC	110692	LIVONIA, MI	11/10/2009 - 01/27/2020

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 WEALTH SERVICES, LLC**
Main Address: 2301 ROSECRANS AVE #5100
EL SEGUNDO, CA 90245
Firm ID#: 13572

Regulator	Registration	Status	Date
B FINRA	Direct Participation Programs	Approved	09/05/2025
B FINRA	General Securities Representative	Approved	09/05/2025
B FINRA	Invest. Co and Variable Contracts	Approved	09/05/2025
B California	Agent	Approved	09/05/2025
B Florida	Agent	Approved	09/05/2025
B Georgia	Agent	Approved	09/19/2025
B Maryland	Agent	Approved	09/05/2025
B Massachusetts	Agent	Approved	09/05/2025
B Michigan	Agent	Approved	09/05/2025
B Missouri	Agent	Approved	09/05/2025
B Nevada	Agent	Approved	09/19/2025
B New York	Agent	Approved	09/05/2025
B Ohio	Agent	Approved	09/05/2025



Qualifications

Regulator	Registration	Status	Date
B Texas	Agent	Approved	09/05/2025
B Virginia	Agent	Approved	09/05/2025

Branch Office Locations

CETERA ADVISOR NETWORKS LLC

34024 W 8 Mile Rd, Suite 102
Farmington Hills, MI 48335

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 Michigan	Investment Adviser Representative	Approved	09/05/2025
IA Texas	Investment Adviser Representative	Restricted Approval	09/05/2025

Branch Office Locations

CETERA INVESTMENT ADVISERS LLC

17310 FARMINGTON RD
LIVONIA, MI 48152



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





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	07/06/1998
 Direct Participation Programs Representative Examination (S22)	Series 22	04/10/1984
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	02/09/1981

State Securities Law Exams

Exam	Category	Date
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 Uniform Securities Agent State Law Examination (S63)	Series 63	04/08/1981
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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	01/27/2020 - 09/05/2025	AVANTAX ADVISORY SERVICES	CRD# 104556	Livonia, MI
B	01/27/2020 - 09/05/2025	AVANTAX INVESTMENT SERVICES, INC.	CRD# 13686	Livonia, MI
IA	11/10/2009 - 01/27/2020	SPC	CRD# 110692	LIVONIA, MI
B	11/09/2009 - 01/27/2020	SIGMA FINANCIAL CORPORATION	CRD# 14303	Livonia, MI
B	10/17/2001 - 11/09/2009	MICHIGAN SECURITIES, INC.	CRD# 101600	LIVONIA, MI
B	01/05/1994 - 11/21/2001	SIGMA FINANCIAL CORPORATION	CRD# 14303	ANN ARBOR, MI
B	08/12/1993 - 02/08/1994	EDI FINANCIAL, INC.	CRD# 15699	IRVING, TX
B	12/23/1992 - 11/01/1993	PORTFOLIO ASSET MGT/USA FINANCIAL GROUP INC.	CRD# 13741	EL PASO, TX
B	05/06/1987 - 12/23/1992	USA FINANCIAL GROUP, INC.	CRD# 17819	
B	08/25/1986 - 05/20/1987	MONARCH SECURITIES, INC.	CRD# 2809	
B	08/23/1984 - 05/15/1987	MARINER FINANCIAL SERVICES, INC.	CRD# 8292	
B	02/11/1981 - 07/11/1984	JOHN HANCOCK DISTRIBUTORS, INC.	CRD# 468	
B	02/11/1981 - 07/11/1984	JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY	CRD# 5181	

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	CETERA INVESTMENT ADVISERS LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	SCHAUMBURG, IL, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
09/2025 - Present	CETERA WEALTH SERVICES, LLC	REGISTERED REPRESENTATIVE	Y	Livonia, MI, United States
01/2024 - Present	Center for Tax Planning	Owner/Partner	Y	Livonia, MI, United States
01/2024 - Present	MAKING INVESTING PERSONAL, LLC	Partner	Y	Livonia, MI, United States
06/2019 - Present	GBU FINANCIAL LIFE	AGENT	Y	LIVONIA, MI, United States
03/2010 - Present	Fiduciary Appointment	Trustee	Y	Livonia, MI, United States
06/1985 - Present	Priority Financial Advisors, Inc.	Other	Y	Livonia, MI, United States
01/2020 - 09/2025	AVANTAX ADVISORY SERVICES	INVESTMENT ADVISER REPRESENTATIVE	Y	LIVONIA, MI, United States
01/2020 - 09/2025	AVANTAX INSURANCE AGENCY, LLC	INSURANCE AGENT	Y	LIVONIA, MI, United States
01/2020 - 09/2025	AVANTAX INVESTMENT SERVICES, INC.	REGISTERED REPRESENTATIVE	Y	LIVONIA, MI, United States
01/2017 - 01/2024	GET SMART TAX LLC	MEMBER	Y	LIVONIA, MI, United States
11/2009 - 01/2020	SIGMA FINANCIAL CORPORATION	REGISTERED REPRESENTATIVE	Y	ANN ARBOR, MI, United States
11/2009 - 01/2020	SPC	INVESTMENT ADVISOR REPRESENTATIVE	Y	ANN ARBOR, MI, 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) GBU Financial Life~'NIR'~17310 Farmington Rd~Livonia~MI~48152~Insurance Agent~Agent~6/3/2019~10hrs~10hrs~I will continue to sell new fixed annuities and non-securities related life insurance, monitor client relationships, and continue to service existing contracts. The majority of my time will be spent on fixed annuities, which I anticipate less that 10% of my yearly revenue.
- 2) Priority Financial Advisors, Inc.~'NIR'~17310 Farmington Rd~Livonia~MI~48152~Other~Other~6/4/1985~10hrs~10hrs~I manage and pay my employees through this corporation. I handle the banking, accounting, and paying bills.
- 3) Fiduciary Appointment~Trustee~'NIR'~17310 Farmington Rd~Livonia~MI~48152~3/23/2010~1hrs~1hrs~I am the co-trustee of



