



## IAPD Report

# RICHARD EVAN BAER

CRD# 848798

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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

### RICHARD EVAN BAER (CRD# 848798)

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 **11/05/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	LEGACY CAPITAL GROUP CALIFORNIA, INC.	CRD# 111436	07/01/1997
B	INTEGRITY ALLIANCE, LLC.	CRD# 139627	11/03/2025

### QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **18** 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	LION STREET FINANCIAL, LLC	165828	Los Gatos, CA	01/30/2015 - 11/03/2025
IA	REACT INVESTMENT SOLUTIONS, LLC	150801	LOS GATOS, CA	06/24/2015 - 12/31/2023
B	NFP ADVISOR SERVICES, LLC	42046	LOS GATOS, CA	06/27/1997 - 01/02/2015

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	3



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

### Employment 1 of 2

Firm Name: **INTEGRITY ALLIANCE, LLC**

Main Address: 4135 NW URBANDALE DR  
URBANDALE, IA 50322

Firm ID#: 139627

	Regulator	Registration	Status	Date
<b>B</b>	FINRA	General Securities Representative	Approved	11/03/2025
<b>B</b>	Alaska	Agent	Approved	11/03/2025
<b>B</b>	Arizona	Agent	Approved	11/03/2025
<b>B</b>	Colorado	Agent	Approved	11/03/2025
<b>B</b>	Connecticut	Agent	Approved	11/03/2025
<b>B</b>	Florida	Agent	Approved	11/05/2025
<b>B</b>	Hawaii	Agent	Approved	11/03/2025
<b>B</b>	Indiana	Agent	Approved	11/03/2025
<b>B</b>	Maryland	Agent	Approved	11/03/2025
<b>B</b>	Montana	Agent	Approved	11/03/2025
<b>B</b>	Nevada	Agent	Approved	11/03/2025
<b>B</b>	New York	Agent	Approved	11/03/2025
<b>B</b>	North Carolina	Agent	Approved	11/03/2025



## Qualifications

Regulator	Registration	Status	Date
<b>B</b> Ohio	Agent	Approved	11/03/2025
<b>B</b> Oregon	Agent	Approved	11/03/2025
<b>B</b> Texas	Agent	Approved	11/03/2025
<b>B</b> Washington	Agent	Approved	11/03/2025
<b>B</b> Wyoming	Agent	Approved	11/03/2025

## Branch Office Locations

### INTEGRITY ALLIANCE, LLC

459 Monterey Ave Ste 100  
Los Gatos, CA 95030

## Employment 2 of 2

Firm Name: **LEGACY CAPITAL GROUP CALIFORNIA, INC.**

Main Address: 459 MONTEREY AVENUE  
SUITE 100  
LOS GATOS, CA 95030

Firm ID#: 111436

Regulator	Registration	Status	Date
<b>IA</b> California	Investment Adviser Representative	Approved	07/01/1997
<b>IA</b> Texas	Investment Adviser Representative	Restricted Approval	06/13/2022

## Branch Office Locations

### LEGACY CAPITAL GROUP CALIFORNIA, INC.

459 MONTEREY AVE  
SUITE 100  
LOS GATOS, CA 95030



## 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 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
<b>B</b> Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
<b>B</b> General Securities Representative Examination (S7)	Series 7	05/18/1985
<b>B</b> Registered Representative Examination (S1)	Series 1	02/09/1978

#### State Securities Law Exams

Exam	Category	Date
<b>B</b> Uniform Securities Agent State Law Examination (S63)	Series 63	12/16/1994



### 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
B	01/30/2015 - 11/03/2025	LION STREET FINANCIAL, LLC	CRD# 165828	Los Gatos, CA
IA	06/24/2015 - 12/31/2023	REACT INVESTMENT SOLUTIONS, LLC	CRD# 150801	LOS GATOS, CA
B	06/27/1997 - 01/02/2015	NFP ADVISOR SERVICES, LLC	CRD# 42046	LOS GATOS, CA
B	03/14/1986 - 06/29/2000	MANEQUITY, INC.	CRD# 5249	BOSTON, MA
B	01/01/1994 - 06/13/1997	ROYAL ALLIANCE ASSOCIATES, INC.	CRD# 23131	SCOTTSDALE, AZ
B	12/23/1992 - 01/01/1994	CYPRESS CAPITAL CORPORATION	CRD# 7919	
B	05/16/1980 - 12/14/1992	LEFCOURT FINANCIAL GROUP, INC.	CRD# 8220	MENLO PARK, CA
B	02/15/1978 - 12/26/1979	MANEQUITY, INC.	CRD# 5249	

