



IAPD Report

Jesus Humberto Herrera Juarez

CRD# 7504951

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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

Jesus Humberto Herrera Juarez (CRD# 7504951)

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 **02/06/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	STATE FARM VP MANAGEMENT CORP.	CRD# 43036	05/18/2022
IA	STATE FARM INVESTMENT MANAGEMENT CORP.	CRD# 3487	08/02/2022

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and 1 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
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No information reported.

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

Employment 1 of 2

Firm Name: **STATE FARM INVESTMENT MANAGEMENT CORP.**
Main Address: ONE STATE FARM PLAZA
B-2
BLOOMINGTON, IL 61710-0001
Firm ID#: 3487

Regulator	Registration	Status	Date
IA Colorado	Investment Adviser Representative	Approved	08/02/2022

Branch Office Locations

STATE FARM INVESTMENT MANAGEMENT CORP.
2305 W 27th St
Ste 508A
Greeley, CO 80634-8019

Employment 2 of 2

Firm Name: **STATE FARM VP MANAGEMENT CORP.**
Main Address: ONE STATE FARM PLAZA
BLOOMINGTON, IL 61710-0001
Firm ID#: 43036

Regulator	Registration	Status	Date
B FINRA	Invest. Co and Variable Contracts	Approved	05/18/2022
B Colorado	Agent	Approved	05/19/2022

Branch Office Locations

2305 W 27th St
Ste 508A
Greeley, CO 80634-8019



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, 2 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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B Investment Company Products/Variable Contracts Representative Examination (S6TO)	Series 6TO	03/26/2022
B Securities Industry Essentials Examination (SIE)	SIE	01/07/2022

State Securities Law Exams

Exam	Category	Date
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IA Uniform Investment Adviser Law Examination (S65)	Series 65	04/12/2022
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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:

No information reported.

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
10/2022 - Present	Jesse Herrera Juarez Insurance Agency	Owner/Operator	Y	Greeley, CO, United States
08/2022 - Present	State Farm Investment Management Corp	Investment Adviser Representative	Y	Greeley, CO, United States
03/2022 - Present	State Farm VP Management Corp	Registered Representative	Y	Greeley, CO, United States
03/2022 - 09/2022	State Farm Insurance	Agent Intern	Y	Greeley, CO, United States
07/2020 - 03/2022	KeyBank, N.A	Branch Manager	N	Fort Collins, CO, United States
01/2009 - 06/2020	Wells Fargo Bank, N.A	Branch Manager	N	Greeley, CO, 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) Jesse Herrera Juarez Insurance Agency; Investment-related; 2305 W 27th St., Ste 508A, Greeley, CO 80634-8019; Insurance (State Farm Mutual Automobile Insurance Company and its affiliates); Owner; Agent; 10/1/2022; 80; 80; Service customers and supervise employees



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
Criminal	2

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 2

Reporting Source:	Individual
Formal Charges were brought in:	Municipal Court
Name of Court:	Bowling Green Municipal Court
Location of Court:	Bowling Green, Ohio
Docket/Case #:	05-crb-01273
Charge Date:	04/26/2005
Charge(s) 1 of 1	
Formal Charge(s)/Description:	MISREPRESENTATION TO OBTAIN ALCOHOL AS A MINOR - UTILIZED AN ALTERED ID WITH MY MISREPRESENTED AGE ON IT TO GAIN ACCESS TO AN OVER 21 BAR. PER THE GUIDANCE OF THE ATTORNEY I PLED NG/NC AND WAS FOUND GR, GUILTY BY THE JUDGE WHO ORDERED FOR ME TO PAY A \$250 FINE, PLUS COURT COSTS & WAS PLACED ON PROBATION FOR A YEAR AFTER, WHERE I COULD NOT CONSUME ALCOHOL OR ENTER ESTABLISHMENTS WHERE ALCOHOL WAS PRIMARILY SERVED.
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	NO CONTEST
Disposition of charge:	Convicted
Current Status:	Final
Status Date:	05/06/2005
Disposition Date:	05/06/2005
Sentence/Penalty:	The details may not be 100% as this is something that happened while I was in college many years ago, I was put on probation for 1 year and could not consume alcohol/drugs for 1 year or enter alcohol prem. The Fine was \$1000/\$750



SUS+CC. The fines were paid and I completed my probation period in a satisfactory manner

Broker Statement

I was a 20 year old college student about to turn 21 and I found it easy to attempt to enter an over 21 bar with an altered ID, All of the information on the ID was my information with the exception of my birth year. This was an immature mistake that has haunted me all of these years, however, it is something that I've overcome and learned from. This is in no way a representation of who I am today.

Disclosure 2 of 2

Reporting Source:	Individual
Formal Charges were brought in:	State Court
Name of Court:	County Court at Law 5 Hidalgo County, Texas
Location of Court:	Hidalgo County, TX
Docket/Case #:	208084-D
Charge Date:	07/10/2002
Charge(s) 1 of 1	
Formal Charge(s)/Description:	Theft > = \$500<\$1,500
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	Not Guilty
Disposition of charge:	Dismissed
Current Status:	Final
Status Date:	03/04/2003
Disposition Date:	02/27/2003
Sentence/Penalty:	Charges were dismissed.



End of Report

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