

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2007011908101**

TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")

RE: ~~Brenan Joe Hall~~, Respondent
General Securities Representative
CRD No. ~~4262046~~

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Brenan Joe Hall (or Respondent) submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against Respondent alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. Respondent hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

Brenan Joe Hall became registered as a General Securities Representative (Series 7) on November 2, 2000, and worked in that capacity for another FINRA member until September 3, 2004 when he became registered with H&R Block Financial Advisors (H&RBFA), now known as Ameriprise Financial Services Inc. He remains registered with Ameriprise Financial Services, Inc.

OVERVIEW

In 2007, while working at H&RBFA, Respondent executed six transactions in the retirement accounts of two public customers, without their written discretionary authorization.

FACTS AND VIOLATIVE CONDUCT

1. During all times relevant herein, SW and WW were a married couple who were public customers of H&RBFA where they maintained securities accounts for their individual retirement investments.
 2. On or about February 28, 2007, April 2, 2007, May 9, 2007 and June 27, 2007, Respondent exercised discretion in SW and WW's accounts with H&RBFA by executing a total of six transactions in their accounts without prior written authorization from SW and WW. Furthermore, H&RBFA did not accept the accounts of customers SW and WW as discretionary accounts (in writing or otherwise), prior to Respondent exercising discretionary power.
 3. The acts, practices and conduct constitute violations of NASD Conduct Rules 2110 and 2510(b).
- B. Respondent also consents to the imposition of a five business-day suspension from acting in any and all capacities with any member of FINRA.

Respondent has submitted a sworn financial statement and demonstrated an inability to pay. In light of the financial status of Respondent, no monetary sanctions have been imposed.

The sanctions imposed herein shall be effective on a date set by FINRA staff.

Respondent understands that if he is barred or suspended from associating with any FINRA member, he becomes subject to a statutory disqualification as that term is defined in Section 3(a)(39) of the Securities Exchange Act of 1934, as amended. Accordingly, Respondent may not be associated with any FINRA member in any capacity, including clerical or ministerial functions, during the period of the suspension (see FINRA Rules 8310 and 8311).

II.

WAIVER OF PROCEDURAL RIGHTS

Respondent specifically and voluntarily waives the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against Respondent;
- B. To be notified of the Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, Respondent specifically and voluntarily waives any right to claim bias or prejudgment of the General Counsel, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

Respondent further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.

OTHER MATTERS

Respondent understands that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against Respondent; and

C. If accepted:

- 1. This AWC will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against Respondent;**
- 2. This AWC will be made available through FINRA's public disclosure program in response to public inquiries about Respondent's disciplinary record;**
- 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and**
- 4. Respondent may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. Respondent may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects Respondent's right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.**

D. Respondent may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. Respondent understands that he may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

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Respondent certifies that he has read and understands all of the provisions of this AWC and have been given a full opportunity to ask questions about it; that Respondent has agreed to its provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce Respondent to submit it.

1-28-2010
Date

[Signature]
Respondent

Reviewed by:

[Signature]
Attorney Name
Counsel for Respondent
Firm Name Ameriprise Financial
Address
City/State/Zip
Phone Number

Accepted by FIRBA:

February 3, 2010
Date

Signed on behalf of the
Director of ODA, by delegated authority

[Signature]
Patricia Kim
Senior Regional Counsel
FIRBA Department of Enforcement
55 West Monroe Street, 27th Floor
Chicago, IL 60603
Phone Number: (312) 899-4353
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