IAPD Report

WILLIAM MICHAEL SIMPSON

CRD# 1111350

When communicating online or investing with any professional, make sure you know who you're dealing with. Imposters might link to sites like BrokerCheck from phishing or similar scam websites, or through social media, trying to steal your personal information or your money.

Please contact FINRA with any concerns.

IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD 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 representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page http://www.nasaa.org/IAPD/IARReports.cfm

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association http://www.nasaa.org

Report Summary

WILLIAM MICHAEL SIMPSON (CRD# 1111350)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **07/02/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	FBL MARKETING SERVICES, LLC	CRD# 5309	08/22/2014
IA	FBL WEALTH MANAGEMENT, LLC	CRD# 291396	06/25/2020

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **10** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.
Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	ALLSTATE FINANCIAL SERVICES, LLC	18272	CHANDLER, AZ	05/28/2010 - 07/23/2014
B	ALLSTATE FINANCIAL SERVICES, LLC	18272	SNOHOMISH, WA	04/28/2004 - 05/21/2010
IA	CARILLON INVESTMENTS, INC	14646	CINCINNATI, OH	07/16/2001 - 04/20/2004

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	1
Termination	1

Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works.
This individual is currently registered with **10** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **FBL MARKETING SERVICES, LLC**

Main Address: 5400 UNIVERSITY AVENUE
WEST DES MOINES, IA 50266

Firm ID#: 5309

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	08/22/2014
B	Arizona	Agent	Approved	10/09/2014
B	Florida	Agent	Approved	11/01/2021
B	Idaho	Agent	Approved	09/23/2020
B	Kansas	Agent	Approved	07/02/2024
B	New Mexico	Agent	Approved	03/05/2015
B	Ohio	Agent	Approved	09/03/2021
B	Oklahoma	Agent	Approved	08/16/2022
B	Oregon	Agent	Approved	08/23/2022
B	Texas	Agent	Approved	07/03/2024
B	Washington	Agent	Approved	05/14/2019

Branch Office Locations

325 S. Higley Road
Gilbert, AZ 85296

Qualifications

Employment 2 of 2

Firm Name:	**FBL WEALTH MANAGEMENT, LLC**
Main Address:	5400 UNIVERSITY AVENUE WEST DES MOINES, IA 50266
Firm ID#:	291396

	Regulator	Registration	Status	Date
IA	Arizona	Investment Adviser Representative	Approved	07/01/2020
IA	Idaho	Investment Adviser Representative	Approved	06/25/2020
IA	Kansas	Investment Adviser Representative	Approved	07/02/2024
IA	New Mexico	Investment Adviser Representative	Approved	09/24/2020
IA	Ohio	Investment Adviser Representative	Approved	09/03/2021
IA	Oklahoma	Investment Adviser Representative	Approved	08/16/2022
IA	Oregon	Investment Adviser Representative	Approved	08/23/2022
IA	Texas	Investment Adviser Representative	Restricted Approval	07/03/2024
IA	Washington	Investment Adviser Representative	Approved	09/23/2020

Branch Office Locations

FBL WEALTH MANAGEMENT, LLC
5400 University Ave
West Des Moines, IA 50266

Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 0 principal/supervisory exams, 3 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)	SIE	10/01/2018
B	General Securities Representative Examination (S7)	Series 7	01/13/1994
B	Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	03/24/1983

State Securities Law Exams

	Exam	Category	Date
IA	Uniform Investment Adviser Law Examination (S65)	Series 65	03/24/1997
B	Uniform Securities Agent State Law Examination (S63)	Series 63	01/20/1994

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at IARD and NASAA.

Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	05/28/2010 - 07/23/2014	ALLSTATE FINANCIAL SERVICES, LLC	CRD# 18272	CHANDLER, AZ
B	04/28/2004 - 05/21/2010	ALLSTATE FINANCIAL SERVICES, LLC	CRD# 18272	SNOHOMISH, WA
IA	07/16/2001 - 04/20/2004	CARILLON INVESTMENTS, INC	CRD# 14646	CINCINNATI, OH
B	01/02/1996 - 04/20/2004	CARILLON INVESTMENTS, INC.	CRD# 14646	CINCINNATI, OH
B	01/14/1994 - 12/31/1995	CAPITAL ANALYSTS, INCORPORATED	CRD# 5478	CINCINNATI, OH
B	11/21/1984 - 09/27/1985	METROPOLITAN LIFE INSURANCE COMPANY	CRD# 4095	
B	03/25/1983 - 10/29/1984	EQUICO SECURITIES, INC.	CRD# 6627	
B	03/25/1983 - 10/29/1984	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	CRD# 4039	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/2023 - Present	FBL Financial Group	Wealth Management Advisor	Y	West Des Moines, IA, United States
07/2014 - Present	FBL MARKETING SERVICES	REGISTERED REP	Y	WEST DES MOINES, IA, United States
07/2014 - 12/2022	FARM BUREAU FINANCIAL SERVICES	REGIONAL FINANCIAL CONSULTANT	N	WEST DES MOINES, IA, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative 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.

