

## BrokerCheck Report

### LISA ANN DETANNA

CRD# 1979568

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Broker Qualifications	2 - 6
Registration and Employment History	8 - 9
Disclosure Events	10



Please be aware that fraudsters may link to BrokerCheck from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our [investor alert](#) on imposters.

## About BrokerCheck®

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:
  - 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
  - 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 <https://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.

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Thank you for using FINRA BrokerCheck.



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](http://brokercheck.finra.org)



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://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.](http://www.finra.org)



## LISA A. DETANNA

CRD# 1979568

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

**B** **RAYMOND JAMES & ASSOCIATES, INC.**  
9595 WILSHIRE BLVD.  
SUITE 801 and 200  
BEVERLY HILLS, CA 90212  
CRD# 705  
Registered with this firm since: 12/02/2011

**IA** **RAYMOND JAMES & ASSOCIATES, INC.**  
9595 WILSHIRE BLVD.  
SUITE 801 and 200  
BEVERLY HILLS, CA 90212  
CRD# 705  
Registered with this firm since: 01/10/2012

## 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:

- 5 Self-Regulatory Organizations
- 50 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):

- IA** **WEDBUSH SECURITIES INC.**  
CRD# 877  
LOS ANGELES, CA  
03/2011 - 12/2011
- B** **WEDBUSH SECURITIES INC.**  
CRD# 877  
LOS ANGELES, CA  
02/2011 - 12/2011
- B** **MORGAN STANLEY SMITH BARNEY**  
CRD# 149777  
BEVERLY HILLS, CA  
06/2009 - 02/2011

### 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
Customer Dispute	1



## 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 5 SROs and is licensed in 50 U.S. states and territories through his or her employer.**

### Employment 1 of 1

Firm Name: **RAYMOND JAMES & ASSOCIATES, INC.**

Main Office Address: **880 CARILLON PARKWAY  
ST. PETERSBURG, FL 33716**

Firm CRD#: **705**

	SRO	Category	Status	Date
B	FINRA	General Securities Representative	Approved	12/02/2011
B	NYSE American LLC	General Securities Representative	Approved	12/02/2011
B	Nasdaq PHLX LLC	General Securities Representative	Approved	12/02/2011
B	Nasdaq Stock Market	General Securities Representative	Approved	12/02/2011
B	New York Stock Exchange	General Securities Representative	Approved	12/02/2011

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	11/04/2021
B	Alaska	Agent	Approved	12/05/2019
B	Arizona	Agent	Approved	03/28/2012
B	Arkansas	Agent	Approved	11/15/2021
B	California	Agent	Approved	01/10/2012
IA	California	Investment Adviser Representative	Approved	01/10/2012
B	Colorado	Agent	Approved	08/16/2012
B	Connecticut	Agent	Approved	06/26/2013



## Broker Qualifications

### Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	Delaware	Agent	Approved	08/27/2012
B	District of Columbia	Agent	Approved	01/10/2012
B	Florida	Agent	Approved	09/10/2013
B	Georgia	Agent	Approved	02/11/2015
B	Hawaii	Agent	Approved	07/29/2021
B	Idaho	Agent	Approved	11/12/2015
B	Illinois	Agent	Approved	04/17/2012
B	Indiana	Agent	Approved	02/06/2012
B	Iowa	Agent	Approved	11/09/2021
B	Kansas	Agent	Approved	02/29/2012
B	Kentucky	Agent	Approved	03/15/2013
B	Louisiana	Agent	Approved	12/02/2011
B	Maine	Agent	Approved	01/09/2018
B	Maryland	Agent	Approved	12/02/2011
B	Massachusetts	Agent	Approved	09/28/2021
B	Michigan	Agent	Approved	10/25/2012
B	Minnesota	Agent	Approved	04/02/2019
B	Missouri	Agent	Approved	03/12/2021
B	Montana	Agent	Approved	03/18/2021
B	Nebraska	Agent	Approved	03/05/2013
B	Nevada	Agent	Approved	04/20/2012



