



## IAPD Report

### Jared John Gonnering

CRD# 7815706

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4 - 5



When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

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

### Jared John Gonnering (CRD# 7815706)

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 **10/03/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
<b>B</b>	PRINCIPAL SECURITIES, INC.	CRD# 1137	10/16/2023
<b>IA</b>	PRINCIPAL SECURITIES, INC.	CRD# 1137	01/29/2024

### 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
No information reported.			

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?

**No**



## 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 1

Firm Name: **PRINCIPAL SECURITIES, INC.**

Main Address: 711 HIGH STREET  
DES MOINES, IA 50392

Firm ID#: 1137

Regulator	Registration	Status	Date
 FINRA	General Securities Representative	Approved	10/16/2023
 Wisconsin	Agent	Approved	01/29/2024
 Wisconsin	Investment Adviser Representative	Approved	01/29/2024

#### Branch Office Locations

**PRINCIPAL SECURITIES, INC.**  
N3989 WASHINGTON AVE STE 3  
FREEDOM, WI 54130



## 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
No information reported.		

#### General Industry/Product Exams

Exam	Category	Date
 General Securities Representative Examination (S7TO)	Series 7TO	10/16/2023
 Securities Industry Essentials Examination (SIE)	SIE	09/19/2023

#### State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	01/27/2024

### 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
10/2023 - Present	Principal Life Insurance Company	Financial Representative	Y	Freedom, WI, United States
10/2023 - Present	Principal Securities, Inc.	Registered Representative	Y	Freedom, WI, United States
07/2023 - Present	Farmstead Financial LLC	Tax Accountant / Financial Professional	N	Freedom, WI, United States
10/2013 - 07/2023	Fox Valley Farm Management Assocation	Tax Accountant / Field Staff	N	Appleton, WI, 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.

#### \*\*FARMSTEAD FINANCIAL LLC

POSITION: Tax Prep NATURE: CPA/Accounting Services/Tax Preparation INVESTMENT RELATED: No NUMBER OF HOURS: 35 SECURITIES TRADING HOURS: 35 START DATE: 03/27/2024

ADDRESS: N3989 Washington Ave Suite 3, Freedom WI 54130, United States

DESCRIPTION: Tax accounting and payroll services

#### \*\*INSURANCE

POSITION: Fixed Insurance NATURE: null INVESTMENT RELATED: Yes NUMBER OF HOURS: 35 SECURITIES TRADING HOURS: 35 START DATE: 03/27/2024

ADDRESS: W3989 Washington Ave Suite 3, Freedom WI 54913, United States

DESCRIPTION: Sales of fixed insurance including fixed annuities, fixed life, DI, LTC, Health, and medical

#### \*\*FARMSTEAD FINANCIAL LLC

POSITION: Financial Professional NATURE: Sales and service of Life Insurance/Annuities, mutual funds/securities/VA/VL, tax preparation/Accounting, business consulting, fee based planning, financial strategies and needs analysis INVESTMENT RELATED: Yes NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 160 START DATE: 02/16/2024

ADDRESS: N3989 Washington Ave, Freedom WI 54130, United States

DESCRIPTION: Life, Annuities, Mutual Funds, Securities, VA's, VL, Financial Strategies, Needs Analysis, Business Consulting, Fee Based Financial Planning, Tax Preparation, and accounting

#### \*\*FARMSTEAD FINANCIAL LLC

POSITION: Owner NATURE: Investor (LLC, LP, REIT) INVESTMENT RELATED: Yes NUMBER OF HOURS: 2 SECURITIES



## Registration & Employment History

### OTHER BUSINESS ACTIVITIES

TRADING HOURS: 0 START DATE: 07/17/2023

ADDRESS: N3989 Washington Ave. Suite 3, Freedom WI 54130, United States

DESCRIPTION: I am (1/3) owner of Farmstead Financial LLC. Along with Steve Verhasselt (1/3), and Colin Verhasselt (1/3). A 3 member LLC.



## **End of Report**

This page is intentionally left blank.