### 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
11/2025 - Present	INTEGRITY ALLIANCE, LLC.	Mass Transfer	Y	Los Gatos, CA, United States
01/2015 - Present	LION STREET FINANCIAL	REGISTERED REPRESENTATIVE	Y	LOS GATOS, CA, United States
08/2009 - Present	REACT INVESTMENT SOLUTIONS, LLC	MANAGING MEMBER	Y	LOS GATOS, CA, United States
04/1980 - Present	LEGACY CAPITAL GROUP CALIFORNIA	OTHER - FINANCIAL PLANNER	Y	LOS GATOS, 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)459 MONTEREY AVENUE LLC



## Registration & Employment History



### OTHER BUSINESS ACTIVITIES

POSITION: Owner NATURE: Real Estate INVESTMENT RELATED: No NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 11/01/2004

ADDRESS: 459 Monterey Avenue, LOS GATOS CA 95030-5302, United States

DESCRIPTION: Owner

2)BAER AND BUNGER FINANICAL AND INSURANCE SERVICES

POSITION: Owner NATURE: Insurance Sales INVESTMENT RELATED: No NUMBER OF HOURS: 50 SECURITIES TRADING HOURS: 10 START DATE: 05/01/1997

ADDRESS: 459 Monterey Avenue, LOS GATOS CA 95030-5302, United States

DESCRIPTION: Owner

3)LEGACY CAPTIAL GROUP CALIFORNIA

POSITION: Owner NATURE: RIA INVESTMENT RELATED: Yes NUMBER OF HOURS: 160 SECURITIES TRADING HOURS: 100 START DATE: 09/01/1998

ADDRESS: 459 Monterey Avenue, LOS GATOS CA 95030-5302, United States

DESCRIPTION: Owner





## 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	3

### 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 3

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	LEGACY CAPITAL GROUP CALIFORNIA, INC
<b>Allegations:</b>	UNSUITABLE RECOMMENDATIONS, MATERIAL MISREPRESENTATIONS, ELDER ABUSE
<b>Product Type:</b>	Other: Private Placement, Futures Contracts
<b>Alleged Damages:</b>	\$850,000.00
<b>Alleged Damages Amount Explanation (if amount not exact):</b>	COMPENSATORY DAMAGES ESTIMATED TO EXCEED \$850,000

### Arbitration Information

<b>Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):</b>	FINRA
<b>Docket/Case #:</b>	20-02127
<b>Date Notice/Process Served:</b>	08/10/2020
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Settled
<b>Disposition Date:</b>	06/08/2021
<b>Monetary Compensation</b>	\$500,000.00



**Amount:**  
**Individual Contribution Amount:** \$0.00

### Disclosure 2 of 3

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** LEGACY CAPITAL GROUP CALIFORNIA, INC  
**Allegations:** Client alleges fraud, Negligent misrepresentation, Negligent infliction of emotional distress, Breach of fiduciary duty, General Negligence, Negligent Supervision, Elder Abuse in violation of welfare institutions cod ss15600  
**Product Type:** Insurance  
Mutual Fund  
Options  
Real Estate Security  
**Alleged Damages:** \$1,000,000.00

### Civil Litigation Information

**Type of Court:** State Court  
**Name of Court:** Superior Court of California  
**Location of Court:** COUNTY OF SANTA CLARA  
**Docket/Case #:** 19CV354039  
**Date Notice/Process Served:** 09/30/2019  
**Litigation Pending?** No  
**Disposition:** Settled  
**Disposition Date:** 01/21/2021  
**Monetary Compensation Amount:** \$100,000.00  
**Individual Contribution Amount:** \$0.00

### Disclosure 3 of 3

**Reporting Source:** Individual  
**Employing firm when activities occurred which led to the complaint:** Lion Street Financial  
**Allegations:** Claimant is alleging that Mr. Baer violated his fiduciary duty and is seeking damages, punitive damages, interest and attorneys fees from Lion Street Financial and Mr. Rich Baer.  
**Product Type:** Other: Advisory  
**Alleged Damages:** \$250,000.00  
**Alleged Damages Amount Explanation (if amount not exact):** The arbitration states damages range between \$100,000 and \$500,000.



Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA Arbitration No. 18-02206
Docket/Case #:	18-02206
Filing date of arbitration/CFTC reparation or civil litigation:	06/13/2018

### Customer Complaint Information

Date Complaint Received:	06/18/2018
Complaint Pending?	No
Status:	Settled
Status Date:	04/04/2019
Settlement Amount:	\$115,000.00
Individual Contribution Amount:	\$80,000.00

### Arbitration Information

Arbitration/CFTC reparation claim filed with (FINRA, AAA, CFTC, etc.):	FINRA
Docket/Case #:	18-02206
Date Notice/Process Served:	06/18/2018
Arbitration Pending?	No
Disposition:	Settled
Disposition Date:	03/14/2019
Monetary Compensation Amount:	\$115,000.00
Individual Contribution Amount:	\$80,000.00

Broker Statement	Mr. Baer and Lion Street deny any liability for losses incurred by Claimant in the one investment at issue. The investment was not recommended or purchased through Lion Street Financial. It was sold to Claimant through Mr. Baer's RIA.
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## End of Report

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