## Broker Qualifications

### Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
B	New Hampshire	Agent	Approved	11/17/2021
B	New Jersey	Agent	Approved	09/24/2013
B	New Mexico	Agent	Approved	11/05/2021
B	New York	Agent	Approved	05/10/2012
B	North Carolina	Agent	Approved	06/04/2012
B	North Dakota	Agent	Approved	11/09/2021
B	Ohio	Agent	Approved	11/08/2016
B	Oklahoma	Agent	Approved	11/08/2021
B	Oregon	Agent	Approved	01/17/2012
B	Pennsylvania	Agent	Approved	04/29/2013
B	Rhode Island	Agent	Approved	10/24/2016
B	South Carolina	Agent	Approved	07/21/2020
B	South Dakota	Agent	Approved	06/09/2017
B	Tennessee	Agent	Approved	07/30/2012
B	Texas	Agent	Approved	01/05/2012
IA	Texas	Investment Adviser Representative	Restricted Approval	01/30/2012
B	Utah	Agent	Approved	07/19/2012
B	Vermont	Agent	Approved	09/24/2021
B	Virginia	Agent	Approved	11/12/2013
B	Washington	Agent	Approved	01/10/2012
B	West Virginia	Agent	Approved	10/19/2021



## Broker Qualifications

### Employment 1 of 1, continued

	U.S. State/ Territory	Category	Status	Date
<b>B</b>	Wisconsin	Agent	Approved	11/15/2012
<b>B</b>	Wyoming	Agent	Approved	09/27/2021

### Branch Office Locations

**RAYMOND JAMES & ASSOCIATES, INC.**  
9595 WILSHIRE BLVD.  
SUITE 801 and 200  
BEVERLY HILLS, CA 90212

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## 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
<b>B</b> Securities Industry Essentials Examination	SIE	10/01/2018
<b>B</b> General Securities Representative Examination	Series 7	02/10/1990

### State Securities Law Exams

Exam	Category	Date
<b>IA</b> Uniform Investment Adviser Law Examination	Series 65	11/10/2011
<b>B</b> Uniform Securities Agent State Law Examination	Series 63	04/18/1990

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/](http://www.finra.org/brokerqualifications/registeredrep/).





## Broker Qualifications

## Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



## Registration and Employment History

### Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
IA 03/2011 - 12/2011	WEDBUSH SECURITIES INC.	877	LOS ANGELES, CA
B 02/2011 - 12/2011	WEDBUSH SECURITIES INC.	877	LOS ANGELES, CA
B 06/2009 - 02/2011	MORGAN STANLEY SMITH BARNEY	149777	BEVERLY HILLS, CA
IA 06/2009 - 02/2011	MORGAN STANLEY SMITH BARNEY LLC	149777	BEVERLY HILLS, CA
IA 04/2001 - 06/2009	CITIGROUP GLOBAL MARKETS INC.	7059	BEVERLY HILLS, CA
B 04/2001 - 06/2009	CITIGROUP GLOBAL MARKETS INC.	7059	BEVERLY HILLS, CA
B 09/1998 - 04/2001	MORGAN STANLEY DW INC.	7556	PURCHASE, NY
B 08/1998 - 09/1998	DEAN WITTER REYNOLDS INC.	7556	
B 12/1997 - 08/1998	IMPERIAL CAPITAL, LLC	43744	LOS ANGELES, CA
B 03/1990 - 12/1997	DABNEY/RESNICK/IMPERIAL, LLC	24367	BEVERLY HILLS, CA
B 03/1990 - 03/1990	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NEW YORK, NY
B 02/1990 - 03/1990	DREXEL BURNHAM LAMBERT INCORPORATED	7323	

### 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	Employer Name	Position	Investment Related	Employer Location
12/2011 - Present	RAYMOND JAMES & ASSOCIATES, INC.	REGISTERED ASSOCIATE	Y	BEVERLY HILLS, CA, United States



## Registration and Employment History

### 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)Name of Business: Lisa Detanna Advisory and Marketing Inc Address: 9817 Beeson Drive, Beverly Hills, CA, 90210, United States Activity Type: Business Owner Position/Title: Owner/Proprietor Investment Related: No Start Date: 08/14/2020 Hours per month devoted to this business: 0-1 Hours per month devoted to this business during trading hours: 0-1 Description of duties: I will be paying any expenses above and beyond the money I receive from RJ, either through PBDA or the Company, through this LLC. We ran this by compliance and they pre approved.

3. Lisa Detanna Advisory and Marketing Inc

Address: Beverly Hills, CA

Nature of the Business: Business Owner

Position/Title: Proprietor/Owner

Investment Related:Yes

Start Date: 08/14/2020

Hours per month devoted to this business: 1

Hours per month devoted to this business during trading hours: 0

Description of duties: I will be paying any expenses above and beyond the money I receive from RJ, either through PBDA or the Company, through this LLC. We ran this by compliance and they pre approved.

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## 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:**
  - A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
  - 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:**
  - 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.
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4. **There are different statuses and dispositions for disclosure events:**
  - 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.
  - 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
Customer Dispute	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.

### Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

#### Disclosure 1 of 1

<b>Reporting Source:</b>	Regulator
<b>Employing firm when activities occurred which led to the complaint:</b>	CITIGROUP GLOBAL MARKETS, INC.
<b>Allegations:</b>	BREACH OF FIDUCIARY DUTY; BREACH OF WRITTEN CONTRACT; FRAUD BY MISREPRESENTATION AND OMISSION;
<b>Product Type:</b>	Insurance Other: UNSPECIFIED SECURITIES
<b>Alleged Damages:</b>	\$1,345,015.00
<b>Arbitration Information</b>	
<b>Arbitration/Reparation Claim filed with and Docket/Case No.:</b>	FINRA - CASE #09-03251
<b>Date Notice/Process Served:</b>	05/29/2009
<b>Arbitration Pending?</b>	No
<b>Disposition:</b>	Other
<b>Disposition Date:</b>	02/09/2011
<b>Disposition Detail:</b>	ON FEBRUARY 9, 2011, THE LOS ANGELES SUPERIOR COURT VACATED THE ARBITRATION AWARD AGAINST THE FIRM BECAUSE THE ARBITRATOR FAILED TO DISCLOSE HIS INVOLVEMENT TWO YEARS BEFORE IN HIS OWN



LAWSUIT INVOLVING THE SAME SUBJECT MATTER.

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**Reporting Source:** Firm

**Employing firm when activities occurred which led to the complaint:** CITIGROUP GLOBAL MARKETS INC.

**Allegations:** MISMANAGEMENT OF ACCOUNT AND UNSUITABILITY FROM JANUARY 1, 2005 THROUGH DECEMBER 31, 2009.

**Product Type:** Equity-OTC

**Alleged Damages:** \$1,533,596.00

**Is this an oral complaint?** No

**Is this a written complaint?** Yes

**Is this an arbitration/CFTC reparation or civil litigation?** Yes

**Arbitration/Reparation forum or court name and location:** FINRA

**Docket/Case #:** 09-03251

**Filing date of arbitration/CFTC reparation or civil litigation:** 05/29/2009

**Customer Complaint Information**

**Date Complaint Received:** 06/19/2009

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 04/11/2011

**Settlement Amount:** \$3,000,000.00

**Individual Contribution Amount:** \$0.00

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**Reporting Source:** Firm



**Employing firm when activities occurred which led to the complaint:** CITIGROUP GLOBAL MARKETS INC.

**Allegations:** MISMANAGEMENT OF ACCOUNT AND UNSUITABILITY FROM JANUARY 1, 2005 THROUGH DECEMBER 31, 2009.

**Product Type:** Equity-OTC

**Alleged Damages:** \$1,533,596.00

**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

**Docket/Case #:** 09-03251

**Filing date of arbitration/CFTC reparation or civil litigation:** 05/29/2009

### Customer Complaint Information

**Date Complaint Received:** 06/19/2009

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 04/11/2011

**Settlement Amount:** \$3,000,000.00

**Individual Contribution Amount:** \$0.00

**Firm Statement** THE CASE WAS APPEALED AFTER 2/2011 AND ULTIMATELY SETTLED. THE OUTCOME FILED IS CORRECT.

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**Reporting Source:** Broker

**Employing firm when activities occurred which led to the complaint:** CGMI



**Allegations:** MISMANAGEMENT OF ACCOUNT AND UNSUITABILITY FROM JANUARY 1,2005 THROUGH DECEMBER 31,2009.

**Product Type:** Equity-OTC

**Alleged Damages:** \$1,533,596.00

**Is this an oral complaint?** No

**Is this a written complaint?** Yes

**Is this an arbitration/CFTC reparation or civil litigation?** Yes

**Arbitration/Reparation forum or court name and location:** FINRA

**Docket/Case #:** 09-03251

**Filing date of arbitration/CFTC reparation or civil litigation:** 05/29/2009

### Customer Complaint Information

**Date Complaint Received:** 06/19/2009

**Complaint Pending?** No

**Status:** Settled

**Status Date:** 05/10/2011

**Settlement Amount:** \$3,000,000.00

**Individual Contribution Amount:** \$0.00

**Broker Statement** ORIGINAL AWARD VACATED ON APPEAL ON FEBRUARY 9, 2011 BY JUDGE MICHELLE ROSENBLATT. THE CASE WAS APPEALED AFTER THIS DATE AND ULTIMATELY SETTLED. THE OUTCOME FILED IS CORRECT



## End of Report



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