

STATE OF ALASKA
DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT
DIVISION OF BANKING AND SECURITIES

ORDER NO. 25-79-S

IN THE MATTER OF:)
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TD AMERITRADE, INC.)
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Respondent.)
_____)

**CONSENT
ORDER**

Pursuant to the authority granted to the Department of Commerce Community and Economic Development, Division of Banking and Securities (the “Administrator”) under the Alaska Securities Act, Alaska Statute (“AS”) 45.55 *et seq*¹. and AS 45.56 *et seq*, (the “Act”), and after investigation, careful review, and due consideration of the facts and statutory provisions set forth below, the Administrator hereby finds that there is good cause, and it is in the public interest to enter into a Consent Order (the “Order”) with TD Ameritrade, Inc. (“TD Ameritrade”), which hereby agrees to resolve any and all issues in controversy regarding the specific conduct described herein on the terms set forth in this Order. As the result of a coordinated investigation, the Administrator concluded that between June 30, 2018, and June 30, 2023, the Relevant Time Period, (“Relevant Time Period”) TD Ameritrade charged commissions in excess of 5% on certain small principal equity transactions. TD Ameritrade executed 106 equity transactions in Alaska which included an unreasonable commission for

¹ On January 1, 2019, AS 45.56 became effective as the Alaska Securities Act. Before January 1, 2019, the Alaska Securities Act was codified at AS 45.55. Citations to AS 45.55 in this Order refer to AS 45.55 as codified before enactment of AS 45.56.

1 services performed (i.e., in excess of 5% of the principal trade amount), totaling \$1,534.67.
2 TD Ameritrade neither admits nor denies the Findings of Facts as set forth in Section III, and
3 neither admits nor denies the Conclusions of Law set out in Section IV, waives its right to a
4 hearing in the above-captioned matter, and consents to entry of this Order by the
5 Administrator, settling the above-captioned matter with prejudice.

6 I. JURISDICTION

7 1. The Administrator has jurisdiction pursuant to the Act.
8 2. This Order is made in accordance with the Act.
9 3. The acts and practices that are the subject of this Order occurred while TD
10 Ameritrade was registered as a broker-dealer in Alaska.

11 II. RESPONDENT

12 4. TD Ameritrade was a broker-dealer formerly registered in Alaska with a main
13 address of 200 South 108th Avenue, Omaha, Nebraska 68154. TD Ameritrade is identified
14 by Financial Industry Regulatory Authority (“FINRA”) CRD No. 7870. TD Ameritrade has
15 filed a Form BDW, and the Securities and Exchange Commission has withdrawn its
16 registration.

17 III. FINDINGS OF FACT

18 A. TD Ameritrade’s Minimum Commission Practices for Equity 19 Transactions Failed to Ensure Transactions Were Executed at a Fair and 20 Reasonable Price

21 5. During the Relevant Time Period, TD Ameritrade executed 106 equity
22 transactions in Alaska which included an unreasonable commission for services performed
(i.e., in excess of 5% of the principal trade amount), totaling \$1,534.67.

23 6. During the Relevant Time Period, TD Ameritrade charged a fixed minimum
24

1 commission for broker-assisted trades— i.e. those not placed directly online by customers (the
2 “Minimum Equity Commission”).²

3 7. The Act and associated regulations prohibits TD Ameritrade from charging
4 unreasonable commissions for services performed.

5 8. FINRA Rule 2121 Supplementary Material .01 (Rule 2121.01) sets a guideline
6 of five percent for determining whether a commission is unfair or unreasonable. However,
7 the “5% Policy” is a guide, not a rule. A commission of five percent or even less may be
8 considered unfair or unreasonable, and a commission of five percent or more may be
9 considered fair or reasonable, depending on the various circumstances.

10 **B. TD Ameritrade Did Not Reasonably Supervise Transactions Which**
11 **Applied the Minimum Equity Commission**

12 9. TD Ameritrade did not reasonably supervise transactions that included the
13 Minimum Equity Commission charge to ensure that TD Ameritrade charged its customers a
14 reasonable commission.

15 10. TD Ameritrade’s policies and procedures contemplated review of
16 commissions as part of normal supervisory review processes.

17 11. Despite these systems, TD Ameritrade’s surveillance policies failed to
18 reasonably detect and correct unreasonable commission charges, specifically as it relates to
19 the Minimum Equity Commission.

20 12. As a result, TD Ameritrade failed to adequately supervise small principal
21 equity transactions where the Minimum Equity Commission was in excess of 5%.

22 **IV. CONCLUSIONS OF LAW**

23 13. The preceding paragraphs are incorporated by reference as though set forth

24 _____
² During the Relevant Time Period, over 99% of TD Ameritrade’s orders were unsolicited, self-directed trades placed online by its customers. Broker-assisted trades constituted less than 1% of the Firm’s orders. From June 2018 to October, 2019, this fee was \$44.99; and thereafter, the fee was \$25.

1 verbatim herein.

2 **For the period of June 2018 through December 2018**

3 14. Pursuant to AS 45.55.060(b)(1), it was a violation of the Act for a registered
4 broker-dealer firm to fail to establish and maintain a system to reasonably supervise its
5 agents.