Registration & Employment History



OTHER BUSINESS ACTIVITIES

the trust. If the beneficiary needs funds from the trust, she comes to me. I also facilitate the trust's tax preparation.

4)MIP ADVISORS, LLC

POSITION: Co-Owner NATURE: Entity for employee group Healthcare and payroll expenses. Not revenue generating or used for any other purpose. INVESTMENT RELATED: No NUMBER OF HOURS: 4 SECURITIES TRADING HOURS: 0 START DATE: 05/01/2023

ADDRESS: 17310 Farmington Rd, Livonia MI 48152, United States

DESCRIPTION: The only duties included capital contributions to the account to cover said payroll expenses

5) CENTER FOR TAX PLANNING

POSITION: Owner/Partner NATURE: We will coordinate tax services for clients, and my specific role is to help with client intake and coordination of taxservices. INVESTMENT RELATED: No NUMBER OF HOURS: 10 SECURITIES TRADING HOURS: 10 START DATE: 01/17/2024

ADDRESS: 17310 Farmington Rd, Livonia MI 48152, United States

DESCRIPTION: We will coordinate tax services for clients, and my specific role is to help with client intake and coordination of taxservices. I will not prepare any returns myself, and I am solely helping to coordinate the tax arm of our practice.

6)Earl E. Graf Trust U/A dtd 1/28/1997; Trustee; Fiduciary Appointment; NIR; ; 03/23/2010; 17310 Farmington Rd Livonia MI 48152; I am the co-trustee of the trust. If the beneficiary needs funds from the trust, she comes to me. I also facilitate the trust's tax preparation.

7)NAME OF OTHER BUSINESS: MAKING INVESTING PERSONAL, LLC;

INVESTMENT RELATED: YES;

ADDRESS: SAME AS REGISTERED LOCATION;

NATURE OF BUSINESS: FINANCIAL SERVICES;

START DATE: 01/2024;

POSITION/TITLE/RELATIONSHIP: PARTNER;

APX NUMBER OF HOURS PER WEEK: 40;

APX NUMBER OF HOURS DURING TRADING HOURS: 32.5;

BRIEF DESCRIPTION OF DUTIES: DBA FOR FINANCIAL SERVICES;



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:	SIGMA FINANCIAL
Allegations:	CUSTOMER ALLEGES MISREPRESENTATIONS AND CONFLICT OF INTEREST FROM A PRIVATE PLACEMENT IN 1996.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	\$110,000.00

Customer Complaint Information

Date Complaint Received:	01/06/2006
Complaint Pending?	No
Status:	Evolved into Civil litigation (the individual is a named party)
Status Date:	10/13/2005
Settlement Amount:	

Individual Contribution Amount:

Civil Litigation Information

Type of Court:	State Court
Name of Court:	STATE OF MICHIGAN CIRCUIT COURT
Location of Court:	COUNTY OF WAYNE



Docket/Case #: CASE # 05-530174-CZ

Date Notice/Process Served: 12/21/2005

Litigation Pending? No

Disposition: Settled

Disposition Date: 02/16/2006

Monetary Compensation Amount: \$98,000.00

Individual Contribution Amount: \$0.00

Broker Statement

CORRECTED QUESTION #21. LAWYER DELIVERED A DOCUMENT SHOWING MR. REED WAS SERVED 12/21/2005 NOT 10/13/2005 AS ORIGINALLY REPORTED SO WAS WITHIN THE 30 DAY FILING REQUIREMENT. A STIPULATED SETTLEMENT WITH PEACH ENTERTAINMENT AND PRIORITY FINANCIAL ADVISORS WAS ENTERED. IF THESE ENTITIES DO NOT MAKE THE PAYMENTS MR. REED IS OBLIGED TOO. PAYMENTS WERE BEING MADE BY THESE ENTITIES IN THE PAST AND THE SETTLEMENT AMOUNTS TO AN EXCELERATION OF THE PAYMENTS AGREED UPON PREVIOUSLY. ***PER RR THE PAYMENTS WERE MADE IN FULL BY PRIORITY FINANCIAL BY THE END OF OCT. 2008, AND THERE ARE NO OUTSTANDING REQUIREMENTS. NO FURTHER OBLIGATIONS EXIST.



End of Report

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