10 FBL WEALTH MANAGEMENT, LLC; INVESTMENT RELATED; 5400 UNIVERSITY AVE, WEST DES MOINES IA 50266;

Registration & Employment History

OTHER BUSINESS ACTIVITIES

INVESTMENT ADVISORY AND FINANCIAL PLANNING; INVESTMENT ADVISER REPRESENTATIVE; DATE OF FBLWM RELEASE LETTER, UNTIL FURTHER NOTICE; Varied HOURS PER MONTH; Varied HOURS DEVOTED PER MONTH DURING TRADING HOURS; PROVIDE INVESTMENT ADVISORY AND FINANCIAL PLANNING SERVICES TO CUSTOMERS; FEE BASED, HOURLY RATE.

2) FARM BUREAU LIFE AND AFFILIATES, NOT INVESTMENT RELATED, 5400 UNIVERSITY AVE, WDM IA, INSURANCE, 06/01/2014, FULL TIME

Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least $5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, 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 IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending, on appeal,* or *final*.
    - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
    - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
    - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure 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 represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
    - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.

DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	1
Termination	1

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	FBL MARKETING SERVICES, LLC
Allegations:	The client alleges he was assured his account would not go down even in down times. Their account is now down $28,000 from when they moved their account.
Product Type:	Mutual Fund
Alleged Damages:	$28,000.00
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:	04/22/2022
Complaint Pending?	No
Status:	Closed/No Action
Status Date:	08/24/2022
Settlement Amount:	
Individual Contribution Amount:	

Broker Statement	This matter was investigated and it appears additional discussions with the client regarding their service history resolved their issues and reallocated their account.

Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source:	Firm
Firm Name:	ALLSTATE FINANCIAL SERVICES, LLC
Termination Type:	Discharged
Termination Date:	07/16/2014
Allegations:	PERMITTED TO RESIGN AFTER ALLEGATIONS THAT REPRESENTATIVE FALSIFIED THE LOCATION WHERE THE INSURANCE APPLICATION WAS SIGNED.
Product Type:	Insurance

Reporting Source:	Individual
Firm Name:	ALLSTATE FINANCIAL SERVICES, LLC
Termination Type:	Permitted to Resign
Termination Date:	07/16/2014
Allegations:	THAT I PUT WRONG CITY AND STATE ON ANNUITY APPLICATION.
Product Type:	Annuity-Fixed
Broker Statement	I WASN'T TERMINATED, I RESIGNED FOR A BETTER POSITION. ONLY AFTER I RESINGED DID THIS QUESTION RESURFACE. TH EAPPLICATION WAS FROM 2 YEARS AGO, AND I DID MISTAKENLY PUT MESA, AZ INSTEAD OF EVERETT, WASHINGTON. I WAS MAKING SURE EVERYTHING WAS COMPLETED ON THE APP AND BY MISTAKE PUT MESA. I WAS AND AM LICSENED AND APPOINTED IN BOTH STATES AND THE NON-REGISTERED PRODUCT INVOLED IS OFFER IN BOTH STATES AS WELL. THERE HAD BEEN NO MENTION OF THIS IN MONTHS, UNTIL I RESIGNED. THERE WAS NEVER ANY FINE OR PUNISHMENT, TO INCLUDE LETTERS OR NOTES, REGARDING THIS. IN THIRTY YEARS OF SERVICE AND BEING REGISTERED THERE HAS NEVER BEEN ANY QUESTIONS ABOUT ME. I QUIT FOR A BETTER OPPERTUNITY FOR MY FAMILY, AS THIS HAD BEEN A NON ISSUE FOR MONTHS AND I THOUGHT HAD BEEN SETTLED. THE CLIENT NEVER COMPLAINED OR WAS HARMED IN ANY WAY.

End of Report

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