



NFL PLAYERS
ASSOCIATION

ALERT:

Date: May 15, 2013

File: 13-I-020

Subject: Financial Advisor Misconduct

The Financial Industry Regulatory Authority (FINRA) has barred broker Jeffrey Rubin citing “misconduct” involving thirty-one (31) NFL players who sustained investment losses totaling approximately \$40 million dollars, according to a March 7, 2013 FINRA release.

FINRA reported that Rubin failed to obtain the required approval from his employers to participate in the securities transactions.

The FINRA action states: ***“Rubin operated a Florida-based company named Pro Sports Financial, which provided financial related ‘concierge’ services to professional athletes for an annual fee. Between March 2006 and June 2008, while he was registered as a broker at Lincoln Financial Advisors Corporation and Alterna Capital Corporation, Rubin recommended that one of his NFL clients invest a total of \$3.5 million, the majority of his liquid net worth, in four high-risk securities...”***

Jeffrey Rubin is not currently registered with the NFLPA as a Registered Financial Advisor.

The complete FINRA News Release is available at the following link:

<http://www.finra.org/Newsroom/NewsReleases/2013/P218417>

If you have any information relative to this matter you are requested to contact the NFLPA Security Department at 202-756-9102 or by email at tim.christine@nflplayers.com.

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