

BrokerCheck Report

SETH GORDON MASON

CRD# 1540891

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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.

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



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.

SETH G. MASON

CRD# 1540891

This broker is not currently registered.

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 not currently registered.

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):

- B MORGAN STANLEY**
CRD# 149777
Grand Rapids, MI
06/2009 - 03/2022
- B CITIGROUP GLOBAL MARKETS INC.**
CRD# 7059
GRAND RAPIDS, MI
07/1993 - 06/2009
- B LEHMAN BROTHERS INC.**
CRD# 7506
NEW YORK, NY
07/1992 - 07/1993

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	7

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

<https://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 broker is not currently registered.



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 Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	08/16/1986

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	04/02/1996
B Uniform Securities Agent State Law Examination	Series 63	08/26/1986

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/.



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
B 06/2009 - 03/2022	MORGAN STANLEY	149777	Grand Rapids, MI
B 07/1993 - 06/2009	CITIGROUP GLOBAL MARKETS INC.	7059	GRAND RAPIDS, MI
B 07/1992 - 07/1993	LEHMAN BROTHERS INC.	7506	NEW YORK, NY
B 03/1989 - 07/1992	PAINWEBBER INCORPORATED	8174	WEEHAWKEN, NJ
B 08/1986 - 03/1989	KIDDER, PEABODY & CO. INCORPORATED	7613	

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
01/2015 - Present	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
06/2009 - Present	MORGAN STANLEY SMITH BARNEY	Mass Transfer	Y	GRAND RAPIDS, MI, United States
07/1993 - Present	CITIGROUP GLOBAL MARKETS INC.	FINANCIAL ADVISOR	Y	GRAND RAPIDS, MI, United States

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. Cannonsburg Ski School; Belmont, MI; Employee; Ski instruction; Teaching kids to ski; Not Investment related; 01/2017; 0,2.
2. *422195 - Trust; Investment related - Yes; Palm Desert, California; Successor; 02/2021; During business hours: 8; After business hours: 0



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	1	6	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 - Settled

This type of disclosure event involves a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit containing allegations of sale practice violations against the broker that resulted in a monetary settlement to the customer.

Disclosure 1 of 4

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	MSSB
Allegations:	Client alleged unsuitability with respect to unit investment trust and mutual fund investments in her account - October 2013 to August 2020.
Product Type:	Mutual Fund Unit Investment Trust
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Unspecified
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	09/21/2020
Complaint Pending?	No
Status:	Settled



Status Date: 03/08/2021
Settlement Amount: \$11,881.00
Individual Contribution Amount: \$0.00

Disclosure 2 of 4

Reporting Source: Broker
Employing firm when activities occurred which led to the complaint: SALOMON SMITH BARNEY
Allegations: THE CLIENTS ALLEGED THAT THE FC'S ADVICE WAS NOT GIVEN WITH THEIR BEST INTERESTS IN MIND. 2000 - 2002. ALLEGED DAMAGES UNSPECIFIED.
Product Type: Equity Listed (Common & Preferred Stock)
Other Product Type(s): EQUITY - OTC

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 07/17/2002
Complaint Pending? No
Status: Settled
Status Date: 12/10/2002
Settlement Amount: \$3,617.62
Individual Contribution Amount: \$0.00
Broker Statement THE CLAIM WAS SETTLED FOR \$3,617.62.

Disclosure 3 of 4

Reporting Source: Broker
Employing firm when activities occurred which led to the complaint: SALOMON SMITH BARNEY, INC.
Allegations: CLIENT ALLEGED THAT ACCOUNT WAS LIQUIDATED AND STOCKS WERE



PURCHASED WITHOUT AUTHORIZATION ON OCTOBER 18, 2000. DAMAGES UNSPECIFIED.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 11/20/2000

Complaint Pending? No

Status: Settled

Status Date: 02/09/2001

Settlement Amount: \$3,458.35

Individual Contribution Amount: \$864.59

Broker Statement THE CLAIM WAS SETTLED FOR \$3,458.35

Disclosure 4 of 4

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: PAINWEBBER INCORPORATED

Allegations: SUITABILITY; ACCOUNT RELATED-NEGLIGENCE; BRCH OF FIDUCIARY DT; OTHER

Product Type:

Alleged Damages:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD - CASE #97-00491

Date Notice/Process Served: 02/21/1997

Arbitration Pending? No

Disposition: Settled

Disposition Date: 05/28/1998



Disposition Detail: CLOSED - PARTIES SETTLED THRU MEDIATION
 ** PARTIES SETTLED THRU MEDIATION **

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: PAINWEBBER INCORPORATED

Allegations: NEGLIGENCE, VIOLATION OF ILLINOIS CONSUMER FRAUD AND DECEPTIVE BUSINESS PRACTICES ACT AND BREACH OF FIDUCIARY DUTY. CUSTOMERS CLAIM IN EXCESS OF \$100,000.

