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## Tad Edwards wins regulatory approval for brokerage

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Staff Reporter

A brokerage with a familiar sounding name is opening in Clayton.

Benjamin "Tad" Edwards IV launched Benjamin F. Edwards & Co. on March 17, a day after receiving an approval from the Financial Industry Regulatory Authority (FINRA), a non-governmental regulator for securities firms.

Edwards is the son of former A.G. Edwards Inc. chairman and CEO Ben Edwards III, who retired from the investment business prior to its 2007 sale to Wachovia. Tad Edwards stayed with the company until last May when he resigned.

His new business is at 10 S. Brent-



**TAD  
EDWARDS,**

*Principal of Benjamin  
F. Edwards & Co.*

wood Blvd., near the corner of Brentwood and Forsyth boulevards. Joining Edwards are at least three others: Cindy Becker, Allen Cole and Kurt Longworth.

Becker formerly worked for Edward Jones and, in years prior, worked for A.G. Edwards. Cole was with Wacho-

via in St. Louis until last October, and Longworth was with A.G. Edwards until March 2007, FINRA records show.

"There will be additional people," Edwards said. He declined to elaborate on the new venture, in part because it awaits approvals from other regulators, including the Missouri Division of Securities. A spokesperson for the division of securities could not be reached for comment.

Missouri Secretary of State records show Benjamin F. Edwards & Co. Inc. applied for recognition as a new corporation Aug. 19, 2008, and filed an annual report with the secretary of state's office Nov. 25, 2008. The annual report lists Edwards, Becker and Longworth as directors and officers.