

BrokerCheck Report

JEFFREY DONALD NOARD

CRD# 1983392

Report #99461-54235, data current as of Friday, January 30, 2015.

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BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

... **What is included in a BrokerCheck report?**

BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.

Please note that the information contained in a BrokerCheck 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 broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

... **Where did this information come from?**

The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:

- o information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
- o information that regulators report regarding disciplinary actions or allegations against firms or brokers.

... **How current is this information?**

Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

... **What if I want to check the background of an investment adviser firm or investment adviser representative?**

To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <http://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

... **Are there other resources I can use to check the background of investment professionals?**

FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.

Thank you for using FINRA BrokerCheck.

JEFFREY D. NOARD

CRD# 1983392

Currently employed by and registered with the following Firm(s):

CABOT LODGE SECURITIES LLC
 N48W14336 WEST HAMPTON ROAD
 MENOMONEE FALLS, WI 53051
 CRD# 159712
 Registered with this firm since: 06/14/2013

Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications**This broker is registered with:**

- 1 Self-Regulatory Organization
- 9 U.S. states and territories

This broker has passed:

- 0 Principal/Supervisory Exams
- 2 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History**This broker was previously registered with the following securities firm(s):**

ALLIED BEACON PARTNERS, INC.
 CRD# 46227
 MILWAUKEE, WI
 02/2011 - 07/2013

AMERICAN BEACON PARTNERS, INC.
 CRD# 15791
 MILWAUKEE, WI
 07/2010 - 02/2011

WELLS FARGO ADVISORS, LLC
 CRD# 19616
 WAUKESHA, WI
 08/2008 - 06/2010

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Regulatory Event	1
Criminal	1
Termination	1
Financial	1

Investment Adviser Representative Information

The information below represents the individual's record as a broker. For details on this individual's record as an investment adviser representative, visit the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov>



Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This individual is currently registered with 1 SRO and is licensed in 9 U.S. states and territories through his or her employer.

Employment 1 of 1

Firm Name: **CABOT LODGE SECURITIES LLC**
 Main Office Address: **60 BROAD STREET
 SUITE 3402
 NEW YORK, NY 10004**
 Firm CRD#: **159712**

SRO	Category	Status	Date
FINRA	General Securities Representative	APPROVED	06/14/2013

U.S. State/ Territory	Category	Status	Date
Arizona	Agent	APPROVED	05/05/2014
Colorado	Agent	APPROVED	06/17/2013
Florida	Agent	APPROVED	06/28/2013
Illinois	Agent	APPROVED	06/14/2013
Louisiana	Agent	APPROVED	01/12/2015
Minnesota	Agent	APPROVED	04/11/2014
New York	Agent	APPROVED	04/07/2014
Ohio	Agent	APPROVED	06/14/2013
Wisconsin	Agent	APPROVED	06/14/2013

Branch Office Locations

CABOT LODGE SECURITIES LLC
 N48W14336 WEST HAMPTON ROAD

Broker Qualifications



Employment 1 of 1, continued
MENOMONEE FALLS, WI 53051



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below.

This individual has passed 0 principal/supervisory exams, 2 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
General Securities Representative Examination	Series 7	10/21/1989
Futures Managed Funds Examination	Series 31	12/17/2007

State Securities Law Exams

Exam	Category	Date
Uniform Securities Agent State Law Examination	Series 63	09/25/1989
Uniform Combined State Law Examination	Series 66	10/02/2007

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
02/2011 - 07/2013	ALLIED BEACON PARTNERS, INC.	46227	MILWAUKEE, WI
07/2010 - 02/2011	AMERICAN BEACON PARTNERS, INC.	15791	MILWAUKEE, WI
08/2008 - 06/2010	WELLS FARGO ADVISORS, LLC	19616	WAUKESHA, WI
04/2007 - 09/2008	MORGAN STANLEY & CO. INCORPORATED	8209	WAUWATOSA, WI
02/2006 - 04/2007	MORGAN STANLEY DW INC.	7556	WAUWATOSA, WI
03/2000 - 02/2006	STIFEL, NICOLAUS & COMPANY, INCORPORATED	793	GLENDALE, WI
03/1998 - 03/2000	DAIN RAUSCHER INCORPORATED	31194	NEW YORK, NY
08/1993 - 03/1998	DAIN RAUSCHER INCORPORATED	7600	
09/1990 - 09/1993	EVEREN SECURITIES, INC.	19616	ST. LOUIS, MO
11/1989 - 09/1990	BLUNT ELLIS & LOEWI INCORPORATED	7580	