Product Type:

Alleged Damages:

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 05/28/1998

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NATIONAL ASSOC. OF SECURITIES DEALERS; 97-00491

Date Notice/Process Served: 02/21/1997

Arbitration Pending? No

Disposition: Settled

Disposition Date: 05/28/1998

Monetary Compensation Amount: \$55,000.00

Individual Contribution Amount:

**Firm Statement**

MATTER WAS SETTLED BY PAINWEBBER INCORPORATED BUYING BACK FROM CLAIMANTS 5 LPS (ALKERMES CLINICAL PARTNERS LP-1UNIT; GENIA CLINICAL PARTNERS LP-1UNIT; SYNERGEN CLINICAL PARTNERS LP-1UNIT; TME PARTNERS III LTD 1-UNIT; REPLIGEN CLINICAL PARTNERS LP (1/2 UNIT) FOR \$55,000 AND RECIEVING A COMPLETE RELEASE.
PREPARED BY; ERIC SELTZER (201)902-6669

Reporting Source:

Broker

Employing firm when activities occurred which led to the complaint:

PAINWEBBER INCORPORATED

Allegations:

NEGLIGENCE, VIOLATION OF ILLINOIS CONSUMER FRAUD AND DECEPTIVE BUSINESS PRACTICES ACT AND BREACH OF FIDUCIARY DUTY. CUSTOMERS CLAIM IN EXCESS OF \$100,000.00;
PRODUCT: LIMITED PARTNERSHIPS; FIRM: PAINWEBBER INCORPORATED.

Product Type:**Alleged Damages:****Customer Complaint Information****Date Complaint Received:****Complaint Pending?**

No

Status:

Arbitration/Reparation

Status Date:

05/28/1998

Settlement Amount:**Individual Contribution Amount:****Arbitration Information****Arbitration/Reparation Claim filed with and Docket/Case No.:**

NATIONAL ASSOC. OF SECURITIES DEALERS; 97-00491

Date Notice/Process Served:

02/21/1997

Arbitration Pending?

No

Disposition:

Settled

Disposition Date:

05/28/1998



Monetary Compensation Amount: \$55,000.00

Individual Contribution Amount:

Broker Statement

MATTER WAS SETTLED BY PAINWEBBER INCORPORATED BUYING BACK FROM CLAIMANTS 5 LPS (AKERMES CLINICAL PARTNERS LP-1 UNIT; GENIA CLINICAL PARTNERS LP-1 UNIT; SYNERGEN CLINICAL PARTNERS LP-1 UNIT; TIME PARTNERS III LTD 1-UNIT; REPLIGEN CLINICAL PARTNERS LP (1/2 UNIT) FOR \$55,000.00 AND RECEIVING COMPLETE RELEASE.
NOT PROVIDED



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 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	SALOMON SMITH BARNEY INC.
Allegations:	ALLEGING SUITABILITY ASSERTING THAT CLASS "A" RATHER THAN CLASS "B" AND "C" SHARES SHOULD HAVE BEEN PURCHASED FOR HIS PORTFOLIO.
Product Type:	Mutual Fund(s)
Alleged Damages:	\$5,000.00

Customer Complaint Information

Date Complaint Received:	05/20/2002
Complaint Pending?	No
Status:	Denied
Status Date:	11/04/2002
Settlement Amount:	
Individual Contribution Amount:	
Broker Statement	RICHARD APICELLA IS HANDLING THIS MATTER.

Disclosure 2 of 2

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	
Allegations:	CLIENT COMPLAINED ABOUTH THE PERFORMANCE OF A STOCK THAT WAS RECOMMENDED TO HIM FOR PURCHASE. ALLEGED DAMAGES UNSPECIFIED BUT GREATER THAN \$10,000



Product Type:

Alleged Damages:

Customer Complaint Information

Date Complaint Received: 10/10/1997

Complaint Pending? No

Status: Withdrawn

Status Date:

Settlement Amount:

Individual Contribution Amount:

Broker Statement

THE CLIENT SENT A LETTER OF RETRACTION INDICATING THAT HIS COMPLAINT WAS AGAINST THE ANALYST. RATHER THAN THE FINANCIAL CONSULTANT. CONTACT LISA KEATKA (212)723-3056.
Not Provided



Customer Dispute - Pending

This type of disclosure event involves (1) a pending consumer-initiated, investment-related arbitration or civil suit that contains allegations of sales practice violations against the broker; or (2) a pending, 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.

Disclosure 1 of 1

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	MORGAN STANLEY
Allegations:	CLIENTS' ATTORNEY ALLEGES, INTER ALIA, THAT THE INVESTMENT STRATEGY EXECUTED IN THE CLIENTS' ACCOUNTS WERE UNSUITABLE 2017-2023
Product Type:	No Product
Alleged Damages:	\$923,881.37
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	02/17/2023
Complaint Pending?	Yes
Settlement Amount:	
Individual Contribution Amount:	

End of Report



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