

**STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
CORPORATIONS, SECURITIES & COMMERCIAL LICENSING BUREAU**

In the matter of:

Agency No. 330152

KEVIN M. REED
CRD# 2467725

Applicant.

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Issued and entered
This 26 day of August, 2016

NOTICE OF INTENT TO DENY
SECURITIES AGENT AND INVESTMENT ADVISER REPRESENTATIVE
REGISTRATION APPLICATIONS

I. RELEVANT FACTS AND APPLICABLE LAW.

Relevant information and statutory provisions, under the Michigan Uniform Securities Act (2002) (the "Act"), 2008 PA 551, as amended, MCL 451.2101 *et seq.*:

1. Kevin M. Reed ("Applicant") was previously registered as a securities agent in Michigan through Fiserv Investor Services, Inc., CRD# 34637, from on or around May 17, 2000 until on or around December 3, 2003; through Cetera Investment Services, LLC, CRD# 15340, from on or around December 3, 2003 until on or around April 13, 2010; and through Fifth Third Securities, Inc., CRD#628, from on or around February 7, 2011 until on or around July 8, 2016, when he was discharged for altering customer documentation.
2. Applicant applied for registration as a securities agent in Michigan through Packerland Brokerage Services, Inc., CRD#37031, in or around August 2016.
3. Applicant has never been registered as an investment adviser representative in Michigan.
4. Applicant applied for registration as an investment adviser representative through Packerland Brokerage Services, Inc., CRD#37031, in or around August 2016.
5. Within the last ten years, Applicant altered customers' documents without consulting with or obtaining permission from the customers, which the Director ("Administrator") of the Corporations, Securities, and Commercial Licensing Bureau ("the Bureau") within the State of Michigan Department of Licensing and Regulatory Affairs considers to be a dishonest and unethical business practice in the investment or securities industry.

Applicant changed the stated net worth of one client, altered ages for other clients, and copy and pasted a client signature onto forms in another instance. (Exhibit 1).

6. The Administrator has reviewed materials relating to the applications referred to in paragraphs two and four, above. Based on Applicant's past conduct discussed above and hereafter, the Administrator determined that the denial of securities agent and investment adviser representative applications is authorized, appropriate, and in the public interest.
7. Section 412(6) of the Act, MCL 451.2412(6), authorizes the Administrator to deny a registration application pending final determination of an administrative proceeding.
8. Section 412(1) of the Act, MCL 451.2412(1), provides that if the Administrator finds that the Order is in the public interest, and MCL 451.2412(4) authorizes the action, the Administrator may issue an Order denying an application for registration as a securities agent.
9. The Administrator may deny the Applicant's securities agent and investment adviser representative registration applications, under section 412(4)(m) of the Act, MCL 451.2412(4)(m), because he "has engaged in dishonest or unethical practices in the securities, commodities, investment franchise, banking, finance, or insurance business within the previous 10 years."

II. ORDER.

The Administrator finds that this ORDER is authorized, appropriate, and in the public interest based on the above-cited facts and law.

IT IS ORDERED as follows:

1. The Administrator intends to DENY the SECURITIES AGENT AND INVESTMENT ADVISER REPRESENTATIVE REGISTRATION APPLICATIONS OF KEVIN M. REED, under section 412(1) of the Act, MCL 451.2412(1), because Applicant engaged in dishonest and unethical practices within the last 10 years, which supports the denial of his registration applications under the above-cited provisions of the Michigan Uniform Securities Act (2002), 2008 PA 551, MCL 451.2101 *et seq.*
2. In accordance with section 412(1) and (6) of the Act, MCL 451.2412(1) and (6): This is NOTICE that the Administrator intends to deny Applicant's securities agent and investment adviser representative registration applications, and that Applicant has thirty (30) calendar days after the date that this Order is served on Applicant to submit a written request to the Administrator that this matter be scheduled for a hearing. If the Administrator timely receives a written request, the Administrator shall schedule a hearing within 15 days after receipt of the written request. If a hearing is not requested by Applicant or is not ordered by the Administrator within 30 days after the date of service of this Order, Applicant's applications

for securities agent and investment adviser representative registrations will be DENIED. If a hearing is requested or ordered, the Administrator, after notice of and an opportunity for hearing to Applicant, may modify or vacate this Order or extend the Order until final determination.

3. Applicant is responsible for notifying his/her relevant supervisor and/or the Chief Compliance Officer of his/her employing firm of the issuance of this Order according to firm policies or procedures. A copy of this Order will not be mailed to Applicant's supervisor or the firm's Chief Compliance Officer. Agency representatives will only discuss this Order with a representative of Applicant's employing firm when Applicant or an attorney on Applicant's behalf is also present, because the firm is not a party to this administrative proceeding.

If Applicant requests a hearing, the request must be in writing and filed with the Department of Licensing and Regulatory Affairs, Corporations, Securities & Commercial Licensing Bureau, Regulatory Compliance Division, P.O. Box 30018, Lansing, MI 48909.

DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS

By:



Julia Dale, Administrator and Director
Corporations, Securities & Commercial Licensing Bureau