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment Dates	Employer Name	Employer Location
06/2013 - Present	CABOT LODGE SECURITIES	NEW YORK, NY
03/2011 - 06/2013	ALLIED BEACON WEALTH MANAGEMENT	MILWAUKEE, WI
02/2011 - 06/2013	ALLIED BEACON PARTNERS, INC.	MILWAUKEE, WI
07/2010 - 02/2011	AMERICAN BEACON PARTNERS INC	EAU CLAIRE, WI
08/2008 - 06/2010	WACHOVIA SECURITIES, LLC	WAUKESHA, WI
04/2007 - 08/2008	MORGAN STANLEY & CO., INCORPORATED	WAUWATOSA, WI
02/2006 - 04/2007	MORGAN STANLEY DW INC	WAUWATOSA, WI

Registration and Employment History



Employment History, continued

Employment Dates	Employer Name	Employer Location
03/2000 - 02/2006	STIFEL, NICOLAUS & CO., INC.	MILWAUKEE, WI

Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker 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- BUFFALO WATER BREWING COMPANY/ .05% OWNER, PRIVATE STOCK HOLDER/ SINCE 2008/ BREWERY/ NO DUTIES, INVESTOR ONLY/ ZERO HOURS DEVOTED
- 2- PREMIER LEGACY WEALTH MANGEMENT, LLC/ MILWAUKEE, WI/ 100% OWNER/ SINCE AUGUST 2010/ DBA JEFFREY D. NOARD BUSINESS EXPENSE LLC/ PREP REPORTS, OFFER CUSTOMER SERVICE, PAPERWORK, PAY BILLS/ DEVOTES 40 HOURS PER WEEK/ INVESTMENT RELATED
- 3 - LEGACY LIFE NOW, LLC, INVESTMENT-RELATED LIFE SETTLEMENT AGENT, MENOMONEE FALLS, WISCONSIN, FORMED 3/1/2014, BEGAN OPERATIONS 9/2014, OWNER/PRESIDENT SPENDING 24 HOURS PER MONTH, OF WHICH 5 HOURS PER MONTH ARE DURING SECURITIES TRADING HOURS MANAGING AND SOLICITING THE REFERRAL OF QUALIFIED LIFE INSURANCE POLICIES UNDER A MASTER AGENCY AGREEMENT.
- 4 - LEGACY LIFE TODAY, LLC, NOT INVESTMENT RELATED HOLDING COMPANY FOR LEGACY LIFE NOW, LLC, BEGAN OPERATIONS 9/2014, OWNER SPENDING 4 HOURS PER MONTH, OF WHICH ONLY 1 HOUR DURING THE SECURITIES TRADING HOURS MANAGING OPERATIONS OF LIFE SETTLEMENT AGENCY.



Disclosure Events

What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage 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 BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
4. **There are different statuses and dispositions for disclosure events:**
 - o A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - § A "pending" event involves allegations that have not been proven or formally adjudicated.
 - § An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - § A "final" event has been concluded and its resolution is not subject to change.
 - o A final 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 involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - § A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Regulatory Event	1	0	0



Criminal	0	1	0
Termination	N/A	1	N/A
Financial	0	1	N/A



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Regulatory - Pending

This type of disclosure event involves a pending formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulatory agency such as the Securities and Exchange Commission, foreign financial regulatory body) for alleged violations of investment-related rules or regulations.

Disclosure 1 of 1

Reporting Source: Regulator

Regulatory Action Initiated By: FINRA

Sanction(s) Sought: Other: N/A

Date Initiated: 11/25/2014

Docket/Case Number: [2012034936101](#)

Employing firm when activity occurred which led to the regulatory action: ALLIED BEACON PARTNERS, INC.

Product Type: Other: RENEWABLE SECURED DEBENTURES

Allegations: NOARD WAS NAMED A RESPONDENT IN A FINRA COMPLAINT ALLEGING THAT HE MADE AN UNSUITABLE RECOMMENDATION FOR INVESTMENTS IN A RENEWABLE SECURED DEBENTURE TOTALING \$20,000 TO ONE OF HIS ELDERLY CUSTOMERS AT HIS MEMBER FIRM. THE COMPLAINT ALLEGES THAT NOARD'S RECOMMENDED INVESTMENT COMMITTED 50% OF THE CUSTOMER'S LIQUID NET WORTH TO THE DEBENTURE. THE DEBENTURES ARE ILLIQUID, SPECULATIVE INVESTMENTS THAT INVOLVE A HIGH DEGREE OF RISK-INCLUDING THE RISK OF LOSING THE ENTIRE INVESTMENT. NOARD DID NOT HAVE REASONABLE GROUNDS FOR BELIEVING THAT THE PROPOSED INVESTMENT IN THE DEBENTURES WAS SUITABLE FOR HIS CUSTOMER BASED UPON THE FINANCIAL SITUATION, OBJECTIVE, AND NEEDS OF THE CUSTOMER.



