



IAPD Report

EDWARD ALAN HOLLETT

CRD# 726835

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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

EDWARD ALAN HOLLETT (CRD# 726835)

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 **09/29/2023**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	INDEPENDENT FINANCIAL GROUP, LLC	CRD# 7717	05/13/2003
IA	SIERRA SHORE FINANCIAL	CRD# 126811	06/18/2003
IA	INDEPENDENT FINANCIAL GROUP, LLC	CRD# 7717	11/01/2013

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **6** 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	SENTRA SECURITIES CORP	10249	BAKERSFIELD, CA	12/15/1998 - 05/06/2003
B	SENTRA SECURITIES CORPORATION	10249	PHOENIX, AZ	10/29/1998 - 05/06/2003
B	AMERITAS INVESTMENT CORP.	14869	LINCOLN, NE	12/15/1997 - 11/12/1998

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
Judgment/Lien	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 6 jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **INDEPENDENT FINANCIAL GROUP, LLC**
Main Address: 12671 HIGH BLUFF DR
SUITE 200
SAN DIEGO, CA 92130
Firm ID#: 7717

	Regulator	Registration	Status	Date
B	FINRA	General Securities Principal	Approved	05/13/2003
B	FINRA	General Securities Representative	Approved	05/13/2003
B	Arizona	Agent	Approved	02/11/2016
B	California	Agent	Approved	05/13/2003
IA	California	Investment Adviser Representative	Approved	11/01/2013
B	Florida	Agent	Approved	05/13/2003
B	Texas	Agent	Approved	01/20/2016
IA	Texas	Investment Adviser Representative	Restricted Approval	01/19/2016
B	Utah	Agent	Approved	09/18/2020
B	Washington	Agent	Approved	04/29/2013

Branch Office Locations

INDEPENDENT FINANCIAL GROUP, LLC
500 CYPRESS STREET
SUITE S-15
PISMO BEACH, CA 93449



Qualifications

Employment 2 of 2

Firm Name: **SIERRA SHORE FINANCIAL**
Main Address: 500 CYPRESS ST.
SUITE S-15
PISMO BEACH, CA 93449
Firm ID#: 126811

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	06/18/2003

Branch Office Locations

SIERRA SHORE FINANCIAL
500 CYPRESS ST.
SUITE S-15
PISMO BEACH, CA 93449




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 1 principal/supervisory exam, 4 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

	Exam	Category	Date
	General Securities Principal Examination (S24)	Series 24	03/07/1994

General Industry/Product Exams

	Exam	Category	Date
	Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
	General Securities Representative Examination (S7)	Series 7	05/21/1993
	Foreign Currency Options Examination (S15)	Series 15	01/23/1984
	Interest Rate Options Examination (S5)	Series 5	10/17/1981

State Securities Law Exams

	Exam	Category	Date
	Uniform Investment Adviser Law Examination (S65)	Series 65	04/01/1998
	Uniform Securities Agent State Law Examination (S63)	Series 63	06/04/1993

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	12/15/1998 - 05/06/2003	SENTRA SECURITIES CORP	CRD# 10249	BAKERSFIELD, CA
B	10/29/1998 - 05/06/2003	SENTRA SECURITIES CORPORATION	CRD# 10249	PHOENIX, AZ
B	12/15/1997 - 11/12/1998	AMERITAS INVESTMENT CORP.	CRD# 14869	LINCOLN, NE
B	08/17/1993 - 12/31/1997	FINANCIAL WEST GROUP	CRD# 16668	RENO, NV
B	05/24/1993 - 09/14/1993	NYLIFE SECURITIES INC.	CRD# 5167	NEW YORK, NY
B	09/28/1987 - 11/18/1989	PIPER, JAFFRAY & HOPWOOD INCORPORATED	CRD# 665	MINNEAPOLIS, MN
B	03/26/1982 - 10/15/1987	SHEARSON LEHMAN BROTHERS INC.	CRD# 7506	
B	03/23/1981 - 03/31/1982	DAIN, BOSWORTH INCORPORATED	CRD# 7600	

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
06/2003 - Present	SIERRA SHORE FINANCIAL	INVESTMENT ADVISOR REPRESENTATIVE	Y	ARROYO GRANDE, CA, United States
05/2003 - Present	INDEPENDENT FINANCIAL GROUP, LLC	RR	Y	ARROYO GRANDE, 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) SIERRA SHORE FINANCIAL

POSITION: Agent/Representative NATURE: Outside Registered Investment Advisor/Outside IAR INVESTMENT RELATED: Yes

NUMBER OF HOURS: 40 SECURITIES TRADING HOURS: 30 START DATE: 06/17/2003

ADDRESS: 500 Cypress Street, Suite S-15, Pismo Beach CA 93449, United States

DESCRIPTION: 100% OWNER & IAR OF SIERRA SHORE FINANCIAL, A CA REGISTERED INVESTMENT ADVISOR



Registration & Employment History



OTHER BUSINESS ACTIVITIES

OFFERING ADVISORY SERVICES

(2) HOLLETT INSURANCE SERVICES

POSITION: Agent/Representative NATURE: Insurance outside of IFG INVESTMENT RELATED: Yes NUMBER OF HOURS: 10

SECURITIES TRADING HOURS: 0 START DATE: 07/29/2020

ADDRESS: 500 Cypress Street, Suite S-15, Pismo Beach CA 93449, United States

DESCRIPTION: Insurance sales and service for life, and health insurance.



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
Judgment/Lien	1

Judgment/Lien

This disclosure event involves an unsatisfied and outstanding judgment or lien against the Investment Adviser Representative.

Disclosure 1 of 1

Reporting Source:	Individual
Judgment/Lien Holder:	PEKIN INSURANCE CO.
Judgment/Lien Amount:	\$4,025.00
Judgment/Lien Type:	Civil
Date Filed:	08/23/1994
Court Details:	LAVCO-73578
Judgment/Lien Outstanding?	Yes

Broker Statement

DAMAGES FOR \$4,075.20 PAID FOR INJURIES DUE TO AN AUTO ACCIDENT IN 1985. NOT RELATED TO MY PRACTICE IN ANY WAY. THE AUTO INSURANCE COMPANY CITED A SUBROGATION CLAUSE IN POLICY WHICH WOULD NOT ALLOW ME TO KEEP THE SETTLEMENT THEY HAD PREVIOUSLY AGREED TO AND PAID.

A. JUDGMENT AGAINST ED HOLLETT B. ABOUT AUG 1994
 C. JUDGEMENT AGAINST ED HOLLETT FOR \$4,025 & INTEREST TO DATE OF JUDGEMENT.
 NOT PROVIDED



End of Report

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