6 15. TD Ameritrade's acts and practices, as described above, constitute a violation
7 of AS 45.55.060(b)(1).

8 **For the period of January 2019 through June 2023**

9 16. Pursuant to AS 45.56.440(d)(9), it is a violation of the Act for a registered
10 broker-dealer firm to fail to establish and maintain a system to reasonably supervise its
11 agents.

12 17. TD Ameritrade's acts and practices as described above, constitute a violation
13 of AS 45.56.440(d)(9).

14 **V. ORDER**

15 18. On the basis of the Findings of Fact, Conclusions of Law, and TD
16 Ameritrade's consent to the entry of this Order, **IT IS HEREBY ORDERED:**

17 A. TD Ameritrade is censured by the Administrator;

18 B. TD Ameritrade shall provide restitution in an amount of no more than
19 \$1,534.67 representing the portion of the commission on certain small principal equity
20 transactions that exceeded 5% of the principal trade amount during the Relevant Time Period
21 to the affected Alaska customers, plus interest in the amount of 6% from the date of the
22 transaction to June 3, 2025. TD Ameritrade shall provide restitution within one hundred
23 twenty (120) days of execution of this Order;

24 C. Restitution shall be in the form of a check for all former customers;

1 D. TD Ameritrade shall provide a notice of restitution to customers on terms not
2 unacceptable to Massachusetts, Montana, Missouri, Alabama, Washington, Texas, and Iowa
3 (the “Multi-state Group”) (“Notice Letter”). The Notice Letter shall be sent prior to or with
4 the distribution of any restitution. Within forty-five (45) days of the mailing of the Notice
5 Letter, TD Ameritrade shall provide the Administrator with a list of all Alaska residents for
6 whom TD Ameritrade receives a Notice Letter as returned to sender. To the extent the
7 Administrator has access to different address information, TD Ameritrade shall mail a second
8 Notice Letter to each Alaska resident within thirty (30) days of the Administrator providing
9 such different address;

10 E. TD Ameritrade shall prepare, and submit to the Administrator, a report
11 detailing the restitution paid pursuant to the Order, which shall include dates, amounts, and
12 methods of the transfer of funds for all restitution payments within forty-five (45) days of
13 completion of distribution of restitution;

14 F. TD Ameritrade shall pay an administrative fine in the amount of \$15,000
15 within fifteen (15) days following the date of entry of the Order payable to the State of
16 Alaska. Payment shall be paid by check and TD Ameritrade shall provide notice of the
17 payment citing the Order number, check number, and dollar amount as follows:

18 State of Alaska Division of Banking & Securities

19 Attention: George Humm

20 Physical Address

21 (No US mail delivery)

22 333 Willoughby AVE, 9th FL

23 State Office Building

24 Juneau, AK 99801

1 G. TD Ameritrade shall not claim, assert, or apply for a tax deduction or tax
2 credit with regard to any state, federal or local tax for any amounts that TD Ameritrade shall
3 pay pursuant to the Order;

4 H. TD Ameritrade shall not seek or accept, directly or indirectly, reimbursement
5 or indemnification, including, but not limited to, any payments made pursuant to any
6 insurance policy, with regard to any amount that TD Ameritrade shall pay pursuant to the
7 Order;

8 I. If either TD Ameritrade is the subject of a voluntary or involuntary bankruptcy
9 petition under Title 11 of the United States Code within three hundred sixty-five (365) days
10 of the entry of the Order, TD Ameritrade shall provide written notice to the Administrator
11 within five (5) days of the date of the petition;

12 J. Any fine, penalty, and/or money that TD Ameritrade shall pay in accordance
13 with the Order is intended by TD Ameritrade and the Administrator to be a contemporaneous
14 exchange for new value given to TD Ameritrade pursuant to 11 U.S.C. § 547(c)(1)(A) and is,
15 in fact, a substantially contemporaneous exchange pursuant to 11 U.S.C. § 547(c)(1)(B);

16 K. If TD Ameritrade fails to materially comply with any of the terms set forth in
17 the Order, the Administrator may institute an action to have the Order declared null and void.
18 Additionally, after a fair hearing and the issuance of an order finding that TD Ameritrade has
19 not complied with the Order, the Administrator may move to have the Order declared null
20 and void, in whole or in part, and re-institute the associated proceeding that had been brought
21 against TD Ameritrade; and

22 L. For good cause shown, the Administrator may extend any of the procedural
23 dates set forth above. TD Ameritrade shall make any requests for extensions of the
24 procedural dates set forth above in writing to the Administrator.

STATE OF ALASKA
DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT
DIVISION OF BANKING AND SECURITIES
550 WEST SEVENTH AVENUE, SUITE 1850
ANCHORAGE, ALASKA 99501
(907)269-8140

1 DATED: 11/03/2025

/s/ Tracy Reno
Tracy Reno, Acting Director
Division of Banking and Securities

3 TD AMERITRADE, INC. by:

5 Signature: /s/ James Kostulias

6 Print Name: James Kostulias

7 Title: Managing Director – Head of Trading Services

8 Dated: 10/16/2025

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