Current Status: Pending

Reporting Source: Broker
Regulatory Action Initiated By: FINRA

Sanction(s) Sought: Monetary Penalty other than Fines
 Other: BEAR THE COSTS OF THE FINRA PROCEEDINGS

Date Initiated: 11/25/2014

Docket/Case Number: [2012034936101](#)

Employing firm when activity occurred which led to the regulatory action: ALLIED BEACON PARTNERS, INC.

Product Type: Other: GWG RENEWABLE SECURED DEBENTURES

Allegations: UNSUITABLE SALE OF GWG DEBENTURES TO A SENIOR CITIZEN, REPRESENTING 50% OF THE CLIENT'S LIQUID NET WORTH.

Current Status: Pending

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct? No

Broker Statement NOARD DISAGREES WITH THE ALLEGATIONS AND HAS ENGAGED COMPETENT COUNSEL TO HAVE THIS MATTER DISMISSED.



Criminal - Final Disposition

This type of disclosure event involves a criminal charge against the broker that has resulted in a conviction, acquittal, dismissal, or plea. The criminal matter may pertain to any felony or certain misdemeanor offenses, including bribery, perjury, forgery, counterfeiting, extortion, fraud, and wrongful taking of property.

Disclosure 1 of 1

Reporting Source:	Broker
Court Details:	POLICE DEPARTMENT-CUHADY, WISCONSIN 5664
Charge Date:	04/17/1990
Charge Details:	IN 1990, MR. NOARD WAS PULLED OVER BY THE CUHADY POLICE FOR A MINOR TRAFFIC VIOLATION. AT THAT TIME, THEY TOOK HIM TO THE POLICE STATION BECAUSE HIS RECORD SHOWED THAT HE HAD FAILED TO PAY FOR AN INSUFFICIENT FUNDS CHECK IN THE AMOUNT OF \$23.10 WRITTEN A FEW YEARS PRIOR.
Felony?	
Current Status:	Final
Status Date:	05/04/1990
Disposition Details:	UPON PAYMENT OF \$33.10 ON MAY 4, 1990, THE CHARGE WAS DISMISSED (SEE ATTACHED COURT DOCUMENT).
Broker Statement	Not Provided



Employment Separation After Allegations

This type of disclosure event involves a situation where the broker voluntarily resigned, was discharged, or was permitted to resign after being accused of (1) violating investment-related statutes, regulations, rules or industry standards of conduct; (2) fraud or the wrongful taking of property; or (3) failure to supervise in connection with investment-related statutes, regulations, rules, or industry standards of conduct.

Disclosure 1 of 1

Reporting Source: Firm
Employer Name: WELLS FARGO ADVISORS, LLC
Termination Type: Discharged
Termination Date: 06/04/2010
Allegations: VIOLATION OF FIRM POLICIES AND PROCEDURES: ON A CALL WITH AN INSURANCE COMPANY WITH WIFE PRESENT ACTED AS IF HE WERE THE HUSBAND IN AN EFFORT TO OBTAIN AN ANNUITY FOR THE BENEFIT OF HUSBAND AND WIFE
Product Type: Annuity-Variable

Reporting Source: Broker
Employer Name: WELLS FARGO ADVISORS. LLC
Termination Type: Discharged
Termination Date: 06/04/2010
Allegations: VIOLATION OF FIRM POLICIES AND PROCEDURES: ON CALL WITH AN INSURANCE COMPANY WITH WIFE PRESENT ACTED ASF HE WERE THE HUSBAND IN AN EFFORT TO OBTAIN AN ANNUITY FOR THE BENEFIT OF HUSBAND AND WIFE
Product Type: Annuity-Variable

**Financial - Final**

This type of disclosure event involves a bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation involving the broker or an organization/brokerage firm the broker controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source:	Broker
Action Type:	Bankruptcy
Bankruptcy:	Chapter 7
Action Date:	04/20/2012
Organization Investment-Related?	
Type of Court:	Federal Court
Name of Court:	UNITED STATES BANKRUPTCY COURT, EASTERN DISTRICT OF WISCONSIN
Location of Court:	MILWAUKEE, WI
Docket/Case #:	12-25638-JES
Action Pending?	No
Disposition:	Discharged
Disposition Date:	09/09/2012
Broker Statement	DEBTS ARE PRIMARILY BUSINESS DEBTS

End of Report



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